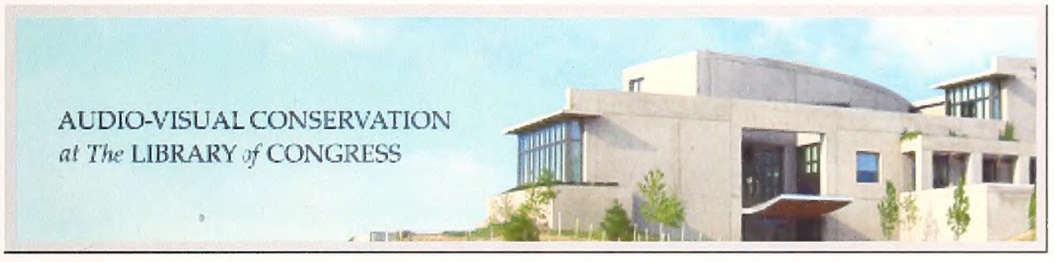

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APR -8 1947

SHOWMEN'S TRADE REVIEW

THE SERVICE PAPER OF THE MOTION PICTURE INDUSTRY

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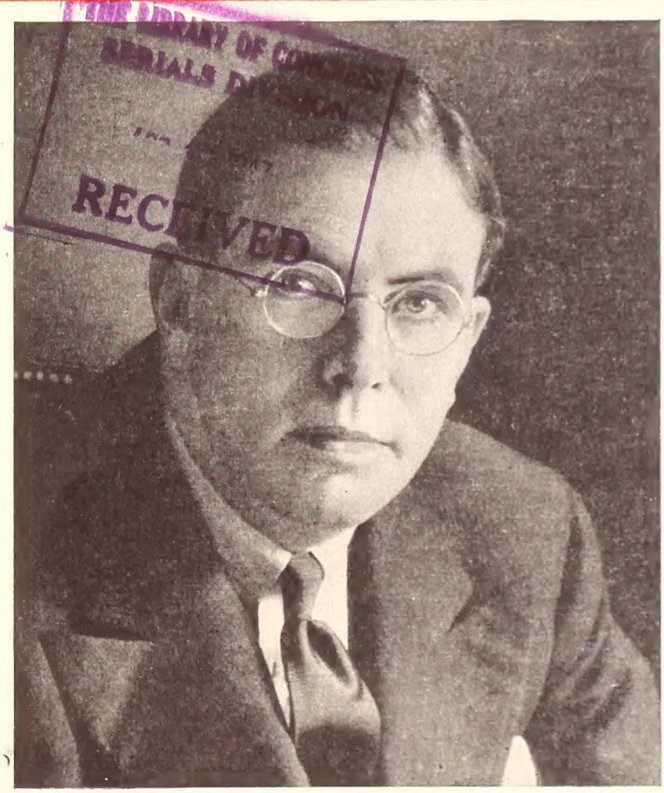
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Vol. 46 No. 14

APRIL 5, 1947

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CHARLES E. 'CHICK' LEWIS
Editor and Publisher



Robert M. Gillham (See Page 8)

THE SHOW BUILDER

(See Page 43)

Showmen's Silhouette, Page 49

"LOOK WHO'S HERE AGAIN!"

PN1993
.S55

(That makes it 17 Oscars for M-G-M Shorts in 11 years, more than twice any other company!)





WATCH FOR THESE COMING CARTOONS IN TECHNICOLOR:

"Hound Hunters"
"Dr. Jekyll and Mr. Mouse"
"Red Hot Rangers"
"Uncle Tom's Cabana"

Thanks to your bookings of our Shorts, Mr. Exhibitor, we are enabled to continue production of the quality subjects that win profits and prizes! The purpose of shorts is to enliven the program and to bring in extra revenue. M-G-M spares no expense to accomplish both. *You* make that possible by your continued support.



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MORE PEOPLE COME WHEN YOU'VE GOT IMPORTANT *EXTRA* ATTRACTIONS!

M-G-MONEY SHORTS!

Book Them Solid!

16 TOM AND JERRY CARTOONS *(in Technicolor)*
16 M-G-M TECHNICOLOR CARTOONS

10 PETE SMITH SPECIALTIES

12 FITZPATRICK TRAVELTALKS *(in Technicolor)*

6 JOHN NESBITT'S PASSING PARADE

4 M-G-M 2-REEL SPECIALS

104 ISSUES—NEWS OF THE DAY



PETE SMITH SPECIALTIES

EXHIBITORS VOTED PETE SMITH TOPS!

"No. 1 Live Action Short for fourth year."—*Quigley Publications*

"No. 1 Live Action Short for third year."—*Showmen's Trade Review*

When Louella Parsons announced in her column he was giving up his humorous shorts, there was a flood of protest from showmen and public.

P. S. You'll continue to get those merry Pete Smith Shorts. Watch for:
"I LOVE MY WIFE BUT—"
"NEIGHBOR PESTS"



THE BEST IN TRAVEL!

Fitzpatrick's Traveltalks in Technicolor represent to the fans the top in this field!



THE BEST IN DRAMA!

John Nesbitt's Passing Parade is acknowledged by audiences tops in human interest.



THE BEST IN ACTION!

2-Reels that pack a punch, including famed "Crime Does Not Pay." *These* pay!

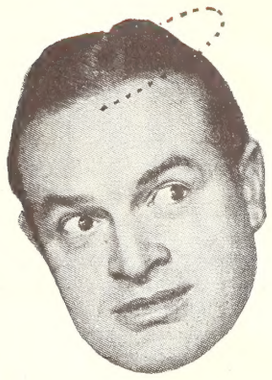


THE BEST IN NEWS!

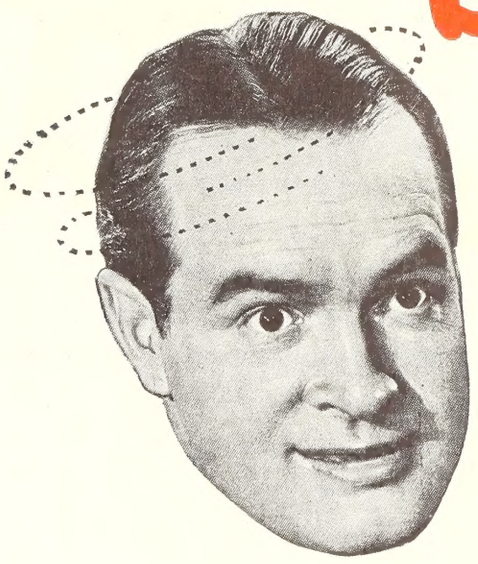
M-G-M's News of the Day gets top world coverage and top audience attention!

PRIZES AND PROFITS! M-G-M SHORTS!

PARAMOUNT, YOUR FAVORITE PRODUCER, PROUDLY REPORTS THAT



Bob's big ! is MY



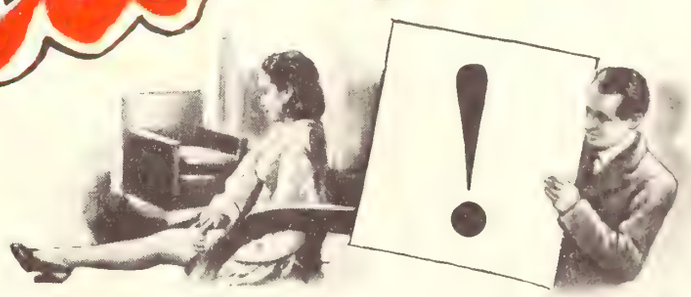


YOUR NEW HIT FROM THE "TWO YEARS"–"BLUE SKIES"–"CALIFORNIA" COMPANY IS:



BOB HOPE
DOROTHY LAMOUR
in
"My Favorite Brunette"
with
PETER LORRE · LON CHANEY
Produced by DANIEL DARE
Directed by ELLIOTT NUGENT
Original Screen Play by Edmund Beloin and Jack Rose

gest yet Fa-vor-ite Bru-nette !



That's the winning jingle the nation's boxoffices are writing

As first dates prove it's the world's all-time favorite Bob Hope show,

Topping even "Beaucaire's" record highs in Atlanta, Boston, New Orleans, etc.

Thanks to that billion-ad-message, $75,000 prize jingle contest

Plus coast-to-coast praise like "new highs in fun" (N.Y. News)— "the best Hope ever made" (L. A. Examiner)—

"Season's top comedy" (N.Y. Jour.-Amer.)—"Hope's antics never better" (H'wood Citizen-News)!



RONALD
REAGAN
ALEXIS
SMITH
ZACHARY
SCOTT

DIRECTED BY
JAMES V. KERN
NOVEL AND SCREEN PLAY BY STEPHEN LONGSTREET
PRODUCED BY
ALEX GOTTLIEB

THE STAMPEDE STARTS THIS WEEK FOR

WARNERS'

"STALLION ROAD"

THE STR EDITORIAL PAGE

Let's Be Practical

Early in the career of STR many theatremen boosters told us that one of the chief virtues of the paper was that it was so "practical." As they put it, we tackled each subject realistically from the angle of the working theatreman and not in a theoretical, abstract manner.

We kind of liked that term "practical" as applied to the paper, and we have always felt that the best way to serve the interests of the subscribers for whom the paper was designed is to be immensely practical and realistic.

In recent months we have sounded warnings that it was time to exercise a very careful scrutiny of costs of operation because in the opinion of leaders in all branches of the industry a levelling off of the big wartime attendance seemed certain to occur and good business practice called for a stock-taking and preparation to meet the change if and when it came.

In thus speaking out forthrightly about an immensely practical matter we were merely following the formula of being practical. Yet, some critical remarks were made to the effect that we were being pessimistic. We don't see it that way at all. To "soft-pedal" on an important business consideration would not, in our opinion, be in harmony with our policy of being practical.

Unfortunately, an economy drive at some of the studios got the world's worst publicity, with some commentators taking the attitude that the industry was getting panicky. That was and is rot, of course.

But for all the misconstructions that may be put upon economy measures, we still maintain it is good common sense for every theatreman to look to his costs and do his utmost to reduce them as much as possible consistent with efficient operation and good service to the public.

We have always believed that the ideal theatreman is one who is a good showman and a good businessman at one and the same time. You can't belong to the latter classification unless you operate a theatre so as to show a profit.

▲ ▲ ▲

The Pass Evil

Like everything else in boom times, the pass evil grew to proportions that were entirely out of line with good theatre management.

One Southern circuit has estimated that the box-office value of passes issued over a *ten-week period* amounted to $10,582. Imagine that! And after you have thought about it, suppose you take one of those little periods between shows to sit down and estimate the box-office value of the passes *you* issued during any stretch of from a week to a month. See what it amounts to.

In all probability you will come to the conclusion that your pass lists must be cut down. But you'll have to be diplomatic and tactful when you inaugurate the cutting process because you've probably made it a habit for a lot of people to expect to see your shows for free or just for the taxes. We doubt if there are any other merchants in your town who give you any of their merchandise with the same carelessness that you have been giving away yours.

It's worth thinking about, boys and girls.

▲ ▲ ▲

Confusion Unlimited

The impending possibility of Supreme Court stay of many phases of the recent statutory court decree throws many members of our industry back into the whirlpool of wondering what next.

Not too long ago this page urged theatremen not to be stampeded into starting to make extravagant bids for pictures and to wait until the court order became the law of the land.

Apparently our advice turned out to be pretty good. Because now there are many angles to the decree that will remain inoperative pending final determination by the U. S. Supreme Court and that may mean a delay of from six months to a year or even longer.

Of greatest interest and importance to the average theatre owner is the possibility of several of the companies returning to block selling until such time as this method of selling is outlawed by the courts.

It is hoped that if the other companies can do so, too, they will make their product available for buying in large groups and thus help stabilize the product requirements of the exhibitors who need to buy this way.

▲ ▲ ▲

Showmanship!

That gushing fountain of provocative, imaginative showmanship—Howard Dietz's department at MGM—this week came up with another honey of a publicity idea as several hundred editors received deeds to an acre of land in "The Sea of Grass" country in Valencia County, N. M. The novelty of this striking stunt was surpassed only by the rib-tickling cleverness of Dietz's letter accompanying the deeds.

—*"CHICK" LEWIS*

WHAT'S NEWS

In the Film Industry This Week

INDUSTRY IN THE COURTHOUSE —It rained in New York. In a conference room, lawyers representing seven distributor defendants in the decree case—Loew's (MGM), Paramount, RKO, Warner Bros., Universal, United Artists and Columbia—had made up their minds. They awaited only the appearance of 20th Century-Fox Counsel John Caskey. When Caskey failed to appear they acted. John W. Davis, counsel for Loew's, went ahead and drew up the papers and Wednesday afternoon a representative of Davis' office was off to Washington with a document which represented the first time that the majority of the Big 5 and all of the Little 3 were in accord on anything during the long-drawn anti-trust suit.

The document was a stay, which when signed and entered by a Supreme Court justice, will hold up application of all sales sections of the decree—excepting that outlawing franchises — and by staying Section V, which revokes the consent decree issued years ago, allows arbitration to continue until the Supreme Court finally rules upon the appeals which all defendants now have before it.

The order, as presented to the court, contains the name of 20th Century-Fox, along with the other defendants, but Fox Attorney Caskey was said to be vigorously opposing any stay on competitive bidding. However, the stay is not expected to have effect upon any company which wishes to go along with competitive bidding or any other decree clause, since it merely restores what lawyers love to call the status quo, or in plain English it keeps the Government from compelling the defendants to abide by those sections of the decree which are stayed. And the stay does not cover the decree clauses ordering dissolution of pools, limiting of theatre acquisition, etc.

To date the lawyers for the defendants are sure the court will sign the stay since they assume as much from the remarks Judge Stanley Reed made at a closed hearing last week. Illness of Robert L. Wright, special assistant to the attorney general, who may wish to be heard on the stay order, however, may hold up its formal entry.

In Chicago, Jackson Park Theatre Attorney Thomas McConnell in effect told the Court of Appeals there that he thought the appeal taken by the distributor and exhibitor defendants in that case was an "escape" tactic which sought to avoid the injunction granted against them by a lower court.

* * *

LEGISLATION—This front seemed quiet this week, with Minnesota facing the possibility of a 20 per cent admission tax to finance veterans needs, but the whole thing is predicated on a study to be conducted by committee if the resoluion presented by some of the legislators gets approved.

Other legislative measures were: Iowa—Decided not to push the memorial against drinking in pictures with threats of what would happen in the future if producers did not cut down on the liquid situation; Pennsylvania—Took up a bill compelling theatres in Philadelphia to project a diagram on their screen at least once during the show indicating exits; Missouri—Introduced a bill for a three-man censor board, killed a bill for veterans benefits which might have brought up theatre taxes.

* * *

EXHIBITION—Loew's Inc., appeared this week to be the first circuit to buy out a theatre partner in order to gain the needed 95 per cent or more ownership, which would allow it to book MGM pictures into a house without regard to decree provisions, when it purchased the third interest Paramount-Richards held in its State Theatre, New Orleans, La.

And in Washington, D. C. this week it was decided not to add a 10 per cent city tax on amusements. The tax had been proposed in the belief the federal tax would either be reduced or eliminated. When it wasn't, the Commissioners who run the town decided against added box-office burdens.

* * *

DISTRIBUTION — Film Classics appeared ready to take on first-run product as well as reissues and seemed to have a plan to acquire all its exchange outlets as well as to open world offices.

Republic, closing one regional sales meeting in New York was ready to open two more—one in Chicago April 8-9, and one in Hollywood, April 14, during which the company will decide whether it will cut down or eliminate B pictures. Republic' stockholders recently heard President Yates speak of the need of color in the industry.

Reelected as officers were Yates, Executive Vice-President James R. Grainger, Vice-Presidents, Walter L. Titus, Arthur J. Miller, Edward L. Walton, J. J. O'Connell. Treasurer John Petrauska, Jr., and Secretary Joseph E. McMahon. Directors named included Titus, Miller and Samuel Becker, Harry M. Goetz, Harry O. Mills, the last three of whom are said to represent the Goetz-Brulatour holdings in the company.

National Film Distributors notified the major distributors this week that it stood ready to build adequate, fire-proof buildings to serve as film depots in any locality where it was warranted. This notice, which clearly indicated that the new outfit which is handling Selznick Releasing Organization product physically, plans to expand, was made as the distributors were reported considering additional exchanges in Jacksonville, Fla., and San Antonio, Texas.

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The News Spotlight



TED BALDWIN . . . he gets the silver anvil for drum beating on "Duel in the Sun." (P. 11).



ROBERT H. POOLE . . . local exhibitor units are best for local fights. (P. 11).



CHARLES CHAPLIN . . . from the wistful, lovable, duck-waddling tramp to the suave, sadistic murderer. (P. 9).

Robert M. Gillham

(The Man on the Cover)

Advertising and publicity executive who next week returns to the film industry with which he has been prominently identified for many years when he takes over as head of Eastern and Foreign Advertising and Publicity for Selznick Releasing Organization. Gillham became associated with the industry in 1925, when he joined Paramount's theatre organization. He attended the Paramount Theatre Manager's School and managed one of the company's theatres. Later he concentrated on advertising and handled the Paramount account at two agencies before taking over as director of advertising and publicity for the company. He left Paramount to join the J. Walter Thompson ad agency, as vice-president.

Feb. Admissions Tax

February admissions tax collections amounted to $34,243,593—nearly $3,000,000 above the figure for the same month last year—the Treasury Department reported this week in Washington. Collections in the Broadway District of New York showed a sharp decline, falling off to $5,473,845 from last month's high of $9,229,990.

Loew's in Full Control Of State, New Orleans

Loew's, Inc., this week apparently was the first distributor-owned theatre circuit to meet the statutory court decree provisions on theatre ownership by acquiring full control of the State Theatre in New Orleans, a house in which the Paramount-Richards interests had held one-third ownership.

The deal, consummated quietly in late December, according to report, is the second such purchase Loew's had made to increase its holdings in that particular house, which is the key center showcase for MGM product in the Gulf States area. The first was made several years ago as a result of disagreement over operating policy.

The house originally had been built by Loew's for Loew operation in association with Erlanger and Saenger Theatres interests. Each owned a third in the building. Saenger Theatres later was bought by Paramount-Publix and after the bankruptcy of the latter passed to the Paramount-Richards Corporation. Loew's, after a reported disagreement with Richards over special handling and pricing of an MGM picture in the State, quietly acquired the Erlanger third interest and gained control of the house.

The second purchase allows Loew's, under the decree, as full owner of the house, to play MGM pictures there under whatever conditions it wishes and without regard to competitive bidding.

Loew's Vice-President J. R. Vogel also announced that its last pool had been terminated March 31 in Pittsburgh. The pool, in association with Warner Bros., restores the Penn and Ritz Theatres to Loew's while Warners will operate the Stanley and the Warner theatres.

Chaplin's 'M. Verdoux' Opens at Broadway Apr. 11

(*See the News Spotlight*)

World premiere for "Monsieur Verdoux," Charles Chaplin's latest picture and another radical departure from the traditional role of the baggy-trousered, waddling-shoed tramp of his early fame, has been set for the New York Broadway Theatre on April 11, United Artists announced this week.

Executive Thieves

Thieves with apparent executive ability who first stole a truck from a nearby restaurant and then broke into the Dickinson Circuit's Kimo Theatre at Kansas City, made off with the safe containing $2,700. The truck was found, but not the safe or the money.

Seven Unite to Speed Decree Stay to U. S. Supreme Court

An almost united front of defendants in the anti-trust decree suit this week sped a stay order to Washington, D. C., which, when signed and formally entered by a Supreme Court Justice, will hold up compulsory execution of the decree sales clauses with the exception of that outlawing franchises, and which will restore the consent decree, with its arbitration provisions, until after the high court has decided on the appeals before it.

Informed sources declared that since it was hardly possible that the Supreme Court would begin on the appeal hearing until late 1947 or early 1948, the stay would be effective till then.

They also pointed out that stay would not prevent any defendants from making use of any decree clauses, such as competitive bidding, but will merely prevent the Government from compelling any of the defendants to follow those sections of the decree which have been stayed. In addition, by staying the present statutory decree clause which revokes the earlier consent decree, the defendants are at liberty again to offer arbitration on clearance and run disputes until the Supreme Court finally settles the case.

Further, the stay presented to the court will not prevent the dissolution of theatre pools, relieve the theatre owner defendants from restrictions placed upon their acquisition of new theatres, or extend the two-year period during which they must either dispose of their theatre interests or increase their holdings therein to a minimum of 95 per cent.

What It Will Do

What the stay would actually accomplish, when signed by the court would be:

1. Restore arbitration.

2. Halt compulsory application by the Government of the following decree sections preventing: a) Defendants from fixing minimum admission prices upon theatres showing their product; b) Agreements among defendants to fix clearance; c) Defendants from granting clearances to houses not in "substantial competition" or establishing unreasonable clearance among competitive houses and placing the burden of proving a clearance is reasonable upon the distributor; d) Formula or master deals; e) Refusal by the defendants of "some run" to all exhibitors; f) Refusal by the exhibitors to establish competitive bidding when demanded in a competitive area by an exhibitor or from selling to the highest bidder without other considerations such as "old customers."

The stay order, written by seven of the eight defendants after Supreme Court Justice Stanley Reed last week had held a closed hearing on their varied requests for stays is an achievement in itself in that it brought four of the Big 5—Paramount, RKO, Warner Bros., Loew's (MGM)—together with all of the Little 3—Universal, United Artists, Columbia.

Caskey Opposes

Though the stay was prepared with the names of all defendants included, reliable sources said that 20th Century-Fox Counsel John Caskey, had been strongly opposed to any stay on competitive bidding. When Caskey reportedly did not attend the final conference to approve the draft which was to go to the court, the other attorneys sent it up anyway. Caskey could not be reached for verification.

In Harmony

Up until now, however, the Big 5 and the Little 3 have been on opposite sides of many questions involved with the impression prevailing that the Big 5 were mainly interested in safeguarding their theatre holdings and the Little 3 in holding sales privileges. After Justice Reed had indicated he would stay the decree in part, all parties got together at the conference table in New York.

A compromise was reached easily enough as United Artists dropped its request to stay the clause outlawing franchises, and four of the Big 5, who were chiefly interested in preserving arbitration by having the clause revoking the consent decree stayed, agreed to back a stay on the points that the Little 3 wanted.

It was on the inclusion of a stay on competitive bidding that Caskey reportedly objected.

Last week in Washington Justice Reed devoted a whole afternoon to hearing what the defendants wanted and permitted counsel for exhibitor organizations — American Theatres, Southern California Theatre Owners, and Confederacy of Southern Associations, to be heard on their request to stay competitive bidding. Opposition to their appearance was reportedly voiced by at least one defendant counsel, but the court heard them at length. The Government had opposed all stays.

This week, ATA and CSA filed replies to objections on their appeal to the Supreme Court for permission to intervene against competitive bidding.

Answer Objections

CSA Attorney John G. Jackson, Sr., told SHOWMEN'S TRADE REVIEW that his answers were largely to refute objections made by the Big 5 to exhibitor intervention. In his paper, he said he denied that exhibitors were properly represented at the trial, pointing out that certain distributors would not oppose competitive bidding and that the Government wanted it tried, and that he further claimed that the statement that exhibitors would not be affected by competitive bidding was fallacious.

Cops and Robbers

A district patrolman, on a routine check of doors in the business section of Germantown, Pa., surprised three bandits in the Stanley-Warner Colonial Theatre while they were rifling the office. They escaped through the darkened auditorium as the officer opened fire with his service pistol.

Finding the front door of the theatre open, the policeman drew his revolver and advanced cautiously through the long lobby towards the office. He saw a man step from the doorway but before he could accost him, the bandit shouted a warning then dashed into the main floor of the theatre, with the two others at his heels.

NATIONAL NEWSREEL

Motion Picture Ass'n May Increase Board

Announcement that Eric Johnston had been re-elected president of the Motion Picture Association and that the organization would call a special membership meeting to consider a proposal which would increase each member company's representation on the board from one to two members, was made by the Association following the meeting of both its directors and its membership in New York Monday.

The proposal to increase the board membership was thought to be advanced in an effort to solve the situation presently existing when a company representative, usually its president, cannot attend, by giving him an alternate.

The Motion Picture Association also announced that Principal Pictures had filed a notice of resignation, which, it was said, under MPA by-laws, can not take effect until one year after date of filing.

No cause was ascribed for the resignation but in Hollywood the Principal studios said that the main reason was because Principal also belonged to the Society of Independent Motion Picture Producers and saw no reason for holding membership in two similar organizations.

Questioned, an MPA spokesman said he did not know why no mention had been made of the resignation Howard Hughes tendered when he was summoned to face expulsion charges from the MPA for use of forbidden advertising in connection with "The Outlaw." After asking another MPA member, the spokesman said it appeared that the Hughes resignation had been accepted without awaiting the year's period and that today Howard Hughes was no longer considered an MPA member.

Elected with Johnston were the following officers: Vice-Presidents Joseph I. Breen, Francis S. Harmon; Secretary-treasurer, George Borthwick; Assistant Secretary, Fred Schreiber, Assistant Treasurer, Fred W. DuVall, and Assistant Secretary-treasurer James S. Howie.

Directors elected were: Johnston, Barney Balaban, Nate J. Blumberg, Borthwick, Jack Cohn, Cecil B. DeMille, Ned E. Depinet, E. W. Hammons, E. B. Hatrick, Joseph H. Hazen, Hal E. Roach, Herman Robbins, Nicholas M. Schenck, Spyros P. Skouras, Albert Warner.

Ask Wage Parley

Moves to bring about conferences with the distributors to discuss an upward wage adjustment in connection with increased living costs were under way this week by the Colosseum of Motion Picture Salesman as that organization met in Chicago Tuesday and appointed a special committee to handle the matter.

All companies have been notified of the Colosseum's intention, which, according to President A. M. VanDyke is not a question of unionization but of talking over an important matter with home office executives.

Appointed to the Colosseum committee are VanDyke of 20th Century-Fox, Chicago; N. Provencer, United Artists, Milwaukee; M. F. Keller, Warner Bros., Portland.

Republic Regionals Will Determine Fate of 'B's'

First of a series of three Republic Regional sales meetings which will determine the fate of "B" pictures on that company's forthcoming production schedule got under way in New York Wednesday after President Herbert J. Yates, Sr., had told a stockholders' meeting earlier in the week that production of "B" pictures presented a problem.



H. J. Yates, Sr.

Yates said that the three regional meetings—the other two of which are scheduled for April 8-9, Chicago, and April 14, Hollywood—would decide whether Republic would restrict or eliminate "B's" during the coming year.

Yates made the point that Republic had no trouble selling big-budget pictures but that increased costs in making "B's," together with the fact that exhibitors were unwilling to pay more for this type of film, had made the situation "more acute than ever."

FC to Own Its Exchanges And Open World Offices

That Film Classics is quietly carrying out plans to acquire all its United States exchanges and to open world offices for the distribution of first-run foreign and American product as well as the present reissues it handles, was strongly indicated this week as the result of reported activities carried on by President Joseph Bernhard on the West Coast.



Joseph Bernhard

Bernhard is said to be in Hollywood arranging deals to distribute the product of top independent producers. The New York offices of Film Classics acknowledged that such deals were pending but refused to say with whom they were being conducted. Denial was made, however, that Bernhard intended to raid independent producers who had commitments to other distributing outlets at the moment.

Reliable sources reported that Film Classics now owns approximately 50 per cent of its United States exchanges and is seeking to acquire the remainder, a report which gains strength with Film Classics' acknowledgement that its new first-run product will be handled only by the outlets it owns. Film Classics International, quietly formed for the world market some time ago, at present is selling abroad either on a franchise or outright sales basis. However, this division of the company is seeking its own offices in various European and Latin-American localities.

25% of Fox Midwest's Net Goes to Employe Benefits

More than 25 per cent of the company's net goes to employe benefits and bonuses, National Theatres' President Charles Skouras told a one-day meeting of the Fox Midwest Amusement Corporation last week in Kansas City. Skouras added that this was done as an incentive for employes who carry on for the company.

Name Higdon Film Buyer For Griffith Consolidated

Griffith Consolidated Theatres this week named Ray A. Higdon of Dallas as film buyer for that circuit, Griffith Executive Vice-President Henry S. Griffing announced from Oklahoma City.



Ray A. Higdon

Higdon had been buying previously for the 50-town circuit operated by Griffith in Oklahoma and Texas during the past few months, Griffing said, and prior to that had been associated with the R. E. Griffith circuit out of Dallas for a long period. Before that he was a 20th Century-Fox exchange manager in Oklahoma City.

Rank, 'U' 50-50 Partners In Theatre Deals—Krim

Universal and J. Arthur Rank will have equal shares in any future theatre acquisition undertaken by either company, Robert Benjamin, president of the J. Arthur Rank Organization, Inc., said in New York yesterday upon his return from conference with Rank in England. Benjamin added that Universal intended to acquire or build houses in North and South America "as soon as circumstances are ripe."

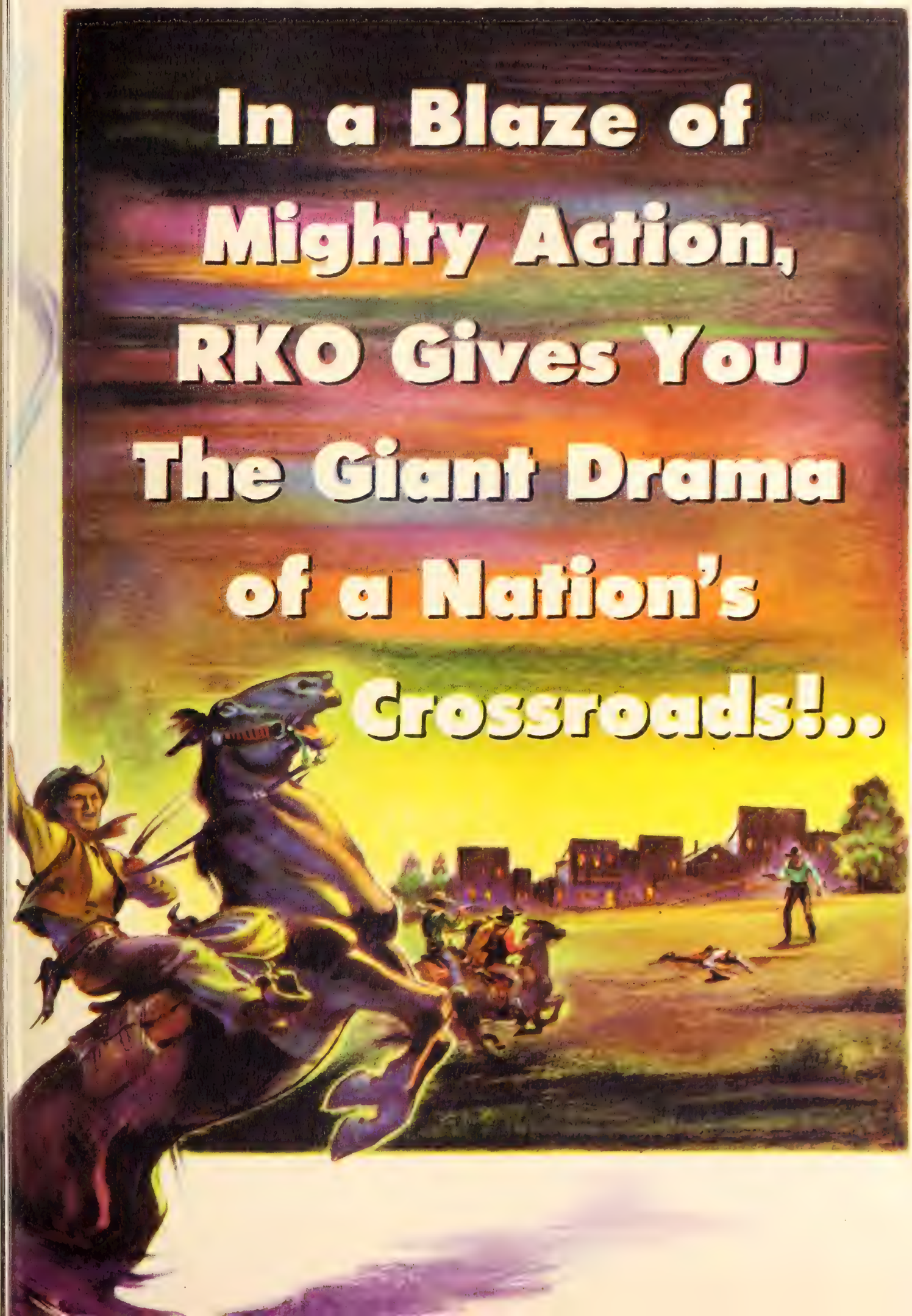


Robert Benjamin

The Rank president also revealed that the distribution deal between Rank and Universal whereby each distributes for the other in certain spheres of influence was for a 21-year period and that under a new agreement Eagle-Lion would have a more representative position when it came to selecting the Rank product it would distribute in South and North America, with the exception of Canada, which is the Rank province.

Formerly, Benjamin explained, United World, now out of the 35-mm. business, had first call on any eight Rank pictures with Eagle-Lion coming afterward. Now a committee consisting of one representative from Universal, E-L, and Rank, look at any product and allocate it after discussion. Benjamin said the Rank interests were delighted with the way E-L has handled pictures such as "Bedelia" and "The Adventuress."

Other points he discussed were: Rank has increased his production for the coming year from 35 to 40 with a minimum of eight in Technicolor and the importance of the 16-mm. field in Europe, especially in France, where there are said to be 12,000 such houses.


In a Blaze of
Mighty Action,
RKO Gives You
The Giant Drama
of a Nation's
Crossroads!...



The lusty story of those lawless days when frontier Kansas roared – when badmen ruled and women had no say – when it took a fearless two-gun fighting man to tame a town wilder than Dodge City... Big "Bat" Masterson, the famous U.S. Marshal whose shooting arm wrote history in the making of a mighty State!

RKO RADIO PICTURES

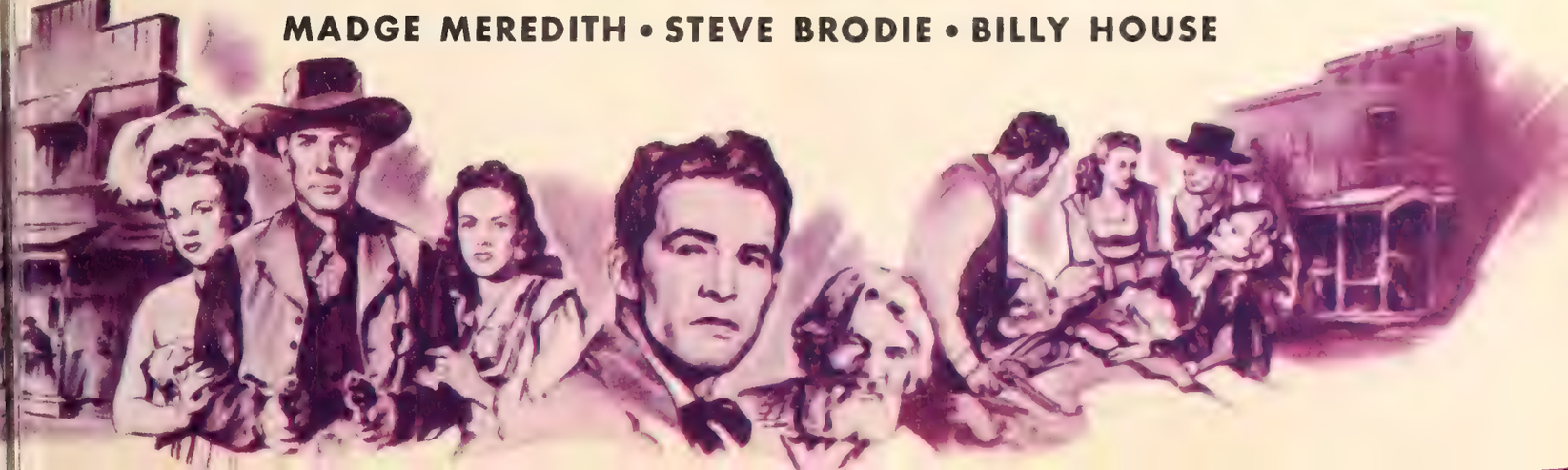
Produced by NAT HOLT • Directed by RAY ENRIGHT • Screen Play by Norman Houston and Gene Lewis

TRAIL STREET

starring

RANDOLPH SCOTT · ROBERT RYAN
ANNE JEFFREYS · GEORGE "GABBY" HAYES

MADGE MEREDITH • STEVE BRODIE • BILLY HOUSE



RKO AD GUNS ROAR!



—Blasting out the big news about a great action entertainment to the readers of the

88,421,433 CIRCULATION

of National Magazines like Life—Look—Saturday Evening Post—Cosmopolitan—True—22 Pulp Favorites—Fan Publications . . . with full-color comic-strip type ads in the Magazine Sections of Supplements of 101 important Sunday Newspapers!

TRAIL STREET

NATIONAL NEWSREEL

Defends Dubbing

Defense of dubbing as a successful method of handling American films abroad was made in New York Monday by Jack Votion, RKO studio representative in Europe.

Though Votion's views are at odds with those of various executives who recently have declared dubbing has not been a successful policy and while his comments covered only Europe and not Latin America, where the dubbing process has been under criticism, Votion said that amazing results had been achieved in dubbing by skillful European technicians and that he had seen Cary Grant appear to speak fluent Italian naturally and realistically.

"You just ought to see Danny Kaye dubbed in French . . . or Bop Hope," he added.

3 Special Variety Club Trains for Convention

Plans for the operation of at least three special trains to carry an estimated 300 Variety Club barkers and their wives to the Variety Club's International Convention at Los Angeles, May 14-17, have been completed.

The first special, called the Bob O'Donnell Special, will cover the southern route and carry delegates from the Atlanta, Dallas, and possibly the Charlotte tents. The other two—the George H. Harris and the Variety Club's International specials—will travel the northern route on a 50-hour schedule from New York to Los Angeles.

Harris Special

The Harris special is to leave New York May 9, travel over the Pennsylvania tracks, picking up delegations from Philadelphia, Pittsburgh and other sections. The Variety Club's International special, traveling over the New York Central, will pick up the Boston delegation and the Albany group at Albany, then add cars for other delegations, as it passes through Buffalo, Cleveland, Toledo, Detroit and Grand Rapids.

Both these specials on arriving in Chicago, will take on added barker passengers there and leave that city at 10 a. m. on May 10 for Los Angeles.

M. P. Foundation Meetings Are Set for Nine Cities

Speeding plans to get the Motion Picture Foundation's program under way, Barney Balaban, chairman of the organization's temporary steering committee, this week announced that meetings had been called under the following temporary territory chairmen at:

Charlotte, N. C.—April 14, H. F. Kincey.

Chicago—April 16, John Balaban and Ed Zorn.

Salt Lake City—April 16, Sam Gillette and Tracy Barham.

Albany, N. Y.—April 21, Saul J. Ullman, Neil Hellman.

Des Moines—April 21, Leo F. Wolcott, A. H. Blank.

Minneapolis—April 21, Charles Winchell, Harry French, Harold Field, Benny Berger, Ted Bolnick (temporary committee).

Omaha—May 5, Leo Wolcott, A. H. Blank.

Seattle—May 5-8; J. H. Hone.

Two of a Mind Dept.:

Local Exhibitor Must Lead In Local Fights - Poole, Lachman

Poole

(See The News Spotlight)

Local territorial exhibitor organizations offer the best way to cope with problems affecting exhibitors in their territories, Robert H. Poole, executive director of the Independent Theatre Owners of Southern California and Arizona, told SHOWMEN'S TRADE REVIEW in Hollywood this week.

Poole, who is busy arranging the Pacific Coast Conference of Independent Theatres in Los Angeles from May 6 through May 8, stressed the importance of unified local activity, declaring it was the only way to handle problems affecting "exhibitors in a given area."

"This is true," he said, "because certain types of legislation might not be detrimental in some territories while proving most drastic in others. Therefore, a close study after a comprehensive survey of conditions exisiting in a particular area will furnish all the facts necessary to logically and practically oppose legislation that would create an ill effect on both exhibitors and the public."

Poole added that this organization approved of unified action on a national basis on "those particular problems which affect all theatres alike." For such situations, he declared, there was "no doubt that a correlated action is necessary."

The southern California exhibitor chief also believes that the interchange and dissemination of information between various exhibitor organizations in various sections of the country is "healthy and productive of a correlation of thought and actions that is beneficial."

As to the method of fighting legislation adversely affecting the exhibitor, Poole thought that the tactics adopted must vary to fit conditions and localities.

"There can be," he said, "no set rule except that at all times we believe a clear statement of facts representing a clear recognition of the effect on the public and exhibitors alike is usually sufficient to defeat any unfair measure."

Lachman

The independent exhibitor, with his local ties and connections, is the man to take leadership in moves to fight local taxes and other restrictive legislation against his business, Ed Lachman, president of New Jersey Allied, told SHOWMEN'S TRADE REVIEW in New York last week.

Lachman made it clear that in times when a state tax measure was under consideration, however, it was up to independents to see to it that all exhibitors got together and crossed the lines of demarcation between independent houses and circuit affiliates to unite the entire motion picture industry within the state affected into a united, fighting front.

The New Jersey exhibitor believes, further, that this can be done and points to the newly-organized Federation of New Jersey Theatre Owners, which brings together all the theatres in New Jersey. Its membership consists of Allied, with its ranks closed to circuit affiliates, members of the Independent Theatre Owners of New York who operate in New Jersey, and the affiliated circuits.

However, Lachman adds, the leadership in these moves must be taken by the independent as the parties most suited to carry such fights to the legislators. He points to the fact that the independent exhibitor may have grown up with his legislator, gone to the same school with him, belong to the same golf club and even have access to his home. These men, as representative citizens of the community, owning a business in the community and having their investments there so they cannot be accused of "taking money out of the state," are in a position to make their point much easier with the law makers than the circuit affiliate manager, he believes.

U Quarter Net $756,543

Universal announced this week that its consolidated net profit for the 13 weeks ending Feb. 1, 1947, after deducting all charges and federal income taxes, was $756,543, as compared with $934,506 for the same period last year.

It's the Silver Anvil for Drum Beater Ted Baldwin

Ted Baldwin, pipe-smoking, youthful-looking director of promotion and exploitation, has been beating the drum to call attention to one thing or another ever since his working years.

This week he had the acknowledgement of his fellow public relationists that he had done an outstanding job, as the American Institute of Public Relations found that he, as an individual, had done the "most meritorious" public relations accomplishment in the field of entertainment on the basis of his activities in connection with "Duel in the Sun."

As a result Baldwin will receive the Institute's award of a silver anvil on a mahogany base at a luncheon April 9, during which the Institute will make similar awards to public relations men in other fields as well.

Baldwin, who is 47, has been beating the drum in various fields during his entire working career. He entered the New York field with his own public relations firm which handled the account of Auctioneer Joseph P. Day, particularly on the Brighton Beach Development and the account of the Series Management Hotel Chain. Then he decided to enter motion picture promotion and joined Columbia, where he handled the exploitation on its pictures, among which were "Together Again," "Song to Remember," "None Shall Escape," and "Cover Girl."

From Columbia he joined David O. Selznick, with whom he has been for two and a half years, during which period he did the exploitation on "Spellbound," "I'll Be Seeing You," and "Duel."

MGM to Release About 24 This Year, Rodgers Estimates

Feature releases during the current year from MGM may not exceed a total of 24, it was indicated by MGM Vice-President William F. Rodgers in New York last weekend following his protracted visit at the company's coast studios to view forthcoming product and participate in sales conferences. Waxing enthusiastic over the new product, Rodgers discussed in detail nine pictures which he expects will be released between now and September next. These are: "Cynthia," "The Missouri Story," "Living in a Big Way," "Fiesta," "Song of Love," "A Woman of My Own," "This Time for Keeps," "The Birds and Bees" and "The Hucksters."



Samuel Gardner

Plans for the sale and distribution of pictures under the new system to be imposed by the decree will be discussed by the full MGM field forces at a national convention to be convened April 28th in New York. This meeting may extend for a week or more, Rodgers said.

High on the agenda of the national convention will be discussions of ways and means of avoiding irritations that may arise from competitive bidding, Rodgers indicated. And in connection with the decree, the MGM sales head declared that it would be a definite policy of the company to tolerate no deeds or acts that might turn the good intentions of the court order to self-advantage.

Rodgers said it was too early to arrive at any conclusions, but that on the basis of experiments so far with competitive bidding by his company he doubted that the money involved differs much from what the distributor generally received out of the same situations in dollars and cents.

Another policy matter to be developed at the convention, Rodgers said, will be details of a definite program to stress even more in the future than in the past friendly exhibitor relations. In connection with the program, he announced several promotions from within the ranks of the organization.

M. L. Simons, now editor of the company's house organ, will move into closer relationship with sales promotion and exhibitor and public relations headed by H. M. Richey.

The list of promotions in the sales forces is headed by the elevation of Samuel J. Gardner, former branch manager at Los Angeles, to assistant west coast sales manager, in which capacity he will assist George A. Hickey.

Thomas A. Aspell, Jr., branch manager at Seattle, succeeds Gardner at Los Angeles. Samuel Davis, moves from the west coast reprints and importation division to head the Seattle branch. Jerome Adams, assistant branch manager at San Francisco, has been promoted to branch manager at Washington, D. C. Jack Goldberg, sales manager at Washington, has been named branch manager at Albany. Benn H. Rosenwald, Charlotte branch manager, becomes manager of the Boston branch. Jacques C. ReVille, transfers from managership of the Oklahoma City office to the Charlotte branch. Charles D. Lyne, Dallas salesman, succeeds ReVille as manager at Oklahoma City.

Move Up to Bigger Jobs In MGM Sales Force



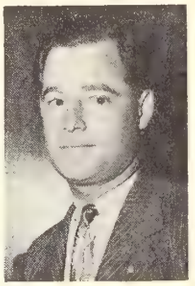
M. L. Simons



Thomas A. Aspell, Jr.



Sam Davis



Jerome Adams



Jack Goldberg



Ben H. Rosenwald



Jacques C. ReVille



Charles D. Lyne

Popcorn Priority

Popcorn rate seems to have high priority in Kansas City as well as in other sections of the country. There, the Tower Theatre yanked out almost three rows of seats at the rear center of the house to make room for its popcorn stand.

Picture People

Maurice A. Bergman, Universal-International eastern advertising and publicity director, has a series of meetings scheduled for the field force to be held in New York April 10-12.

Warner Bros. Eastern and Canadian Sales Manager **Jules Lapidus** held a branch managers' meeting at the Pittsburgh exchange on April 3.

Sally Perle, who used to pound it out with **Homer Harman** at the Roxy and who did a stint with the PRC advertising department and now has an ad-publicity outfit of her own, has been retained to direct advertising and publicity for the Broder Releasing Corporation.

Sidney Pink's Trans-International Films has opened New York offices under direction of **Marc Gilbert.**

Astor Pictures President **Bob Savini** is down in Miami sunning it out and storing up energy.

Joseph J. Deith of the Paramount Theatre Service Corporation is getting a check-up at the Polyclinic Hospital in New York.

William J. Heineman, who looks after the Rank interests in Universal, says "Odd Man Out" will get its American premiere at Loew's Criterion sometime between April 23 and May 7. There's a $300,000 initial advertising budget on it.

United Artists Producer **Hunt Stromberg** is a New York visitor.

Max Weinberg is the eastern shorts subject publicist these days for MGM.

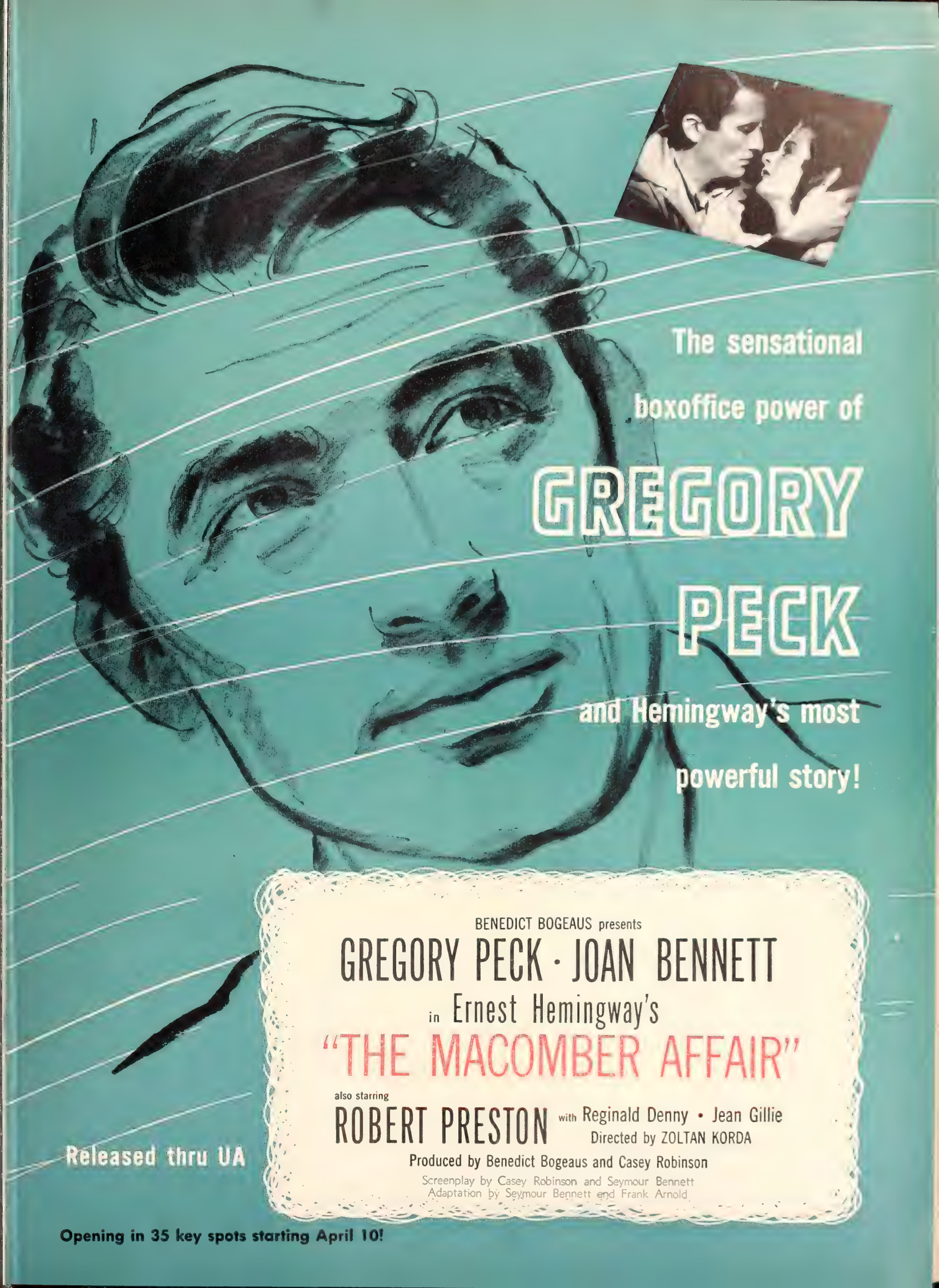
Warner Bros., Vice-President and General Sales Manager **Ben Kalmenson** is getting all set for his company's 13th annual sales drive which will open April 27 and close July 26. The drive will also be participated in by the Canadian exchanges, which up to now due to war time restrictions had been unable to participate in previous postwar drives.

Suspicious Principal

It was a cold, snowy afternoon and the class room didn't appeal to the students of a school in Ann Arbor, Mich. Instead a movie did. So off they went to the show.

But Nicholas Schreiber, principal, became suspicious when there were fewer pupils in school in the afternoon than there had been in the morning. He went to the State Theatre, asked to have the house lights turned on and then walked up on the stage to gaze into the faces of a number of startled students.

Over 100 patrons made a rush for the exits when he announced that students who were not back in class within 15 minutes would be suspended.



The sensational boxoffice power of

GREGORY PECK

and Hemingway's most powerful story!

BENEDICT BOGEAUS presents

GREGORY PECK · JOAN BENNETT

in Ernest Hemingway's

"THE MACOMBER AFFAIR"

also starring

ROBERT PRESTON with Reginald Denny • Jean Gillie

Directed by ZOLTAN KORDA

Produced by Benedict Bogeaus and Casey Robinson

Screenplay by Casey Robinson and Seymour Bennett
Adaptation by Seymour Bennett and Frank Arnold

Released thru UA

Opening in 35 key spots starting April 10!

SELLING THE PICTURE

Spring Showmanship Outlined by Schine

Detailing and illustrating many tried and proved stunts that can be used to boost box-office receipts during April and May, "Springtime Is Schine Showtime," a 24-page mimeographed brochure prepared by the Schine Theatres publicity department, has been forwarded to all managers in the circuit.

Pointing out that merchants are again ripe for cooperative advertising and business-stimulating ideas, the brochure urges exhibitors to go all-out on promotion. In this connection there is a page devoted to full-page cooperative ads, with house managers urged to assist the merchants in laying out the ads.

Prominent space is also devoted to fashion shows. If one merchant is unwilling to sponsor a "preview of spring fashions," the brochure states, get several of them, including ladies' dress shops, shoe shops, fur salons, and the like. Women to model the articles should be recruited from high schools, sororities, women's clubs, etc., with the cooperating stores furnishing an orchestra for accompaniment, or failing that, a high school orchestra or band. The fashion show should be well rehearsed to give it that professional touch, with a master of ceremonies and other entertainment features spotted in the program.

The brochure also recommends circus auctions, full use of radio facilities. Saturday morning shows for youngsters (including bicycle giveaways, Tom Thumb Weddings, and other stunts) and new spring outfits for theatres—new paint; drapes and frames changed or repainted, more color in displays, and other refurbishing activities to give the houses "that springtime spirit."

Fan Club Boost

The value of fan magazine cooperation is shown in the case of the Robert Mitchum International Club with 1,200 members, mostly in the New York metropolitan area. When "The Locket" opened at the RKO Palace, Rutgers Neilson, RKO Radio publicity manager, contacted Anna Bunatta, president of the fan club who, in turn, sent each of the members a notice, telling them of the entertainment value of their star's new picture.

Basil Theatres Set Kiddie Easter Shows

Eleven of the Basil Community Theatres in and around Buffalo, N. Y. were scheduled to hold Easter Saturday matinee parties for children with gifts for the youngsters, promoted from merchants, including a three-foot chocolate rabbit, stuffed toys, etc., and nearly 50 Easter baskets. Each theatre was instructed to promote a different giveaway.

For the first time in Buffalo, the Basil Community Theatres arranged Easter Monday matinees for children, with the program to consist of 10 Academy award cartoons, picked out of the best cartoons of the past few years and arranged for the Easter Monday show only, followed by regular news and trailers.

7-Minute Wallis Film To Introduce New Star

Hal Wallis has prepared a sevn-minute film to introduce to the press and to Paramount salesmen his new star, Wendell Corey, who has completed two as yet unreleased pictures, "I Walk Alone" and "Desert Fury." Wallis himself narrates the film which was made at the Paramount studio.



OFF TO LAUNCH SHOWMANSHIP CAMPAIGN. Charles P. Skouras, president of National Theatres, and his staff of executives board a TWA Constellation plane for a circuit-wide tour launching the fifth annual Charles Skouras Showmanship Campaign. General meetings were held in Los Angeles, San Francisco, Milwaukee, Kansas City, Denver and Portland. Pictured (l-r) are John Bertero, legal counsel; Tom Page, aide to Skouras; Andy Krappman, merchandise manager; Irving Epsteen, insurance department head; Eddie Zabel, chief film buyer; William Lyris, candy department head, and Skouras. Harry Cox, vice-president and treasurer, not shown above, also made the trip.

'Trail Street' Is Firmly Launched by Premieres

"Trail Street," the RKO outdoor film with a Kansas locale, is firmly launched in the Fox Midwest Amusement Co. territory, including five states surrounding Kansas City, following completion of the opening exploitation campaign last week. The crux of the campaign was the personal appearance of five RKO players, Madge Meredith, Billy House, Nan Leslie, Bill Williams and Ray Whitley, at the premiere showing at Liberal, Kans., on March 25.

An estimated 30,000 persons jammed the town to see the players, the film and the program lined up by the Chamber of Commerce in conjunction with RKO and Fox Midwest exploiteers. The celebration included a two-mile parade with old-time prairie schooners, wagons and buggies as well as floats depicting pioneer life; music by bands from ten surrounding cities; a barbecue of eight steers; and the renaming, by Betty Phillips, an English war bride, of a Liberal street to Trail Street.

The Hollywood party then formed a motor caravan traveling across Kansas for stops at Garden City, Dodge City, Great Bend, Hutchinson and Wichita before coming into Kansas City Friday for the Missouri premiere at the Uptown, Fairway and Esquire Theatres. In each town the players gave a benefit performance for a local charity and appeared in conjunction with the film. Their schedule in Kansas City Friday included a special morning matinee at the Uptown Theatre; appearances for children at the Mercy Hospital and the R. J. Delano School; afternoon broadcasts on Radio Stations KCKN, WHB, KMBC, KCMO and WDAF; and personal appearances at the Uptown Theatre in the evening. The party appeared in Lawrence, Kans., Saturday, and then entrained for Hollywood.

Senn Lawler, head of the advertising and promotion department of Fox Midwest, termed the exploitation tour the most successful ever carried out in the district.—KAN.

Mrs. J. J. Parker Host at Party for Campfire Girls

Mrs. J. J. Parker, president of the Parker Theatres, largest independent chain in the northwest, played host recently to the Portland Council of Campfire Girls at a special celebration at J. J. Parker's Broadway Theatre in the Oregon City. Celebrating the Campfire Girls' 35th anniversary, the party was one of the many civic activities which Mrs. Parker extends to her fellow Oregonians annually.

Two thousand service-costumed girls participated in the event at which Mayor Earl Riley and A. F. Fersanous were speakers of the day. Johnny Carpenter of radio station KOIN acted as master of ceremonies. Members of the Wicaka Campfire Group sang several selections under the direction of Mrs. J. Kerakes, and tumblers from the Manley Center performed. A well-rounded stage show plus a screening of several musical shorts furnished the program for the group.

The power and the glory of

GREGORY PECK

in Hemingway's greatest man-and-woman story!

Benedict Bogeaus
presents

GREGORY PECK · JOAN BENNETT

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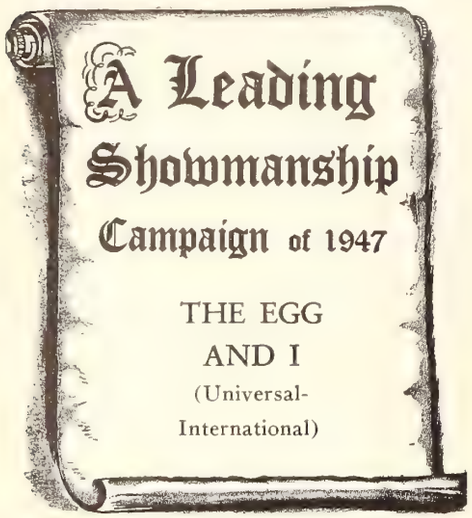
Screenplay by Casey Robinson and Seymour Bennett
Adaptation by Seymour Bennett and Frank Arnold



Released thru UA

Opening in 35 key spots starting April 10!

SELLING THE PICTURE



Sustained Campaign for U-I's 'Egg and I' Reaches Millions via Publicity Gags, Paid Ads

The extensive and intensive exploitation campaign started by Universal-International in July, 1946, and now approaching steamroller proportions for "The Egg and I," starring Claudette Colbert and Fred MacMurray, has planted so many exploitation impressions in the minds of the moviegoing public as to assure box-office success for the film. It has been backed by almost every conceivable type of promotion, including considerable monetary expenditure for paid advertising in key city newspapers and in national magazines of all types and by some of the screwiest, yet enormously effective stunts yet dreamed up by an industry never known for conservative ideas. The entire campaign was conceived and executed for long-range effectiveness to keep public interest in "The Egg and I" very much alive during the filming of the picture. It has succeeded admirably in doing just that and probably will serve as a pattern for future campaigns for some of the company's top productions.

The Betty MacDonald book was pre-sold to American audiences even before Universal-International acquired the screen rights. It was a Book-of-the-Month Club selection and has sold nearly 1,500,000 copies. *Readers Digest* published a condensation and so did *Liberty Magazine*. It was first published as a serial by *Atlantic Monthly*. Add up the readership normally attributed to these various publications and the staggering figure of 25 million readers comes to the fore!

U-I actually started its own sustained promotion in July 1946 when Authoress Betty MacDonald was honored at a luncheon given by the Governor of the State of Washington at Spokane to mark the sale of the 1,000,000th copy of the book. Universal newsreel covered the event and used a clip in its regular weekly release. Prior to that the authoress' life was the subject of a spread in *Life*. When U-I bought film rights to the book in June, 1946, Jim Moran, Hollywood press-agent dreamed up the idea of "setting" on an ostrich egg for 19 days, trying to hatch it. The idea was screwy enough to be given intensive coverage by the Associated Press, United Press and other syndicates, feature writers, etc. The enterprising Mr. Moran parked on the ostrich egg, reading a copy of the book, answering numerous telephones while squatting, and getting shaved by a barber who came to the ostrich farm daily, was also the feature of a picture spread in *Life*. It was later reported to a breathlessly awaiting world that Moran had succeeded in hatching the egg!



WILL IT HATCH? Newspaper readers throughout the nation speculated on this question during the 19 days that Jim Moran parked on the ostrich egg as shown here. Life showed pictures like this to its readers, too. A later announcement stated that the egg did hatch, which was also good for plenty of newspaper space.

'Egg' is Inspiration

Somehow or other, just the fact that the title of the picture contained the word "egg" and that the picture was about life on a poultry farm, gave inspiration apparently unlimited to the press agents assigned to keep the picture alive. They came up with all sorts of ideas—ideas that the press and radio thought enough of to almost go overboard. When Miss MacDonald visited the U-I studios in July, 1946, more or less legitimate media were used, such as the Hollywood celebrity party given for the authoress by Leo Spitz and William Goetz, studio executives, which served as a springboard for radio appearances for Miss MacDonald. She appeared on Queen for a Day, Bride and Groom, G-E Houseparty, Breakfast in Hollywood and on two local Pacific network shows of George Fisher and Frances Scully. Other radio spots also have been arranged for Miss MacDonald and the stars of the picture on national network shows to coincide with the national release of the picture.

During the picture's production there were many chickens on the "Egg and I" set. And where there are chickens, usually there are eggs. So the press boys dreamed up the idea of boxing these precious eggs in cartons bearing the legend, Col-Mac Ranch, based on the names of the stars. These were auctioned off at the Los Angeles market for the Braille Institute, suppliers of books for the blind. Some of the individual eggs autographed by Miss Colbert and MacMurray brought as much as $20 at the auction. Studio starlets acted as sales girls at a special stall in the market and the event was given extensive coverage in the nation's press. Fred Beck's Farmer's Market column, widely read pillar of the Los Angeles *Times* gave it so much space as to almost take over sponsorship of the stunt.

So that drama editors and radio commentators would not have a chance to forget "The Egg and I" during the usually slow Christmas season, the producers sent Orry-Kelly hand-painted ties, featuring the "Egg and I" motif, to some 350 of them.

Hits Full Swing

Then the advance promotional campaign hit full swing. In January, 1947, Hedda Hopper's This Is Hollywood CBS air show featured a dramatization of the book, starring Miss Colibert and MacMurray. About the same time a nation-wide Slick Chick Contest to find the most beautiful hen in America got underway, sponsored by the Poultry and Egg Dealers National Board and involving 5,000,000 poultry producers, 350,000 retail dealers, 10,000 feed dealers and 25,000 hatcheries. It also resulted in cover photos of the film's stars appearing on the front covers of four trade magazines and the *U. S. Egg and Poultry Magazine*. At the Pacific Coast Association convention of the poultry and Egg dealers an "Egg and I" booth was set up. Marjorie Main and Billy House, featured in the picture, were guests of honor at the convention banquet.

Having set an $850,000 budget for "Egg and I" promotion, U-I inaugurated its main advertising campaign in February with a $150,000 advance teaser newspaper advertising campaign in 80 newspapers in 29 key cities. The 100- and 150-line ads, starting eight weeks in advance of key city openings and running for six weeks, were spotted in the news sections rather than on amusements pages.

Lippincott's advertising for the book highlighted news about the forthcoming picture. Lippincott also distributed 50,000 specially-pre-

(Continued on Next Page)



CARTOON TRAILER of which this is the opening frame has been distributed, or will be, to theatres throughout the nation, which will play the picture. It is in sort of a teaser form, opening with no indication that it "sells the picture." Entertains, too.

SELLING THE PICTURE

$200 in Cash Prizes Plug 'Locket' in Kansas City

Two hundred dollars in cash prizes is a swell plug for any motion picture. Manager Lawrence Lehman of the Orpheum Theatre in Kansas City, Mo., adapted it to the showing of RKO Radio's "The Locket" and got excellent publicity results.

A gold locket was placed on display in the lobby, and a few days in advance of the picture's opening the theatre began giving away keys to anyone who asked for one. An advertisement in the lobby stated specifically that it was not necessary to buy a ticket to obtain a key. A $50 prize was awarded to the first person whose key unlocked the locket on the opening day of the show. To holders of the next 30 keys that unlocked it went $5 in cash.

Advertising set up for the picture by Manager Lehman centered around the phrase, "Learn the secret of 'The Locket'." It was also the plugging phrase in the contest.—KC.

Hidden Names Contest Plugs 'Song of South'

The hidden names contest is an old exploitation standby that never loses its potency. Manager Joe Boyle of Loew's Poli Broadway Theatre in Norwich, Conn., employed it for Walt Disney's "Song of the South" and found it just as good as ever in stimulating interest in his coming attraction. Contest was tied up with the local newspaper which printed names of Norwich residents scattered through its classified ad columns, with a note stating that persons finding their names would be given guest tickets to see the Disney feature by identifying themselves at the newspaper office.

Boyle and his assistant, Miss Tillie Pysyk, also used cooperative ads, window displays, bus cards, spot radio announcements and mentions in a "Man in the Streets" program over station WNOC.—HFD.

Mr. Bluebird Greeting Cards Can Aid 'Song'

The new Mr. Bluebird line of everyday greeting cards, just issued by Hall Brothers, Inc., of Kansas City, Mo., provide a new source of exploitation for theatremen playing Walt Disney's "Song of the South." The new cards feature Mr. Bluebird, much as he is in the film.

The card line will be put on display in a special carton in department stores, stationery and drug stores and is being advertised via the Columbia Broadcasting System on the Hallmark Show, Reader's Digest Radio edition. Newspaper mats, now available to dealers, provide another source of cooperative advertising for theatres.—KAN.

Richard and Door

Five days in advance of the opening of MGM's "Love Laughs at Andy Hardy" at the Criterion Theatre, Oklahoma City, Manager Robert Hynes had a man on the street carrying a special door made up in the sign shop.

One side carried the copy "Open the Door, Richard," The other side: "Richard Can't Open the Door 'Cause He's Too Weak From Laffin' at Mickey Rooney in 'Love Laughs at Andy Hardy', etc."



THIS PROMOTION at the Poultry and Egg Dealers National Board to find the most beautiful hen in America involved 5,000,000 poultry producers, 350,000 retail dealers, 10,000 feed dealers and 25,000 hatcheries. In addition, four leading poultry trade magazines and the U. S. Egg and Poultry Magazine featured photos of Miss Colbert and MacMurray on their covers.

Sustained Campaign for 'Egg and I'

(*Continued from Preceding Page*)

pared book marks with the book, and in current editions it is featuring a direct film tieup on the back jacket. Tieups with the picture are being set by book dealers.

Screen advertising is being spark-plugged by a special three-minute animated cartoon teaser trailer, the first ever used for a live-action picture. It was made by Walter Lantz's cartoon studio especially for U-I.

Final judging of the "Slick Chick" contest and the selecting of "Miss Slick Chick of 1947" was held at the Ambassador Hotel in Los Angeles the day preceding a special benefit premiere of the picture at the Carthay Circle Theatre for the Damon Runyon Memorial Cancer Fund.

The large list of national network radio programs which are devoting program material to "The Egg and I" promotions include Fred Allen, Kate Smith, Truth or Consequences, County Fair, Ladies Be Seated, People Are Funny, The Quiz Kids, Kay Kyser, Double or Nothing, Heart's Desire, Queen for a Day, It Pays to Be Ignorant, and Bride and Groom.

Some 500,000 double-sized match folders for distribution to exhibitors, exchange personnel and homes and studio executives were printed and 1,000,000 regular sized match books for key city distribution have been prepared. Radio comedians are featuring "Egg and I" gags, and there have been several cartoons in national magazines featuring "The Egg and I." There is an "Egg and I" shampoo and there is a special "Egg and I" greeting card for Easter. Two million egg recipe books are being distributed through the Poultry and Egg Dealers association and special stickers are being affixed to regular egg cartons sold through retail stores to the public.

A special song, The Egg and I, with words and music by Harry Akst, Herman Ruby, Bert Kalmar and Al Jolson, is being plugged nationally by leading radio programs and has been recorded by Victor, Columbia, Majestic, Mercury and Lion, with a list of stars including Dinah Shore, Sammy Kaye, Blue Barron, the Merry Mac and Connie Haines and Harry Babbitt making the records.

New York City promotions for the picture's engagement at Radio City Music Hall include an "Egg and I" eggrolling contest in cooperation with Arnold Constable, a leading New York department store and the city's Department of Parks, which took place April 5. Wooden eggs were used because of the critical world food shortage which caused cancellation of the national egg-rolling fete on the White House lawn.

To publicize the contest, Arnold Constable used newspaper advertisements in the daily papers just prior to the affair, and the Park Department prepared 20- by 25-inch posters which were posted in all city parks. Grand Prize was to be a trip to Washington for the winning boy and girl and one parent of each.

Promotions already set and those in the process of being arranged, are all being keyed to carry through the advance selling job on "The Egg and I," and translate the effort into local promotions for key city and other engagements. National promotions are being adapted for local usage and are being augmented by local newspaper and radio advertising campaigns. The plan is to continue this national and local cooperative help until such time as all key city and most of the other engagements have been played off.

Initial key city engagements started at the Fox Theatre in Detroit, Friday, (4th) and Saturday, (5th) in Cincinnati, Indianapolis, Louisville, Kansas City, Los Angeles and several West Coast theatres. The film will follow "The Late George Apley" at New York's Radio City Music Hall.

Marquee Wording

Declaring that the importance of marquee wording in downtown locations should not be overlooked, Matt Freed, district manager for Robert L. Lippert Theatres, forwards a photograph of the Rialto Theatre, Medford, Ore., showing this marquee copy:

"Judy Canova Singin' in the Corn with Man From Texas also Dusty Fletcher in Open the Door Richard."

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GLENN FORD

FRAM

JANIS CARTER · BARRY SULLIVAN

EDGAR BUCHANAN

KAREN MORLEY · JIM BANNO

The same Glenn Ford

who tamed Gilda!



ED

eenplay by
n Maddow

Directed by **RICHARD WALLACE** · Produced by **JULES SCHERMER**

COLUMBIA PICTURES

SELLING THE PICTURE

Money Dates for May

National Observance Periods.

MAY 11: MOTHER'S DAY. The theatre manager should not take Mother's Day, which is nationally observed, as a matter of course. It should be a showman's date, with increased box-office receipts. It will not achieve that goal unless the manager becomes aggressive and goes after opportunities in connection with it. There are many stunts that have been tried and found successful. A few of them are detailed here. Tie up with your local newspaper to find the oldest mother in your town and have her attend the theatre as your guest. Another wrinkle is to set aside a certain hour of the day when mothers, escorted to the theatre by their sons, will be admitted free. Prepare a Mother's Day Gift Ticket Book good for a certain number of performances and advertise its availability in your newspapers, heralds and in the lobby. Another angle: you might promote a Mother's Day Card for distribution to patrons in advance, each card containing a place to insert a pair of tickets, with the suggestion that recipients might like to insert a pair of tickets for their mothers to attend a showing on Mother's Day. Don't overlook your lobby; give it a Mother's Day character. You might use a reproduction of Whistler's portrait of his mother along with photos and pictures of some nationally known mothers, not overlooking a number that are locally prominent. Promote a display of flowers that have long been favorites of mothers of both the present and the older generation. Your local florist will gladly cooperate for such publicity as you may give him. It would prove a goodwill gesture to advertise that mothers unable to walk will be transported free to your theatre. Use your own car or borrow cars from your friends for the purpose, or even make a deal with a taxi concern. A phone call giveaway has proved itself an attractive stunt; to the winning mother in attendance on Mother's Day—or at a certain hour of the day—award a phone call to her son or daughter in any part of the country. Your newspaper will publish the winner's picture and you could likely arrange with it to sponsor a contest to select the winning mother. Tie up with a florist for enough flowers so that you can present one to each mother in the audience—or, if you get enough, to every woman patron. A feature that have proved effective is a very short—say 30-second-trailer in which a reverent voice asks each member of the audience to pay silent tribute to mothers all over the world. A pie-baking contest by mothers is a stunt that is always effective, giving two or three worthwhile awards in passes, with the pies going to some hospital or charitable institution. It would be a good gesture to give fathers a break also by admitting the first 25 coming to a certain showing with their mothers or wives.

MAY 18: I AM AN AMERICAN DAY. If any local event is scheduled for the observance of the day offer the use of your theatre in the morning. If a number of persons are to receive their U. S. citizenship papers on that day, have the ceremony performed in your theatre. Decorate your lobby with a patriotic display of flags and bunting, with portraits of Washington and other outstanding personages in American history. Book a picture that is thoroughly American in theme and character.

MAY 18-24: BUDDY POPPY WEEK. A good stunt would be to permit veterans of World War I to sell poppies in the lobby or foyer of your theatre. Decorate your lobby with artificial poppies. Place a very large one under the marquee, or on the marquee in good weather. Offer free tickets to the veterans selling the greatest number of poppies on a certain day.

Special Tieup Opportunities.

MAY 4-11: NATIONAL MUSIC WEEK. This is your chance to promote interest in good music. Music organizations and music teachers will help you promote any activity in this direction. Present on your stage high school or college glee clubs and bands and orchestras. The members will advertise it among their families and friends and the newspapers will play it up. Have a different group, if possible, each night of the week. Your newspaper music editor will be interested in tieing up in an essay contest on "The Importance of Good Music in the Home." You can likely promote a record album or two from your local music store as prizes. Republic's "I've Always Loved You," Universal's "Song of Scheherazade" and United Artists' "Carnegie Hall," the latter especially, would be ideal candidates for booking this week.

MAY 4-11: NATIONAL FAMILY WEEK. While this event may not be widely celebrated, the theatre manager can drum up additional business through a number of channels. Offer a reduced family rate for families of six (more or less to suit your community) attending a certain performance. You might get a newspaper tieup to discover the largest family in town and have all members as your guests at the theatre or at a little party on the stage. You might promote prizes from local merchants for families exceeding a certain specified number.

MAY 5-11: NATIONAL RESTAURANT WEEK. Your chance here is for a tieup with a restaurant chain or individual restaurant for mention of your theatre, attraction and playdate on its menu in return for a card in your lobby informing patrons that this is National Restaurant Week and that such-and-such a restaurant or chain serves excellent food and is worthy of their patronage and urge them to drop in for an after-the-show supper or snack. Restaurants might give you a window card in addition to the menu mention for a pair of passes.

MAY 10-17: NATIONAL GOLF WEEK. Tieups with sporting goods stores and with sports departments of department stores are "naturals" for this occasion. You could arrange for a golf display in your lobby by a store or a country club, particularly if there is a new one about to open. It may be possible for you to stage a golf tournament with prizes promoted from merchants, or, if you can work up an amateur contest with newspaper and country club support, offer a series of golf lessons for first prize.

MAY 12: NATIONAL HOSPITAL DAY. Your local hospital always needs more support than it is getting. If it has a campaign on for raising funds which is always good for newspaper support) offer your theatre for a fund-raising meeting. Or, give the hospital trailer and herald support or a lobby display or appeal. Hospital and newspaper in turn will plug your show. A term pass for the family of the person making the biggest donation or raising the most money for the hospital would not cost you much and would create goodwill and community fellowship.

MAY 16-25: NATIONAL FIRST AID WEEK. A tieup with the local Red Cross is indicated on this occasion. Arrange for the Red Cross to give instruction in first aid in the lobby of your theatre. Your own employes might form a class. Newspapers would support such instruction, also your city health department. A hospital that treats accident cases might send instructors if the Red Cross is not represented in your city.

Sectional Observances.

May 1: Moving day (in many cities).

May 10: Confederate Memorial Day (in North and South Carolina).

May 11: Minnesota entered the Union, 1858.

May 15: STRAW HAT DAY (in some cities). If there are straw hat sequences in your films bring it to the attention of hat shops for tieups that will benefit them and your theatre. Arrange for merchants to give passes to your theatre with purchases of straw hats. Help start early straw hat "buys" by having your staff members wear them.

May 21: Outdoor Cleanliness Day (in New York).

May 29: Rhode Island joined the Union, 1790.

May 29: Wisconsin joined the Union, 1848.

May 30: Confederate Memorial Day (in Virginia).

MAY 30: MEMORIAL DAY. However you may promote your theatre and attraction on this day, keep it dignified, in keeping with the sentiment back of the observance. Book patriotic shorts, or even the feature if one is obtainable. Offer your theatre for memorial services in case the weather prevents outdoor ceremonies. Admit Gold Star Mothers as your guests. Hold some appropriate exercises on your stage. Keep your entertainment value high so that it is worth holiday prices. The American Legion would cooperate if you give a morning show of patriotic shorts. Get it to sponsor the program and hold a parade of kids to the theatre, with ceremonies in the lobby or on the stage. You might hold a contest by bands of patriotic organizations on your stage. Dealers in music instruments might cooperate and offer a desired instrument to the winning band. A Memorial Day poster contest among local artists is a stunt that will easily get newspaper support in promoting the contest and publishing winning posters, with theatre contributing passes and displaying posters in the lobby. Keep the American Flag flying in its correct position throughout the day and use it in your lobby display which must be appropriate for the day. If you can obtain flags of the United Nations display them on the marquee or in the lobby. Let schools and patriotic organizations present competitive patriotic tableaux on your stage. Schools and organizations will advertise them, especially if there are passes or other prizes. Keep all your advertising and promotion stunts dignified.

Anniversaries.

May 5: Corregidor fell, 1942.

May 6: Manhattan Island (now New York City) purchased from the Indians by Peter Minuit, 1626.

May 17: First Kentucky Derby, 1875.

May 25: Ralph Waldo Emerson born, 1803.

May 27: Golden Gate Bridge, San Francisco (world's largest suspension bridge) opened, 1938.

May 28: Dionne Quintuplets born at Calender, Ont., 1934.



SWELL STUNT. In advance of the showing of 20th-Fox's "Margie" at Warners' Mission Theatre, Santa Barbara, Calif., seven girls with pantalettes falling below their knees, danced across the stage with large letters of the picture's title. When they cleared the stage, the regular trailer was projected. A swell stunt and one that should be easy to duplicate. Reg Streeter is manager of the Mission.

Usherettes in Pantalettes 'Margie' Promotion Stunt

Seven usherettes in pantalettes, dancing across the stage, each carrying a sign with a letter in color which, arranged in order, spelled out "Margie," was one of the stunts employed by Manager Reg Streeter of Warners' Mission Theatre, Santa Barbara, Calif., to exploit 20th-Fox's "Margie." All the girls wore their hair alike, had shoes alike and wore brightly-colored bobby-socks. They danced across the stage to the strains of the song Margie. As soon as the last girl cleared the stage, the trailer on "Margie" hit the screen.

On the opening day the usherettes rode through the streets in the doorman's Model A Ford, waving pennants exploiting "Margie."

The picture was a natural for music store window tieups, which were built up out of sheet music and records furnished by the stores. Local juke box "emporiums" played the "Margie" records, loaned by one coin machine vendor. Cards on each juke box carried theatre and playdate information. For the climax of the campaign Streeter used specially-made discs on all radio spots the day before the opening and throughout the run.

Sorkin Promotes 7 Ads, 14 Radio Spots on 'Life'

A tieup with the Columbia Federal Savings and Loan Association in Washington enabled Manager Sol Sorkin of RKO Keith Theatre to obtain seven separate daily newspaper ads and two daily radio spot announcements for seven consecutive days on RKO's "It's a Wonderful Life," all paid for entirely by the bank and each lauding the picture and recommending that the public see it and absorb the details of the vital role played by savings and loan associations in everyday life as shown therein.

A sample radio spot stated, in part, ". . . See 'It's a Wonderful Life' at Keith's and you'll realize the value of entrusting your savings to a reliable, conservative institution such as, etc"—WA.

SELLING THE PICTURE

Newsprint Low, Peffley Does Outside Advertising

With amusement advertising space in the local newspaper curtailed because of the newsprint shortage, Manager Dick Peffley of the Paramount Theatre, Fremont, Ohio, thought up outside ways to advertise the attractions at his theatres, and got results with them. They are easy and inexpensive to imitate and are applicable in almost any small and medium-sized town and in the suburban and neighborhood houses of large cities.

For 20th-Fox's "The Shocking Miss Pilgrim," Peffley distributed 1,500 bookmark-size cards which cost him nothing because an ice cream and soda bar ad on the back of the card paid for its printing and distribution.

For MGM's "Rage in Heaven" and "Singin' in the Corn," Peffley had a salmon-colored card printed, with the words "Open the Door, Richard" on the front cover. His message inside was "Yes, I am really opening the door to some very fine entertainment" followed by ads of the attractions and his signature.

For MGM's "Till the Clouds Roll By," Peffley obtained permission to run a misspelled word contest in the local high school paper. To publicize the contest permission was granted to use the school's radio system over which two students would render a half-minute of dialog about the contest and the fact that the first two contestants finding all of the wrong spellings, and were first to reach the box-office, would receive two free tickets.

Pointing Arrow Stunt

Jack O'Rear, manager of the Colonial, Harrisburg, Pa., used streets signs and arrows pointing toward the theatre and bearing the words: "This way to 13 Rue Madeleine," spotted in the city's business section, as a stunt for 20th-Fox's "13 Rue Madeleine.



FIRE ENGINE JEEP, right, complete with ladders, hose, bell and flaming red paint, is one of two vehicles obtained by Manager Charles Barnes of the Granda Theatre, Kansas City, Kansas, to ballyhoo his showing of Red Skelton in MGM's "The Show-Off." Jeep distributors told about exhibition in front of the theatre in their ads.

Barnes Uses Fire Engine Jeep in His Exploitation Campaign on 'Show-Off'

Highlight of Manager Charles Barnes' campaign on Red Skelton's "The Show-Off" for the MGM picture's engagement at the Granada, Kansas City, Kansas, was a tieup with the local distributors of the Willys Jeeps, who provided the theatre with a pair of Jeeps, one of them a fire engine, complete with ladders, bell and red paint. They were paraded about the city with police escort and suitable banners, and when not on parade were exhibited in front of the theatre (*see photo*).

The Jeep dealers also stated in display advertising that the vehicles could be seen at the Granada where "The Show-Off" was playing.

The "show-off" theme was carried throughout the theatre and advertising. Several days in advance the doorman was dressed in striped suit and straw hat, with banner about the film. Bumper strips were used on all cabs on the Kansas side, with printing charges for the strips being the only cost to the theatre.

Another feature of the campaign was the establishment of a P. A. system atop the theatre marquee which played the Spike Jones Laughing Record all through the engagement. —KAN.

Exploitation Lists Aid Reade Managers

To aid them in formulating advertising and exploitation campaigns, the home office advertising department of Walter Reade Theatres sends to its city and district managers Exploitation Lists of coming attractions, as well as special exploitation kits containing stills, mats, sample press releases, radio scripts, ad layouts and other material.

The Exploitation List, besides noting various money dates, anniversaries, etc., which can be built up into extra-gross days, also advances suggestions for promoting features booked for early showing throughout the circuit. For example, in the case of 20th-Fox's "Boomerang," managers are advised that a novelty company in New York has manufactured a cardboard boomerang which would make a good give-away for the juvenile trade. On another picture, United Artists' "The Strange Woman," Houghton-Mifflin publishing company dealers are listed, with managers urged to contact them.

Drum Corps, Criminology Institute, University Aid 'Boomerang' Promotion

Three widely varied angles were employed by Manager Harold Seidenberg of the Fox Theatre, Philadelphia, to attract patronage for 20th-Fox's "Boomerang."

Through a tieup with the Pennsylvania Institute of Criminology, he obtained displays of crime detection paraphernalia which he set up in front of the theatre and which stopped many hundreds of passers-by to examine the various means used by police in solving crimes. Five thousand fingerprint cards, carrying theatre and playdate copy, were distributed, and the public was invited to have its fingerprints taken by a representative of the Institute of Criminology stationed in the lobby.

Professors in the law schools of Temple University and the University of Pennsylvania were guests at a showing of the film, and on returning to their classrooms recommended it strongly to their students.

Still playing up the law-and-crime angle, Seidenberg sent a mailing piece, in the form of a subpoena, to all members of the Philadelphia Bar Association as well as members of the Bench to tie-in with the court-room background of the film.

On the opening night a parade of the 110-piece Northern Liberty Fife and Drum Corps, which also played in front of the theatre, drew a great crowd, with many of them buying tickets.

Treasure Chest Prize In 'Sinbad' Contest

A treasure chest contest was staged for one week prior to the opening of RKO Radio's "Sinbad, the Sailor" at the Stanley Theatre in Pittsburgh. A full-sized chest was built in triplicate, one of them filled to overflowing with gifts that would appeal to women, such as a valuable fur scarf, a satin night-gown, etc., gifts donated by Boggs and Buhl deparment store to the winner of the contest. The chest served as a window display, with a second one on the mezzanine floor of the department store, while the third was placed in the theatre's lobby.

Tieup, made by RKO radio Field Man Ed Terhune, was with radio station KQV which conducted a contest on its own 15-minute program for four days asking women to write in and tell their most treasured possession.

Roy Rogers Fan Photos Kid Attendance Draw

Fan photos of Roy Rogers obtained from the Republic exchange were employed by Manager Neal Brown of the Fox West Coast Golden Gate Theatre in Riverside, Calif., to promote his special shows for children. He found the youngsters anxious to obtain the photos which he arranged in a single-fold book form with a picture of Rogers on his horse on the front cover. Billings with picture titles for the full week's program appeared inside.

BOX OFFICE SLANT

Bells of San Fernando

Screen Guild Drama 74 mins.

AUDIENCE SLANT: (Family) While this drama of early California should satisfy the average patron, it lacks the action of most films of this type.

BOX-OFFICE SLANT: Suitable for neighborhood and subsequent runs.

Cast: Donald Woods, Gloria Warren, Shirley O'Hara, Byron Foulger, Paul Newlan, Anthony Warde, Monte Blue, Claire DuBrey, David Leonard, Gordon Clark, Gilbert Galvan, Felipe Turish. **Credits:** Produced by James S. Burkett. Directed by Terry Morse. Original story and screenplay by Jack DeWitt and Renault Duncan. Photography, Robert Pittack.

Plot: The overseer of a large estate, himself in love with a girl, tries to break up her romance with an Irish immigrant. He also tries to force her father and a priest to tell him where there is gold in the vicinity. His tyranny doesn't work out, for the girl and her lover rescue the two older men. While trying to steal some bells which he believes to be gold, the overseer is killed, leaving the young couple free to plan their future together.

Comment: Although "Bells of San Fernando" lacks the action of most films of this type, there is still enough entertainment in it to satisfy the average patron in the subsequent-run and neighborhood houses. But overlooked are such things as exciting chases and thrilling rescue parties, which so easily could have been included, for the story is about the land grant days in California, with its Indians and other adventurous elements —the elements kids and other followers of action fare customarily seek. Good, and fairly well-known players handle the romantic leads; Donald Woods and Gloria Warren, with Anthony Warde as the overseer doing a convincing job with his display of cruelty. Also satisfactorily cast are Byron Foulger, Paul Newlan, David Leonard and Shirley O'Hara, the siren of the story. Direction was by Terry Morse and production by James S. Burkett.

The Ghost Goes Wild

Republic Comedy 66 mins.

AUDIENCE SLANT: (Family) Just mildly entertaining for the less discriminating audiences.

BOX-OFFICE SLANT: Suitable for double-bill programs and probably best in support of a musical feature.

Cast: James Ellison, Anne Gwynne, Edward Everett Horton, Ruth Donnelly, Stephanie Bachelor, Grant Withers, , Lloyd Corrigan, Emil Rameau, Jonathan Hale, Charles Halton, Holmes Herbert, Edward Gargan, Gene Garrick, Michael Hughes, William Austin. **Credits:** Associate producer, Armand Schaefer. Directed by George Blair. Screenplay by Randall Faye from an original story by Randall Faye and Taylor Caven. Photography, John Alton.

Plot: A young artist caricatures the face of a doughty dowager for a magazine cover. When she threatens suit, and when the husband of an erstwhile girl-friend threatens mayhem, he welcomes an opportunity to disappear, since a charred body has been found in his burned home and identified as his. A series of circumstances make it appear as though he has shown up as a ghost, but it is when a real ghost enters the scene that complications develop. It all turns out satisfactorily when the ghost, who was the husband of the dowager, threatens to tell all about the threatening persons.

Comment: This has the basis of a nice comedy idea but it has been directed with such a heavy hand and so overplayed for laughs by many of its players that it mostly misses its aim. There is some amiable slapstick included which is all that saves it. As it stands it probably will prove to be mildly amusing for less discerning audiences. It should prove satisfactory for double-bill situations, particularly in support of a musical feature.

Three on a Ticket

PRC Mystery 64 mins.

AUDIENCE SLANT: (Family) Modestly produced but lively addition to the popular Michael Shayne series.

BOX-OFFICE SLANT: Wherever this series has gained popularity this will be a welcome addition to a double-bill program.

Cast: Hugh Beaumont, Cheryl Walker, Paul Bryar, Ralph Dunn, Louise Currie, Gavin Gordon, Charles Quigley, Douglas Fowley, Noel Cravat, Charles King, Sr., Brooks Benedict. **Credits:** Screenplay by Fred Myton, based on original characters and story by Brett Halliday. Produced by Sigmund Neufeld. Directed by Sam Newfield. Photography, Jack Greenhalgh.

Plot: A prospective client enters Michael Shayne's office and drops dead from a bullet wound. Shayne finds part of a baggage ticket on him, hides it from the police and then learns that the FBI is interested. He hides his information from them, too. His secretary is kidnapped by a gang trying to force the ticket from Shayne, whose quick wit saves her. In doing so he sets the stage for the capture of the kidnappers who also had murdered Shayne's client. The FBI man turns out to be a phoney, which Shayne knew all the time.

Comment: Although modestly produced, "Three on a Ticket" is well acted, deftly directed and moves quickly with plenty of physical action by the players as well as mental action by the spectators. It is a good mystery that should find favor with followers of this type of picture. It also should prove to be a welcome addition to any bill where the Michael Shayne series have gained popularity. Good for any double-bill program.

Two Action Reissues

PRC last week gave trade paper reviewers a look at two of several Edward Small pictures it is re-releasing to product-starved exhibitors. One feature was "Kit Carson," starring Dana Andrews, Lynn Bari and Jon Hall, running 94 minutes and first released in 1940. The other, The Last of the Mohicans" starring Randolph Scott, Binnie Barnes and Henry Wilcoxon, also runs 94 minutes and was first released in 1936. By present-day standards both pictures stand up rather well, providing solid entertainment with the kind of action seen all too seldom in current offerings. Both films were directed by George B. Seitz.

Buffalo Bill Rides Again

Screen Guild Western 70 mins.

AUDIENCE SLANT: (Family) There is sufficient action in this Buffalo Bill story of the early pioneer western days to enable the followers of this type of fare to overlook the story weaknesses.

BOX-OFFICE SLANT: Average western offering.

Cast: Richard Arlen, Jennifer Holt, Lee Shumway, Gil Patirck, Edward Cassidy, Edmund Cobb, Ted Adams, Shooting Star, Charles Stevens, Many Treaties, John Dexter, Hollis Baine and others. **Credits:** Directed by Bernard B. Ray. Photography, Robert Cline. Original story and screenplay by Barney Sarecky and Frank Gilbert. Produced by Jack Schwarz.

Plot: Buffalo Bill arrives in time to help his friends, the Indians and the white settlers, get rid of a crooked element who are trying to lay claim to all the land in the territory. Unknown to them, there is oil there and the crooks are trying to drive them out in order to possess all the wealth. But all ends peacefully after the crooks go to jail.

Comment: Once again Buffalo Bill rides to the rescue of an innocent white man accused by the Indians of shooting one of their brethren. This involves a great deal of riding, some exciting chases and the plundering and burning of homes. These action sequences should keep the youngsters happy and give them no time for thought about story weaknesses. Another thing which might either attract their attention for future games, or just attract their attention because it's different, is the sign language used by the Indians throughout the picture. One never knows with kids: it may suit their fancy and be the cause of a great deal of enjoyment, or it might not. Besides Richard Arlen, who handles the Buffalo Bill role, there is Jennifer Holt in the feminine lead, Gil Patrick and Edmund Cobb as the villains and Many Treaties, a real Indian, as Chief Brave Eagle, head of the tribe. Jack Schwarz produced and Bernard B. Ray directed.

The Other Love

United Artists Drama 96 mins.

AUDIENCE SLANT: (Adult) Top-ranking entertainment that will create much word-of-mouth comment among women, although it is a film for both sexes to see and enjoy. Performances of Barbara Stanwyck, David Niven, Richard Conte and Joan Lorring are superb.

BOX-OFFICE SLANT: Because it is powerful, dramatic fare, the kind that will entertain in all situations and attract a wide variety of patrons at the box-office, exhibitors should play this fine offering. The returns will warrant strong pre-selling effort.

Cast: Barbara Stanwyck, David Niven, Richard Conte, Gilbert Roland, Joan Lorring, Lenore Aubert, Maria Palmer, Natalie Schafer, Edward Ashley, Richard Hale, Michael Romanoff. **Credits:** Directed by Andre de Toth. Screenplay by Lalislas Fodor and Harry Brown from the novel by Erich Maria Remarque. Photography, Victor Milner. Produced by David Lewis. Presented by Enterprise Productions.

Plot: A famous pianist goes to a sanitarium to recover from tuberculosis. The doctor there tries to stop all her activities

BOX-OFFICE SLANTS

in order to guarantee her return to health. She resents this, feeling that life is passing her by, so she leaves with another man. In the meantime, the doctor, who has fallen in love with her, tries to find her and bring her back. But she returns only when she cannot keep going any longer. Just before she dies, she realizes her love for the doctor and marries him.

Comment: Excellent in every department is this offering from Enterprise, for it has been given the finest in production, cast and technical requirements. It is primarily a woman's picture, one that will cause a much favorable word-of-mouth publicity; for a triangular, tragic love story of this type usually attracts women from all walks of life. This should assure its box-office success, especially with a cast like Barbara Stanwyck, who is also a great favorite of the menfolk, David Niven and the up-and-coming Richard Conte. They top the cast, and superb they are too; but besides them there is an outstanding performance by Joan Lorring, while Maria Palmer, Lenore Aubert and Gilbert Roland are splendid in smaller roles. Top production credit goes to David Lewis, for the excellent of the entire film, starting with the exceptional screenplay and dialog by Ladislas Fodor and Harry Brown and the music composed by Miklos Rozsa, to the exquisite gowns designed by Edith Head for Miss Stanwyck, another attraction that the women will appreciate. Andre de Toth has given the picture sensitive and understanding direction, creating a mood that is sustained throughout. Because it is powerful, dramatice fare, the kind that will entertain in all situations and attract a wide variety of patrons at the box-office, exhibitors should play this fine offering. The returns will warrant strong pre-selling effort, for it is top-ranking entertainment.

The Two Mrs. Carrolls

Warner Bros. **Drama** **100 mins.**

AUDIENCE SLANT: (Adult) This extremely fine psychological drama with its tremendous amount of suspense, excitement and thrills, should please the majority of adults. Besides the story, it has splendid performances by Humphrey Bogart and Barbara Stanwyck.

BOX-OFFICE SLANT: Should do top business wherever played for, besides the draw off the two star names, it has the elements that provide strong entertainment for adult audiences.

Cast: Humphrey Bogart, Barbara Stanwyck, Alexis Smith, Nigel Bruce, Isobel Elsom, Pat O'Moore, Ann Carter, Anita Bolster, Barry Bernard, Colin Campbell, Peter Godfrey, Creighton Hale. **Credits:** Produced by Mark Hellinger. Directed by Peter Godfrey. Screenplay by Thomas Job. From the stage play by Martin Vale. Photography, Peverell Marley.

Plot: An American artist, living in England, disposes of his first wife after he paints her portrait. He then marries the young girl he met before his wife died and is about to dispose of her when she learns, through the child of his first marriage, how mentally ill he is. He tries to kill her, too, in order to marry a third, but help comes in time and he is taken away to an institution.

Comment: In a part that is a distinct departure from anything he has done to date, Humphrey Bogart turns in a performance that should sidetrack his customary, stereotyped detective roles. For in this extremely fine dramatic film he gives an excellently delineated interpretation of a psychopathic killer whom no one suspects of such leanings. And this exciting angle, plus the love and trust he gets from his unsuspecting wife and child, gives the picture the kind of suspense that builds to a terrific pitch and holds one fascinated and absorbed throughout the entire 100 minutes of running time. Matching his role in strength and expertness of portrayal is the outstanding work of Barbara Stanwyck as the second Mrs. Carroll. The two stars together, with the excellence of their work, have a picture that most adult audiences will enjoy and one that can be chalked up as credit to their envious records, and which should in turn bring outstanding returns to the box-office. Alexis Smith contributes her share of good work and Nigel Bruce, Isobel Elsom and young Ann Carter give impressive interpretations of their respective roles. Top production values have been given the picture by Mark Hellinger, who produced, and credit for the understanding and able direction goes to Peter Godfrey. This looks like another Hellinger success so, besides selling the stars, be sure to mention his name in all your advance exploitation.

Vacation Days

Monogram **Drama-with-Music** **66 mins.**

AUDIENCE SLANT: (Family) A western locale for the same group of teen-agers gives this picture more action than usual. There are several songs by Freddie Stewart and the music of both Spade Cooley and Jerry Wald and their orchestras to entertain the jive and jitterbug fans.

BOX-OFFICE SLANT: Should prove satisfactory fare for small town and neighborhood theatres.

Cast: Freddie Stewart, June Preisser, Frankie Darro, Warren Mills, Noel Neill, Milt Kibbie, Belle Mitchell, John Hart, Hugh Prosser, Terry Frost, Edythe Elliott, Claire James, Spade Cooley and his Orchestra, Jerry Wald and his Orchestra. **Credits:** Directed by Arthur Dreifuss. Original screenplay by Hal Collins. Photography, Ira Morgan. Associate producer. Maurice Duke. Produced by Sam Katzman.

Plot: For summer vacation the gang of teen-agers go with their principal and teacher to the ranch the teacher inherited. Dressed in cowboy regalia, one of the boys resembles an outlaw, which sends the head of a gang robbing the town after him to dispose of his hide. In this way the young man manages to catch the crooks robbing the bank. When they are behind bars, all is quiet and peaceful again.

Comment: This was evidently intended to be a satire on standard formula western offerings. One reaches that conclusion after the first hundred feet of footage is shown, for why, otherwise, would such scenes as the badmen crying over the song, Mother, have been included in the story? The picture starts out with the cast of youngsters who have been appearing in most of these teen-ager films, and goes on from there to get them involved with western badmen. In the course of the proceedings, Freddie Stewart gets a chance to sing several songs, Spade Cooley and his Orchestra and Jerry Wald and his Orchestra both present several numbers, one of which should particularly suit the jive and jitterbug fans. Except for the locale, "Vacation Days" follows the usual format used for other teen-ager tales, with Stewart, June Preisser, Frankie Darro, Warren Mills and Noel Neill in the top spots and Milt Kibbee and Belle Mitchell again playing the principal and teacher. Arthur Dreifuss satisfactorily directed, although one feels that he might have been more satirical, if that's what the intention was. Sam Katzman produced.

San Demetrio, London

20th-Fox **Drama** **76 mins.**

AUDIENCE SLANT: (Adult) Dedicated to the courageous men of Britain's Merchant Navy, this picture should be enjoyed by those who like exciting, thrilling dramas of the sea.

BOX-OFFICE SLANT: Should be satisfactory fare for the class and art houses.

Cast: Walter Fitzgerald, Arthur Young, Ralph Michael, Neville Mapp, Barry Letts, Michael Allen, Frederick Piper, Herbert Cameron, John Owers, Gordon Jackson, Robert Beatty. **Credits:** Directed by Charles Frend. Produced by Michael Balcon. Screenplay by Robert Hamer and Charles Frend. Photography, Ernest Palmer.

Plot: This is the story of the officers and men in the British Merchant Navy and the courage of those aboard a ship called the San Demetrio, London. They were carrying a cargo of gasoline when the ship was attacked and caught fire. Ship was abandoned, only to be found still upright by the same men who left her. Back on board they all pitch in to control the fire and bring her safely into port.

Comment: There are several reasons why this picture will not be as acceptable to the average American patron as have been most other English pictures coming to this shore in recent months. The story is dated, for it concerns the officers and men in the British Merchant Navy during the war; and the dialog is difficult to understand, due mainly to the fact that the entire locale is laid on board ship in the Atlantic and the voices are drowned out by the sound of the wind and fury of the high seas lashing the decks. This would make it difficult enough were it an American picture, but since the ear must become attuned to the crisp English speech, one finds himself straining to hear and understand what is being said. Otherwise, the picture would be acceptable for those who like sea-faring stories, for it is an exciting, thrilling drama dedicated to the courageous men of England's Navy. There are no women in the cast and the men are unfamiliar to American audiences . . . but for those who like good dramatic fare, regardless of cast, there is a worthwhile element of entertainment in it. It should be good for the class and art houses.

St. Francis of Assisi

Simplex **Drama** **119 mins.**

(In Spanish-English titles)

AUDIENCE SLANT: (Family) Deeply religious persons will find spiritual satisfaction in this partly factual, partly fictional portrayal of the life of St. Francis of Assisi. Those who go to see it purely for entertainment will be disappointed.

BOX-OFFICE SLANT: Art theatres in centers where a Catholic population predominates may do all right with this. It is

(Continued on Page 40)

3 to 103



they all go for ROY

- KING OF THE COWBOYS
- THE SMARTEST HORSE IN TH
- ENTERTAINMENT FOR THE

REPUBLIC PICTURES

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OVIES

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course!



THE NEW YORK TIMES,
SUNDAY, NOVEMBER 17, 1946.

MOVIE ON 103D BIRTHDAY

Country's Oldest Fan Gets His Wish, a Cowboy Picture

LINCOLN, Me., Nov. 16 (U.P.)—Warren Butler of Lincoln, the country's oldest movie fan, got his wish today, on his 103d birthday. He saw a cowboy picture, "My Pal Trigger." It is no novelty for Butler to see a Western, but he said: "It's a thrill every time The wilder they are the better like them."

He goes to three to a week and estim seen upward his lifetim ture."

THEATRE MANAGEMENT



The Brass Tacks of Efficient Picture Theatre Management*

TIME TO PUT STOP TO LAX SERVICE

By Jack Jackson

". . . the time has again arrived when we must exert the greatest possible care to insure our service people being polite, friendly and *informed*. I think nothing annoys a theatre patron so much as when they ask a question and get a careless or stupid answer. Are you satisfied that your employes are performing their duties as they should in their relations with your customers?"

The above is an excerpt from a letter addressed to the city managers of the Interstate Circuit by Karl Hoblitzelle, president of the Texas theatre chain. No theatreman can possibly question the opportuneness of Mr. Hoblitzelle's remarks.

Reconversion from war to peace has given theatre managers every bit as many employe headaches as the help shortage of war years, but for some reason or other—and despite constant admonition and warning—there seems to be reluctance on the part of theatre executives to give out with the time and patience needed to properly prepare service staff members for the important job of properly catering to Mr. and Mrs. Ticket Purchaser.

A few days ago I was advised by an executive of a chain of grocery stores of a scheme of the management to make their employes conscious of the fact that the temper and attitude of the buying public has changed. This particular company has made an intensive study of the so-called "buyer's strikes" and has come to the conclusion that the failure to move certain goods in profitable quantities is due in a great measure to the failure of the sales force to "cater" and "cajole" the prospects and—in less proportion—to the inability of the salespeople to furnish the customer with satisfactory information about the goods being offered.

Impress Need of Friendly Service

As a means of combating the condition the company is holding classes at slow periods of the day and instructing employes in each department of the merit and selling features of the merchandise they handle. As an overall reminder of "how to treat a customer" each employe is handed a small card as they report for work. A terse sentence—changed daily—impresses the need of friendly service and politeness, such as: "It's time to say 'thank you' when a customer buys something"; "try out your best smile on every person you serve today"; "your work will be more enjoyable if you are helpful and friendly with every person you meet." The executive tells me that the turnover in help is making the job of education difficult but that there is already sufficient evidence of improvement to warrant intensification of the effort.

I don't know exactly but would estimate that each of this concern's esablishments employ better than 50 persons in sales capacities. The cost of an hour's training each day to half of their number runs into considerable money but the executive tells me that sales of a "test" perishable item were so good that profit from two days of actual "selling" offset the losses on that item for the previous week.

We of the theatre are in a far more fortunate position than the operators of grocery stores. We have little if any "unsalable" merchandise and, while our wares are of a more perishable nature in that we must exhaust our complete patron prospect within the period of our program license, the resistance factor is considerably less because the customer has already paid the price of admission when they contact all but one of our employes. Our job is to make the patron really glad that they spent their money with us and honestly feel that we delivered far more value in service, appointments, comforts, etc. than the low admission price demanded.

However, I digress from the matter at hand so let's get back to the business of hitching up a service span that will always be rearing to go and always pull up to the customer with the right goods at the right time. Most of us have been mighty negligent in the selection of new employes and still more so in correcting the mistakes of the staff members of long standing. For some reason or other we are hesitant to take the usher, doorman, cashier, etc., who has been on the payroll for any length of time to task for infringements of the theatre rules or conduct unbecoming a theatre service staff employe. Such a complex on the part of management is a double barrier to efficient service because the older members of the staff will inoculate the newcomers with the germ of carelessness and quickly snuff out the natural ambitions of the tyros.

The theatre manager of today is faced with the double job of undoing the "take-it-or-leave-it" attitude of the older employes as well as the drilling of minute instructions into the newcomers. And, the former is by far the most important and more difficult assignment. We have only ourselves to blame for the lackadaisical manner in which the staff employes view their jobs. We were so darn busy—or were we?—during the war years that we just hired the first thing on two legs that came along and stood them at an aisle opening being sure only that they were uniformed and capable of holding a flashlight. Any instructions given were of the briefest possible nature and supervision consisted of casual glances while transferring money from the cashier's cage to the office safe.

Instruction Needed

There were very few instances where the wartime theatre employe was considered as anything other than a migratory animal who found it convenient to rest in our theatres while in transit to a welding job in some war plant. I honestly believe that a lot of managers actually felt that they were saving company time by refraining from allotting time or effort to character investigation, aptitude for the post or insistence on study to make the applicant familiar with the requirements.

Some of this inept, incapable and unsuited personnel found the theatre an easy place to get a paycheck for little or no effort and stayed with the job. Now the manager finds himself in the position of having to either discharge a so-called "faithful" employe; engage in the difficult and time-consuming job of educating them up to the job they fill or place them in positions subordinate to a more deserving newcomer. It's not an easy decision to make because whatever course the manager chooses to follow he must, of necessity, be a "heel" to the staff member effected. The conscientious

(*Continued on Page* 30)

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No Like, No Pay

Readers of the South Side Journal, a St. Louis neighborhood giveaway paper, received a unique offer when Paul Stroud, manager of the World Theatre, invited them to attend his theatre any time on Friday without paying the customary admission fee. If, after seeing the show, the reader liked it, he or she was to pay ten cents at the box-office on departure. The Journal has a circulation of some 75,000.

THEATRE MANAGEMENT



LOEW'S MARQUEE LOW. The dangerous, sagging condition of the marquee of Loew's Theatre, Indianapolis, Ind., as shown above, was caused by a 70-mile gale which tore through the Hoosier capital early last week. The mass of wreckage sagged within five feet of the sidewalk, but there were no injuries. This department's constant advice to check marquee supports is for the purpose of avoiding, as nearly as possible, such a hazard as is shown here.

Junior Shows Perform A Community Service

Hall Baetz, Intermountain district manager for National Theatres, and the managers of his houses in Montana, Idaho and Utah, have found morning cartoon matinees not only profitable but also excellent for relieving regular Saturday shows from the kiddie patronage.

These junior shows also perform a valuable community service, giving mothers a place where they can "park" their children while they go shopping in perfect confidence that the youngsters will not only be safe but will also witness a wholesome and entertaining program and be given understanding supervision.

In order to give plenty of variety to the junior shows, Baetz and his theatre managers sometimes combine a western with a program of one- and two-reelers. Some programs are all-cartoon, but they often stage contests which they find valuable in keeping the children interested and coming to the theatres. In some towns merchants sponsor the shows, issuing tickets at their stores or business establishments.

By keeping the show "tailored" to juvenile audiences, Baetz's managers have won the confidence of the parents, and the closed hours add to the theatres' grosses as well as providing good fun for the younger element.

Air Conditioning Ready? Better Check It Now

It's not a bit too early to have the air conditioning system thoroughly checked for use during that unexpected, early hot day that sometimes arrives before summer is really due. An uncomfortable few hours for patrons may label your theatre as one without air-conditioning and may undo accumulated advertising value of past years by which the air-conditioning system has been built up as a feature of your house.

Rubens Warns Great States Managers On the Dangers of Collapsing Roofs

Referring to the danger of collapsing roofs as a matter of "grave concern," M. M. Rubens, executive of Great States Theatres, has sent a bulletin to all managers under his jurisdiction urging them to remove snow from roofs and marques and to eliminate other possible causes of collapse.

Rubens' bulletin, which is written with authority on the subject, deserves the close attention of all theatremen, and for that reason, it is herewith reprinted:

During this season's heavy snows and high winds, there has been an epidemic of *collapsing roofs*, and when we consider that over a half-million patrons are handled weekly in our theatres . . . it is a matter of GRAVE CONCERN.

Paragraph 15 on the *Monthly Safety-Inspection Report* asks: DO YOU HAVE ROOFS AND CANOPIES CLEANED REGULARLY, ESPECIALLY AFTER A HEAVY SNOW? Every month . . . summer and winter . . . you personally certify that this has been done. A HEAVY SNOW LOAD AND A HIGH WIND MAY CAUSE A DANGEROUS CONDITION TO EXIST.

A theatre roof is supported by trusses which are composed of a top and bottom chord and diagonally webbed members. The lower chord is always "in tension" . . . the some as a string on a bow. Should the strain through added weight cause this lower chord to give way, the top member would no longer be sustained . . . resulting in forcing out the side walls of the building and causing the roof or a section thereof to collapse.

These trusses are generally designed for a load of 30 pounds per square foot, but excess weight of snow plus high wind could increase the load beyond a safety factor. For this reason, it is important that roofs of the building and canopy be cleaned regularly . . . especially after a heavy snow.

There are three types of roof trusses: (1) Structural steel trusses (2) Casein glue laminated wood trusses; (3) Spiked laminated wood trusses.

SPIKED LAMINATED TRUSSES are, in my opinion, the least dependable as the sections may become dried out, affected by rot, termites or climatic conditions which may cause the component parts to separate and the spikes to pull away and weaken the trusses.

In this area, weather conditions are variable going from warm thaws to below-zero temperatures with heavy sleet and snow storms. It is often hard to get proper help to remove heavy snowfalls from roofs, as it is a more or less hazardous job. However, after a heavy snowfall where the condition is considered dangerous, arrangements can be made with your local Fire Department to do this work.

This is accomplished by contacting the Fire Chief, explaining the situation and offering to pay the firemen an agreed amount per hour for their work. There are generally enough men off duty who will volunteer in order to obtain this extra money. In such cases, it is necessary to have someone in attendance at the theatre telephone in case the men are needed for a fire call.

On high-pitched roofs with parapet walls, the snow usually piles up in the valley thus formed between the bottom of the roof and wall. The constant snow pressure in such cases frequently causes the water from melting snow to be forced in behind the flashing and then find its way to the plaster ceiling. THIS TOO IS VERY DANGEROUS . . . as ceiling plaster subjected to water leaks loses strength, separating the bond from the lathing and then becoming a definite hazard. *We have seen parts of ceilings fall that were of sufficient weight to flatten a whole section of stout steel theatre seats to the floor.* FOR THIS REASON, EVEN MINOR WATER LEAKS SHOULD BE TREATED AS "AN EMERGENCY" AND GIVEN IMMEDIATE ATTENTION.

When heavy snow is predicted, start thinking about its removal from roofs and canopies!—CHI.

Timely Tips on Theatre Operation

(Editor's Note: The following is one of a series of messages prepared for managers of Warner Bros. Theatres in Chicago by Charles H. Ryan. Ryan's pertinent and valuable advice should prove helpful to all theatremen.)

Serve the Patron

In our business the commodity we offer and sell to the public is picture-entertainment, which commodity can be purchased by the public at any of our competitors, for we all play the same pictures, precisely the same way and we all have beautiful houses to show them in.

The difference between us and our competitors will show up in our character, our personality and our service. In this phase of our business, we can vary to great extremes with others in the business; we can be equal, poorer, or better than anyone else. With careful, considerate rendition of service, we can attract and hold public respect and patronage.

Your first and foremost consideration should and must be for the patron; other duties in your daily routine must come afterward. A patron may or may not be satisfied with our picture program, but there is no reason why that patron shouldn't leave with a finer feeling of friendship toward us, if you have carefully carried out your part in making contact with him, so much so that, regardless of the picture, he will want to come back again and again.

Treat our patrons as you would friends in your own home; smile at them; speak to them fluently and pleasantly and above all, be exceptionally courteous. At all times, when in contact with a patron, endeavor to display an air of gratefulness for his patronage, for it is his money that pays all of our salaries.

Serve the patron well and you will be serving yourself!

Damaged Print Dangerous

A compulsory report from projectionists on the condition of prints received for each change of show can indicate danger of fire due to damaged prints. If such a system is not now in effect, it should be instituted immediately

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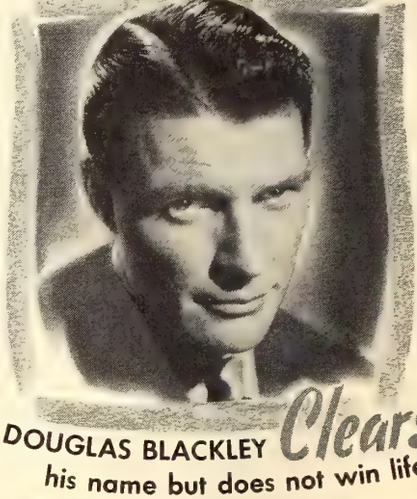
played by RUSSELL WADE a **Daring** newspaper man.

Lures A CROOK to flaming death.

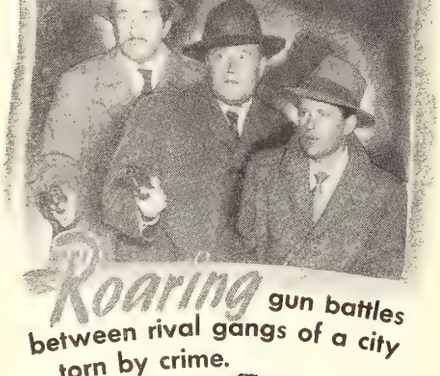


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THEATRE MANAGEMENT

Time to Put Stop to Lax Service — Jackson

(*Continued from Page 26*)

theatre manager will put the welfare of his theatre first and do what's necessary regardless of personal esteem or employe opinion. That's one of the first requisites of being an executive: willingness to accept and discharge responsibility to the best interests of the establishment under his jurisdiction.

As I write this I can look back at personal experiences during the past few years that I will touch on briefly to illustrate how easily a bad situation can become worse by unwillingness to face and surmount employe difficulties as they present themselves. Here are a few—and at least one is still in existence:

One man had served a company 12 years and, due to manpower shortage, been raised to the post of manager of an important theatre before it was ascertained that his capacity for reading and writing was that of a 3rd grade grammar school student. A misconception of loyalty on the part of assistants, treasurers, etc. had held his post and, needless to say, the duty of removing him from the payroll was mighty unpleasant. In another case an equally handicapped head usher held sway over a house staff of which any single member was more competent. Sour-pussed cashiers, insulting doormen and many others pass before by mind's eye and I'll take blame for not being more insistent with managers who felt the employes' familiarity with house routine to be sufficient reason for overlooking the serious discrepencies in attitude, aptitude, conduct, deportment, character, manners, etc.

Somehow or other we of the theatre never seem to realize how late it is. This matter of service has always been one of the picture theatre's principal selling points and, though we have been mighty neglectful in recent years, it is not too late to go about the job of correcting our mistakes and putting our house in order for the serious job of actual "selling" that lies ahead—or are we already two beats behind the drum? The theatre—in the past—was always two or more laps ahead of any other form of commercial endeavor when it came to "catering" to the desires—yes, even anticipating the latest wishes—of its customers. Why, in this year of 1947, should we permit grocery chains, drug stores, etc. to be leading the service parade?

The progress of any and every business is gauged by the ability and efficiency of its selling force and "selling" the theatre is the job of everybody on the staff.

The theatre manager should be just as careful—if not more so—in the selection of every member of his service staff as the heads of other businesses are in the selection of their prize sales organizations. It won't always be possible, but in most instances those unsuited for theatre work can be milled out in an interview.

Just as the head of other business organizations make sure of the qualifications of every person selected for training as a sales representative so should the theatre manager go to extremes in the selection of cashiers, door attendants, ushers, etc. We have to "sell" from sidewalk to sound horns, so let's go about it along the same lines of other business. You may not believe it, but an alert, neat appearing cashier with a ready smile and "thank you" is a top salesman for the theatre. A bright and intelligent door attendant with a snappy way of handling tickets and a polite greeting to customers is a salesman. An usher that greets the incoming patron with a smile, pays particular attention to infirm or crippled patrons, is a salesman. The person who answers the telephone with a cheery voice, identifies the theatre and asks politely: "May I do something for you" is a top line salesman.

Couple with these qualifications a complete knowledge about every feature of the current and near future programs and you have a ies force par-excellence. Of course you'll have to see to it that they also know where the telephone booths are located and some few other details and see to it that every detail of their personal appearance is up to snuff—and that means some candid instructions about body odor, hair-dos, etc.

It will take a lot of work and plenty of time to train such a staff but once you have it—or a working nucleus on which to build it—you'll find that the "repeat" business at your theatre will go sky-rocketing and you'll be in position to answer in the affirmative when one of your superiors propounds Mr. Hoblitzelle's trenchant query:

"Are you satisfied that your employes are performing their duties as they should in their relations with your customers?"

This matter of service is so important that I'm trying to gather some of the best opinions I can about just what the duties of each unit of personnel are and how they can best be inculcated into old staff members who have become lax, and communicated to newcomers who never have been properly instructed.

Talent Contests Augment Children's Shows, Build Business for Edwards



PARTICIPANTS IN JUVENILE TALENT SHOW. In addition to weekly Saturday morning showings of features provided by the Motion Picture Association's Children's Film Library, Manager J. D. Edwards of the Park Theatre, Williamsport, Pa., holds a "What Can You Do" show on stage in which talented youngsters are invited to participate. One of the shows, with its participants, is pictured above. Although the man in the center is not identified, more than likely it is Manager Edwards himself taking charge of the situation.

Since the recent revival of special children's shows, theatremen have staged a variety of special stunts to increase and maintain juvenile attendance. The films reissued through the Motion Picture Association's Children's Film Library have enabled exhibitors to provide the youngsters with periodic showings of outstanding releases of the past with particular juvenile appeal. These shows have been augmented with the special stunts already mentioned.

As another example of this activity, the stage shows arranged by Manager J. D. Edwards of the Park Theatre, Williamsport, Pa., are cited. Along with a feature from the Children's Film Library each week Edwards holds a talent contest among the youngsters in a "What Can You Do" show

Explains the Park management: "We invite any child who can sing, recite, dance or play an instrument to hand in his name to the doorman. We always have plenty of talent, and of course, a waiting list from which to draw. The kiddies are told in advance at which Saturday morning show they will appear."

Every child who "does his bit" on the stage receives two passes to the theatre. Edwards points out that this award may seem trifling to industry folk, "but the children are very much satisfied and so are their friends and parents." And, of course, it is only natural that when a youngster does display his talent, his parents, relatives and friends are on hand to see him. Thus attendance is boomed.

Just recently the local Doren Wilson Dancing School took charge of a Saturday morning stage performance at no cost to the theatre.

Edwards shows a sincere interest in the children's safety and welfare. "Before we start a program," he says, "I always ask the kiddies if they were careful before they crossed the streets in coming to the theatre; and before they go home again I always admonish them again to be careful."

For his contribution to the wholesome entertainment of Williamsport youngsters, Edwards recently received the following letter from the Williamsport City Council of the Pennsylvania Congress of Parents and Teachers Ass'ns:

"The Williamsport City Council of Parents and Teachers Associations, with an approximate membership of 5,000, heartily commends you on the wonderful programs you have scheduled at your theatre on Saturday mornings for the school children of Williamsport and vicinity. We feel the type pictures you are showing are very educational and entertaining, and the entire program is of great benefit to them from an educational standpoint, and morale builder."

e whole industry is calling it . . . . .The

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and introducing
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Directed by
JOSEPH L. MANKIEWICZ
Produced by
FRED KOHLMAR
Screen Play by Philip Dunne
From the Play by John P. Marquand
and George S. Kaufman · Based on the
Pulitzer Prize Novel by John P. Marquand

Great

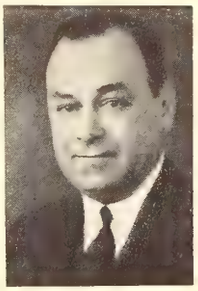
All These Hits
From 20th Century-Fox

BOOMERANG!
CARNIVAL IN COSTA RICA *In Technicolor*
THE HOMESTRETCH *In Technicolor*
THE GHOST AND MRS. MUIR

REGIONAL NEWSREEL

CHARLOTTE

The local Warner branch gave a farewell party for John A. Bachman, who, after nine years, resigned his position as Charlotte manager to take over the duties of branch manager of United Artists in Atlanta. The party was attended by the Warner employes and representatives of the circuits with headquarters in Charlotte. The local office presented Bachman with a beautiful ring and a scrapbook containing pictures of all the employes.



John A. Bachman

Benn H. Rosenwald, local MGM manager, is to be transferred to the Boston branch as manager. Rosenwald, who has been manager of the local exchange for the past nine years, expects to leave Charlotte in time to be in New York by April 14. Rosenwald, who is a former chief barker and charter member of the Charlotte Variety Club, came to Charlotte in 1931 as salesman for MGM in eastern North Carolina and in 1938 he was promoted to manager for the Charlotte branch. Prior to his coming to Charlotte he had been with the film business in Washington, Cincinnati, Cleveland, and Pittsburgh. It was also announced that he would be replaced by Jack Ravell, the company's Oklahoma City branch manager, who is, himself, a native of Charlotte. He managed the Broadway Theatre here at one time.

H. D. Hearn of Exhibitor's Service is back from a trip to several of the Marine Corps installations where the motion picture entertainment is handled by his company.

Seen along the row: Pete Webb, Webb, Shelby, N. C.; Harry Cook, Mt. Olive, N. C.; Tom Fleming, York, S. C.; W. A. Gray, Belton, S. C.; Howard Anderson, Anderson Circuit.

Robert Saxton, Exhibitor's Service booker, has been given a role in the Little Theatre production of "Janie" which is to open on April 7.

Ralph J. Iannuzzi, a salesman in the Warner Bros. branch office in Charlotte since January, 1945, has been promoted to branch manager of that exchange. He succeeds John A. Bachman, resigned. Before joining Warners, Iannuzzi was with Film Classics and United Artists.

ST. LOUIS

Daylight saving issue is to the fore in Farmington, Mo., which went on fast time last summer. The issue is also up in St. Louis and Flat River where it was to be voted on at the April 1 election, and in Granite City, Ill., where an informal election was scheduled.

Certificates of incoporation have recently been granted in Jefferson City to the following new concerns: Crystal Amusement Co., Kansas City, Mo.; Gem Amusement Co., Kansas City, Mo.; Tri-State Drive-in Theatres, Inc., Kansas City, Mo.; World Theatrical Enterprises, St. Louis, and Cocked Hat Recreation, Inc., Kansas City, Mo.

Robert E. Campbell, St. Louis projectionist, died at the St. Louis City Hospital, Mar. 23 from what physicians believe was an overdose of sleeping tablets.

Leo Burnstine, associated with the Frisina Amusement Company in the ownership and operation of the Southtown and State Theatres, in Springfield, Mo., is reported seriously ill.

Tilden Dickson of Crystal City, Mo., and Mrs. Dickson are in Phoenix, Ariz.

Eddie Arthur of Fanchon and Marco is in California.

Warner Bros. Prairie District Manager Hall Walsh and St. Louis Branch Manager Lester Bona were in Springfield, Ill., last week.

The Pastime Theatre, Aurora, Mo., will be closed to permit remodeling and modernization. The house was recently purchased by Clifford O. Cody of Hartsville, Mo.

The Lee Theatre, Clinton, Mo., is being completely redecorated and modernized. New carpeting, draperies and upholstered seats will be installed and RCA sound system provided at cost of approximately $20,000.

The State Theatre, Clinton, Ia., has been sold by Joe Groth to W. L. Fisher of Pleasantville, Ia.

The 275-seat Shelby Theatre, Shelby, Ia., owned by the Shelby American Legion post, has been formally opened.

Dr. I. Cobb, owner of the Strand Theatre, Pleasantville, Ia., is spending $5,000 on improvements to the house.

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Gets 'Dillinger'

Chicago finally will get to see the film, "Dillinger," on May 29 when it starts a twin engagement at the Oriental Theatre and at the Biograph Theatre where the bandit was killed by FBI agents in August 1933. The censor board had hitherto refused Monogram a license to show the picture in Chicago.

CLEVELAND

The Al Kolitz testimonial dinner at the Statler Hotel last Monday night was a great success. More than 100 industry members gathered to wish Kolitz well in his new post as RKO Rocky Mountain district manager with headquarters in Denver. As usual, Lester Zucker, of the Universal Rank Organization, acted as master of ceremonies. Other speakers included Len Gruenberg, RKO metropolitan district manager, and Bernard Kranze, assistant general sales manager of the Rank Organization, both of whom came on from New York especially for the event. Highlight was the presentation of a set of matched luggage.



Al Kolitz

Ruthe Gardinier, formerly with the local Schine office, has joined the booking staff of Cooperative Theatres of Ohio, headed by Milton A. Mooney. The organization now has six bookers to handle its more than 125 accounts.

Tony Stern, Warner film buyer, is back on full-time duty following his recent illness.

Oscar Euby, Columbia branch manager, like hundreds of other Clevelanders, is a flu victim.

All exchanges closed early Tuesday—the day of the big snow and wind storm—to give employes a chance to get home before dark.

Frank Masek, manager of the National Theatre Supply Company's Cleveland office, was in New York to visit his home office and see the sights of a Big City.

James J. Jordan, manager of the U-I contract playdate department, was in town during the past week, visiting the local U-I exchange.

John Urbansky, Sr., and Bernie Rubin of Imperial Pictures, will be in New York early in April shopping for state rights pictures.

Norman Levin, Republic branch manager, attended the company's district meeting in New York. District Manager Sam Seplowin was in town visiting the local Republic branch. Harris Dudelson, Screen Guild district manager, was also in town.

Cleveland motion picture industry suffered a great loss in the death on Saturday morning of George W. Erdmann, 64, who was serving his twenty-first year as secretary of the Cleveland Motion Picture Exhibitors Association. He died at Sunny Acres Sanitarium where he fought a losing battle with a lung affection. Practically all of his adult life has been devoted to the entertainment field. Starting as a Pathe News photographer in Buffalo, he was successively a theatre owner in Buffalo and then manager of the Universal and First National exchanges in Cleveland. During his long tenure as CMPEA secretary he was influential in obtaining much favorable city legislation and in effectively fending off unfavorable legislation. Poor health caused him to retire from active CMPEA participation eight months ago. Just four months ago his wife died suddenly of a heart attack. Surviving are three children, George, Althea and Florence. Funeral services

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were held Tuesday (Apr. 2) at the Temple Memorial Funeral Home, and interment was at Acacia Cemetery.

Two last minute arbitration suits were filed last Saturday with the Cleveland tribunal. Both are based on clearance. The Wadsworth Amusement Company, operating the Star and Strand theatres, Wadsworth, filed against the five major distributors. Involved are the Akron first-run theatres. Complainant asks that the 14-day first-run clearance of Akron over Wadsworth be changed so that pictures shall become available to Wadsworth either 14 days after Akron first-run or 30 days after territorial release date. Also filed is a suit by R. S. Wallace, president of Tri-Theatres Co. of Alliance against Paramount, 20th-Fox, RKO Radio and Warners. Petition asks, in behalf of the Morrison, Columbia and Mount Union Theatres of Alliance, that the present seven-day Canton first-run clearance over Alliance be abolished and that pictures shall become available to the Alliance houses on a first-run basis on territorial release date, without respect to Canton.

Ed Fisher, Loew theatre publicity director, is on sick leave. John Short, electrician at Loew's State Theatre suffered a bruised back and a sprained ankle when he fell off a ladder while changing the marquee sign.

John Quinlan, RKO Palace assistant manager, is another ailing theatreman. At present he is at Henroten Hospital, Chicago, for examination.

The worst snow and wind storm on record in Cleveland, was a death blow to local box-offices. With all types of city and inter-city transportation at a standstill, many neighborhood houses were closed one or two nights, several opened but refunded money to the dozen or so hardy patrons, while the downtown houses kept open and did some business, their patrons being those who were forced to remain downtown. Film deliveries were made down the river territory but could not get through to Toledo for two days. Confusion ran high in all exchanges in an effort to locate lost film. By Friday the roads were open and all film was accounted for.

Ray Essick of the Scoville Essick and Reif circuit and Mrs. Essick are enjoying a Caribbean cruise.

Gilbert Lefton, president of Academy Film Service, Inc., distributor of 16-mm. sound equipment, 16-mm. films and accessories, with Mrs. Lefton, is attending the district NAVED meeting at the Sherman House, Chicago.

Harry Henderon, managing director of the Lorain Fulton Theatre and also sales representative for Visual Communications, distributor of RCA 16-mm. sound equipment, is sporting a snappy new Pontiac.

Milwaukee Film Forum

The Shorewood suburb of Milwaukee is to have a film forum of its own, it was announced by Mrs. Roa Kraft Birch, a member of the Film Forum of America. Films in 16-mm. will be shown in this new venture insofar as 16-mm. films are concerned, in Milwaukee. A March of Time 16-mm. film on "Atomic Energy" will be shown probably on the first program. The forum is being sponsored by the Shorewood Opportunity School. Following the showing of a film, talks on its theme will be held at the high school, led by prominent educators, including a college president, a high school principal and other well known educators.

OKLAHOMA CITY

The Liberty Theatre, one of the first-run houses here, suffered $7,500 damage in a fire last week. The blaze destroyed all of the sound and screen equipment. An asbestos curtain which falls automatically saved the seating section. The screen and most of the sound equipment was installed new about one week ago. Repairs are being made and the house should open soon.

Ralph Talbot Theatres office in Tulsa, Okla., also had a blaze this week. It was in a waste paper basket and the only damage done was from the firemen's water.

However enough smoke was produced to cause seven pieces of fire equipment to come to the scene.

The new Larry Theatre at Yukon, Okla., will open March 25 according to L. B. Warren, manager.

The Midwest Theatre is now running a double bill for the first time in a long time. The features are "The Sea Hawk" and "The Sea Wolf."

The Shannon Theatres, Inc., of Portagesville, Mo., has been incorporated by Carrol Columbus Fuller and Leora Kroeger, both of Portagesville, with $6,000 authorized capital stock to operate theatres.

CHICAGO

Jennie Podolsky of the Filmack Company has returned from a vacation in Mexico.

Bybee Brothers have bought the Fulton Theatre in Cuba, Ill., and named Edward Ryan as manager.

T. J. Papas has been appointed manager of the Lans Theatre in Lansing, Ill.

Snoite Popcorn Co. of Monticelle, Ia., is making a drive for sales to theatres. Company is featuring Durkee seasoning oils.

Chick Evens, United Artists publicity director, has returned from Milwaukee conferences.

Jack Lightner has been named assistant manager of the Roseland Theatre; McNeil Smith was appointed co-manager of the Apollo.

Anthony Kohn has resigned as a Balaban and Katz manager.

Castle Films is sending out a new catalogue listing 1,000 films. Coronet Films also has a new catalogue out on its 16-mm. subjects.

Natco Company reports it has shipped more than 600 projectors on its order for 1,500 from the U. S. Signal Service. Balance of the order will go forward as rapidly as shipping instructions are received from the army, a spokesman said. The company also has just received from the Treasury Department an order for 38 projectors for UNRRA to go to Poland and Jugoslavia.

A seven-pound daughter named Lynne Barbara was born to Joe Mack, production head of Filmack Trailers and son of Irving Mack, and his wife last week. This is Joe's first child, but Irving's second grandchild, as Gary Mack was born to his son Donald a few weeks ago.

The city council of McLeansboro, Ill., plans a theatre license of $300 annually, the former city ordinance placing the fee at $750 having been nullified by court action.

Harold Butchin has joined the local Universal publicity office.

Dorothy Jericho of the National Screen Service has returned from an eastern vacation.

Bad weather and heavy snow storm knocked Chicago grosses flat last week.

Paramount District Manager Allen Usher is

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expected back from Florida this week.

Dan Carmel, attorney for the local operators' union, has returned from a vacation trip to the west coast.

Appointments: David H. Grigsby has been named promotion sales manager for the Zenith Corporation, and William E. Macke, manager of its advertising department; Orville Oats is the new manager of B&K's Coronet Theatre, Evanston; Walter Lyson, manager B & K Covent Theatre; Hector Bishop, co-manager of the Century Theatre; Grattan H. Johnson, sales promotion manager for the northwestern district for Westinghouse, headquartering in Chicago; Herbert Kuhlow, production manager for Ampro Corporation.

Greek Relief meeting at the Civic Opera House was attended by 4,000 persons and $12,000 was raised. Anne Baxter, 20th-Fox star, here from Hollywood, made a stirring plea. Van Nomikos, theatre executive, presided.

Louis V. Kuttnauer, United Artists salesman, died of a heart attack in Vandalia, Ill. His widow and two children survive. Burial was in Chicago Monday. Lou Abramson, Allied theatres executive, is a brother-in-law of Kuttnauer's.

Union B 46, IATSE, new theatre employes' union, has turned down the five-cent hourly wage increase offered doormen, cashiers, fireguards and ushers, Gene Atkinson, board chairman of the union, reports. Conferences are continuing.

Frank Lewis, Inc., is enlarging its film department and has named Ray Ballard to be in charge. He will be assisted by James Pease in charge of sales. The company plans to move to new quarters at 1725 North Wells St. on May 1.

Bryan Foy, Eagle-Lion vice-president in charge of production, gave a luncheon at the Blackstone Hotel to 17 theatre executives and film brokers to get their views on current film production and what to do to stimulate attendance. From here he went to Detroit for business conferences and then returned to the west coast.

John Balaban has called a luncheon meeting at the Blackstone Hotel on April 16 to organize the Chicago industry for the Motion Picture Foundation.

Sunrise Service

The second annual Easter sunrise service will be held at 6 A. M., Easter morning in the Drive-in Theatre on Pendleton Pike near Indianapolis. In downtown Indianapolis Holy Week services were held at Keith's Theatre on Monday through April 4 by the Federation of Evangelical Lutheran Churches of Greater Indianapolis.

MILWAUKEE

The new Grantland Theatre at Lancaster, Wis., is to be air conditioned, and the equipment was arriving the last week in March. According to the management, when the system is installed, the air is taken through filters from the outside of the building, cooled, humidified to the proper degree and then circulated through the house. It is to be completely air conditioned instead of merely ventilated.

The Prairie Theatre, at Sun Prairie, Wis., is to be managed by G. G. Waller of Fond du Lac, Wis., during the absence of Charles I. Nygaard, who has left for a roadshowing of a Norwegian film throughout the country. It is not known when Nygaard will resume the management.

Another Milwaukee theatre has joined the group for the promotion of better films for children in this area, the new member being the Plaza, in a south side residential neighborhood. This is in accordance with the desire of the Children's Movie Council of Milwaukee to have a member theatre in each of a number of residential neighborhoods. The pictures for youngsters are shown Saturday afternoons. The Plaza makes the 20th theatre to join the group, the first children's matinee being given March 29. The civic groups represented in the Council are the District P.T.A. and the Home and School Association, co-operating with the industry.

Recent advices in the press to the effect that Jack Braunagel of Kansas City had plans for a theatre "on 16th Street in Two Rivers," brought out an announcement by Fred G. Dicke, attorney for Braunagel, that the latter was in no way connected with the Two Rivers Theatre Company, operators of the Rivoli in that city. Dicke said: "Mr. Braunagel's plans have no relation to any plans which the Two Rivers Theatre Company may have for another theatre building on their property in the 1500 block on Washington Street, and his proposal to erect a theatre on 16th Street, east of the Elks Club, is entirely independent of the proposed Washington Street Theatre."

Robert Hoffman is to be the new manager of the Varsity Theatre at Appleton, Wis., succeeding Clarence P. Mannebach, resigned. Mannebach has been connected with show business in Appleton since 1942.

Buck Herzog, movie critic for the Milwaukee *Sentinel*, is probably one of the few reviewers who go to Hollywood occasionally to get the real feel of the film industry. He visited the film capital in March and sent in his "copy" for the Milwaukee edition of the American Weekly.

The first showing of the film "Honor the Dead—Serve the Living"—produced by the Milwaukee Metropolitan War Memorial Corporation, was shown at a meeting of the corporation's advisory council Friday evening, March 28, at the city Club in Milwaukee. It is to be shown at club and group meetings during the drive for the raising of $5,000,000, from May 15 to June 15, for the erection of a war memorial in the city.



AT ROCKY MOUNTAIN ALLIED ORGANIZATIONAL MEETING. Allied of the Rocky Mountain Region was formed at an organizational meeting held in Denver recently. In the group above (l-r) are A. N. Beezley, Burlington, Colo.; John Wolfberg, chairman of the board of directors; Joe Ashby, general manager and treasurer; Robert Spahn, director at large, Mitchell, S. D.; Fred Lind, director, Rifle, Colo.; an unidentified exhibitor, and Robert Smith, Steamboat Springs, Colo.

DENVER

Allied moved into Denver, organized the Rocky Mountain Regional Allied, and named temporary officers who will draw up a constitution before calling another meeting to affect a permanent organization. Attending the meeting from Allied were Col. H. A. Cole, regional vice-president and president of Texas Allied; Sidney Samuelson, general manager of Allied of Eastern Pennsylvania, and Trueman Rembusch, president of Indiana Allied, as well as partner in Denver theatres. The sessions at the Brown Palace Hotel were long, attendance ran as high as 80. Named to provisional offices were: John Wolfberg, Broadway, Denver, manager, who promoted the meeting, named chairman; Joe Ashby, theatre owner, former RKO branch manager, named business manager and treasurer. Board members are: Fred Ling, Rifle, Colo.; Lloyd Kerby, Worland, Wyo.; Thomas Knight, Riverton, Wyo.; Carl Garitson, Springer, N. M., and Charles Means, Grants, N. M. The group is opening offices on film row. Dues were set at what was said to be a high figure, and sufficient money subscribed to insure success.

E. J. Blaylock, owner of the Apache and Pueblo, Ruidoso, N. M., has sold to the Theatre Enterprises, Inc. Deal is effective April 28.

More than 100 attended the Founders' Day dinner-dance of the Rocky Mountain Screen Club at the Brown Palace Hotel. It marked the anniversary of the starting of the first Film Club in Denver in 1919 and was engineered by Olive Selig and Joe Dekker.

Paul Allmeyer, Paramount booker, went to St. Louis on his vacation.

Herman Wobber, 20th Century-Fox division manager, and Charles Walker, district manager, spent a day or two in Denver conferring with James Dugan, exchange manager.

The local PRC exchange has been shifted to the west coast district. This change was made because of the acquisition by PRC of the west coast exchanges. This places Denver under the

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supervision of Sam Milner, formerly an exchange manager here.

J. T. O'Neil, Vita, Spearfish, S. D., owner, is circulating again after an attack of the flu.

Ed Turner has bought the MusU, Tularosa, N. M., from A. P. Sitton, Jr.

Sam Langwith, Western Service and Supply owner, is headed for California for a short vacation.

Hobart Gates, who has been sitting in the South Dakota legislature for the duration of the session, is back on the job as owner of the Garlock, Custer, S. D.

A successful and well attended cocktail party was put on by the Service Theatre Supply Co. at the Brown Palace Hotel for delegates to the organizational meeting of Allied Rocky Mountain Independent Theatres. Appearing for the company were Ted Knox, president; Howard Robb, office manager; Virgil Gould, sales manager, and Al Knox, who came over from the Salt Lake City branch.

INDIANAPOLIS

The Central Avenue Theatre Corporation has leased the Zaring Theatre for a term of five years with three options for renewal. Announcement of deal was made by A. C. Zaring, president and treasurer of the Zaring Theatre Corporation.

Officers of the Central Avenue Theatre Corporation include Mannie Marcus, president; Mrs. M. Marcus, treasurer, and Rex Carr, secretary. Marcus is president and Rex Carr general manager of the M. Marcus Enterprises, which operates the Ambassador, Alamo, Cozy and Ritz Theatres in Indianapolis as well as houses in Anderson and Fort Wayne, Ind., and Cheviot, Cincinnati and Dayton, Ohio.

The rental for the Zaring under the lease was said to be $9,250. The house was built and opened in 1925 and was the first "de luxe" neighborhood house in Indianapolis, with 1,082 seats.

The new company will take over April 1. Plans are being made for a new marquee and new seats throughout.

William Clayson, ad-sales supervisor, 20th Century-Fox is at the local branch where he will remain for two weeks on business.

Sam H. Abrams, branch manager, Eagle-Lion-PRC Pictures, visited Nashville, Tenn., calling on Kermit Stengel of the Crescent and Rockwood Amusement Co.

Oscar Fine and wife, of the Crescent Theatres, Evansville, Ind., have left for a vacation to be spent in Florida.

Ted Hammer, formerly a field representative of Eagle-Lion-PRC, has associated himself with the local branch.

Sol Greenberg, office manager at Film Classics, is a victim of influenza.

Guy Craig, manager, Columbia branch, has gone to Detroit where he will attend a district managers and exchange managers' meeting.

Thomas P. McHugh, formerly with Falls City Theatre Equipment Company, Louisville, Ky., has joined the Internal Revenue department.

Harold Janickey, formerly with National Theatre in an executive post, has entered the confection business.

The Rialto Theatre, Louisville, Ky., owned and operated by the Fourth Avenue Amusement Co., is being redecorated in addition to new curtains and draperies. The house is managed by Johnson Musselman.



COMING, HOLLYWOOD. Corinne Calvet, first French actress imported since the war, is shown here with Russell Holman, Paramount's eastern production head, at a reception given for her last week at the Waldorf-Astoria Hotel in New York prior to her departure for Hollywood to begin her American screen career under a long-term contract with Paramount.

Southern Indiana has been covered with six to seven inches of snow, making transportation impossible. In many instances film salesmen were marooned in towns several days, and the delivery of film has been impossible. On Thursday all towns along the Ohio River were covered with heavy snow fall. In parts of northern Kentucky it was reported that 12 inches of snow had fallen.

United Artists District Manager, Rud Lohrenz, was in the city Monday in conference with Manager Elmer Donnelly.

Exhibitors visiting film row during the week included: Paul Meloy, Strand, Shelbyville; H. G. Reckley, Chateau, Greencastle; Leo Caicio, Downs, Louisville, Ky.; John Doerr, Gregory Circuit, Chicago; Harry Watts, Alhambra, Knightstown; Bus Miller, Indiana, Marion; Joe Schilling, Connersville; E. H. Austin, Austin, Versailles and Arthur Clark, Vonderschmitt Circuit, Bloomington.

Six theatres here are now showing matinees for children on Saturday afternoon. The Ritz Theatre was so successful with its children's shows on Saturday afternoon that other theatres followed the idea.

From authentic reports by film salesmen in the Kentucky area, there are approximately thirty-five theatres now under construction with more being planned.

Must Reclaim Water

The Illinois Water Service Company has notified the Champaign City Commission that users of all refrigeration and air conditioning units (including theatres) in the Champaign-Urbana-Universty of Illinois area must carry water reclaiming devices before they can be placed in operation. The company explained that water reclamation was necessitated because of a 50-foot drop of the water level in the area named since 1900. The City Commission was notified that the water pumpage in the area has lowered the water level so much that it will have to sink five new water wells.

Republic Manager of Branch Operations A. E. Schiller, stopped in Indianapolis, enroute to New York City, after a business visit to the St. Louis exchange.

The Vivian Theatre, Carlisle, Ind., recently destroyed by fire, is to be rebuilt by John N. Allison, the former operator and owner who formerly operated and owned the Strand Theatre at New Harmony, Ind.

Royal sound and Altec Lansing stage speakers have been installed in the Alice Theatre, Leitchfield, Ky., operated by Erwin W. Rau.

The Select Theatre, Hawesville, Ky., added new Royal sound to its booth equipment. Karl Herzog operates the house.

William Clayson, Ad-sales supervisor, 20th Century-Fox is at the local branch where he will remain for several weeks on business.

Louis Blumberg, Prestige Pictures representative, visited the local U-I branch during the week on business.

BOSTON

The engagement of Miss Trudie Finkle, of the Warner Bros. billing department to Henry Young, recently discharged from the armed forces and at present completing his education at Burdett College, was announced.

Phil Engel, United Artists publicist, is leaving for Worcester and Springfield to assist managers in the exploitation and publicity of "The Chase."

John Derwin is receiving congratulations on his recent birthday.

Jack Meadow, United Artists office manager is leaving for a weekend trip to New York City for a visit with friends and relatives.

Elaine Kolvin and Claire Welch have been added to the staff at United Artists.

Clayton Eastman, district manager for United Artists, has returned from a trip to upstate New York with the reports that business is good and shows no indication of a slump. He was accompanied on his trip by Matt Sullivan.

Charles Breso, well-known theatre architect, has returned from Miami after designing and supervising the erection of a new synagogue there.

Eddie Klein, head of Bay State Films, has returned to his desk after a short illness.

Many in the film district were saddened by the news of the death of Mrs. George Biede in an automobile accident. Her husband, formerly a well known exhibitor and at present selectman in his town of Westboro, was seriously injured.

E. M. Loew was tendered a gala birthday party by his employes this week at the Latin Quarter.

Henry Tobin, well-known theatre owner, has purchased the Shea Theatre in Turner Falls. The house was purchased from the Z. Roy estate.

Esther Bond, shipping clerk at 20th Century-Fox, is receiving the sincere condolences of her many friends in the film district on the recent death of her mother.

Charles E. Fish has rejoined the Capitol Theatre Supply Corporation as installation engineer, a position which he held prior to his entry into the armed forces.

One of the new faces seen in the film district is that of Conway Cohalan, a student booker who was recently transferred to the local RKO office from Buffalo.

All of film row inhabitants are pleased to see Bart MacKenzie, the affable MGM publicist

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back on the job after his lengthy illness.

E. X. Callahan, manager of 20th Century-Fox's northeastern district, will soon present a gold wrist watch to the salesman making the best individual record on "Alexander's Ragtime Band."

The Tub Thumpers of America held a dinner at the Hotel Vendome March 26. The entertainment committee consisted of Shep Epstein, Trade; Phil Engel, United Artists; and Max Melincoff, Warner Bros. At the last moment American Guild of Variety Artists refused to permit any of the promised acts from local theatres to appear, so a fake raid was staged with Boston police assisting the Tub Thumpers.

Looks like Jack McCarthy, popular Warner salesman is bringing along a prospective member of the 1952 Olympic swimming team in the person of Jack Jr., who recently won two events at the local YMCA meeting of swimming teams from all sections of the state.

Moe Grassgreen recently rounded out his thirtieth year of service with 20th Century-Fox. Moe is now located at the home office after having served for many years as branch office manager.

Vivian Blaine, charming 20th Century-Fox singing star currently making a personal appearance at the RKO theatre, visited the local offices here this week.

Arthur Moger, publicity director for Warner Bros. in New England, has been named one of five judges who will select from a group of aspirants the winner of the Easter sale design for 1949. Contestants from private and public schools are to submit drawings for the seal and from among them the judges will select the national winner of the Michael J. Dowling award.

Siritzky International Pictures, with headquarters in New York have acquired the Old South in Boston on a 20-year lease and will use the house as a New England showcase for its product. The house seats 850.

B & Q Associates has acquired a half interest from James Mage in the Tremont Theatre, it was announced by Berk and Krumgold, New York real estate specialists. It will be converted into an extended first-run house, and $250,000 will be spent to renovate and re-equip it. B & Q recently took over the nine Cocalis theatres in New Jersey.

Fifty friends of long standing honored Elias M. Loew, Boston chain theatre operator, with an elaborate dinner party at the Hotel Statler, March 28, on the occasion of his 50th birthday. A cocktail party preceded the dinner which was followed by a two-hour show. Loew was presented with a ship's clock.

LOS ANGELES

Rose Siegel, secretary-bookkeeper of Poppers Supply Co. and Astor Pictures, is recovering from an operation at the Cedars of Lebanon Hospital. Taking her place is Natalie Solom, who last worked on film row for Exhibitors Service, Inc.

Father Sylvester McCarthy, chaplain of the Philadelphia tent of the Variety Clubs, visited here last week and was hosted by Father Peter Hanrahan, of the All Souls Church of Alhambra. Father McCarthy attended a pre-convention meeting presided over by Charles Skouras, and also was given a tour of the Altec-Lansing plant by Bob Quinn and prexy George Carrington.

Fred Mercy, Sr. and Fred, Jr. came into town from Yakima, Wash., where they operate a circuit and Junior runs the baseball club.

Nat Berkoff sold his Midway Theatre to N. Robbins.

Leo Pallay made his first visit to Los Angeles. He runs the 21st Street and Jefferson Theatre in Portland, Ore. Pallay made a deal with "Frenchy" Fermat at the West Coast Concession Co. He reported the complete gutting by fire of his 21st Street house, asserting it was done by an arsonist.

Film row went en masse to the opening of Harry Nace's latest house, the Mesa, in Mesa, Ariz., last week.

Barbara Heckenberen, PBX operator at Republic, has been ill.

Every Wednesday night, from 8 to 8:30 p.m., a radio show will be broadcast from the stage of the Hollywood Pantages Theatre. The deal was set for "What's the Name of That Song?" over Mutual Broadcasting System.

Harry Weinberg, owner of the Oriental Theatre, is a grandpa following the birth of a baby girl to his daughter, Mrs. Marshall Sevin.



B'NAI B'RITH HONORS GENE BUCK. New York Cinema Lodge, B'nai B'rith, paid tribute to Gene Buck, ASCAP consultant director, for his outstanding Americanism in a salute to the music world at the Hotel Astor one night last week. Barney Balaban (at rostrum), Paramount president, inducted his son, Burt, and a group of new members into the Lodge before the Buck tribute. Robert M. Weitman, managing director of the New York Paramount, was elected new president of the Lodge at the same meeting. On the lower dais are (l-r) Rabbis Bernard Birstein and Ralph Silverstein, Saul E. Rogers, Si Fabian, Jack H. Levin, Buck, Albert A. Senft and Alfred W. Schwalberg. On the upper dais are S. Arthur Glixon, Milton Livingston, Weitman, George W. Meyer, Stanley Adams and Julius M. Collins.

DES MOINES

The Des Moines Variety Club has adopted its 1947 charity program, it was announced by G. Ralph Branton, chief barker. The Des Moines Tent No. 15 will assume the obligation to subsidize a free bed in three Des Moines hospitals for one year for those without the ability to pay. In addition the club membership adopted a plan to send a group of about 50 underprivileged boys to the Y.M.C.A. summer camp at Boone for a one-term period. The Charity committee which recommended the program was headed by Nate Sandler as chairman.

Four delegates were named by the Des Moines Variety Club, Tent No. 15, to attend the National Variety Club convention to be held in Los Angeles in May. Delegates elected were Gordon Halloran, G. Ralph Branton, Nate Sandler and W. F. DeFreene with Harold McKinney and D. C. Kennedy as alternates. A. H. Blank, president of Tri-States and Central States, was elected as an honorary delegate.

A. H. Blank, Myron Blank and L. M. McKechneay, all of Tri-States Theatre Corp., have incorporated six new firms in Nebraska with the new firms all having offices at Fremont, Neb. The new firms include Keyork, Inc., with $10,000 capitalization; Kearney Theatres, $10,000; Platte Theatres, $10,000; Empress Theatres, $25,000; Fremont Theatres, $25,000, and Raywar Confections, $10,000.

Harold Smith of Cedar Rapids has filed a suit against the Cedar Rapids Theatre Managers' Association seeking to collect $400 which he claims he should have won at bank night. Smith maintains that he was in front of the theatre at the time the drawing was scheduled to be held and that he was not notified that his name was drawn. The court has required Smith to file an additional statement making more specific statements in regard to the alleged advertising of the bank night drawing.

Arthur L. Downward, newly appointed manager of the Pioneer Theatre Corp. house at Cherokee, was married to Patricia Ann Scoles of Webster City just before taking over his duties. He has returned from a wedding trip in the south to take over the managership of the Arrow Theatre.

Mrs. Joe Anderson, wife of the owner of the theatre at Pella, Ia., died recently.

Larry Hensler, salesman for Warner Bros., attended the funeral of his brother at Milwaukee.

Joe Smith, owner of the Elite Theatre at Laurens, is the father of a baby son born last week.

Marie Butcher of MGM is in Mercy Hospital for an operation.

DALLAS

The new Winkler drive-in theatre in Houston, Tex., opens Friday, March 21. It has all the latest modern equipment such as a speaker for every car and features such things as bottle warmers for the babies and a playground for the children. It will play two shows nightly.

Buster Gordy, formally projectionist at the Lee Theatre has been promoted to manager of the Palace Theatre in Timpson, Texas, for the W & K Theatre Circuit.

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ALBANY

Leo Rosen, manager of the Strand Theatre, effected a gift tie-up known as April Shower of Gifts. Participating theatres were Warners' Strand, Ritz, Madison and Delaware Theatres in Albany. Forty gifts were promoted for the giveaway to be used on the idea of a radio disc gag. This was arranged at no cost to the theatres excepting for trailers and advertising.

Visitors along film row included: Sam Slotnick, Syracuse; Morris Koffsky, Waterford; Harold Freshman and Leonard Kaufman, Binghamton; Sam Rosenblatt, Watervliet; C. Dayton LaPointe, Chatham; Charles Deitcher and H. Bernstein, Schenectady; Sylvan Leff, Utica; Howard Westcott, New Hartford.

Jack Armm has just returned from a recent trip to the Coast.

Monogram Franchise Owner Harry Barkson visited the Albany office.

Paramount Branch Manager Edward Ruff has gone to Boston to attend a conference.

Mary Flynn, office manager for Upstate Theatres, is spending a week's vacation at Dansville, N. Y.

Morris Slotnick of the James Theatres, Inc., Utica, has signed with Upstate Theatres to do his booking and buying.

Albany film row welcomes Harry Alexander back to the fold. Harry was one time 20th-Fox branch manager and then Syracuse city manager. He now returns to Albany as PRC branch manager.

COLUMBUS

Al Sugarman and Lee Hofheimer, operators of the Olentangy Theatre, announce that that house will become the first all-foreign language film theatre in Columbus upon completion of remodeling and renovation. It is located near the Ohio State University. Sugarman and Hofheimer will take over the Champion Theatre of the Miles Circuit on June 1.

Mrs. Ethel Miles has installed Voice of the Theatre sound system in the Drexel Theatre.

Leo F. Dwyer, 63, owner of the Lake Theatre, Celina, died while undergoing an operation in Cleveland. Funeral services and burial were held in Celina. He is survived by his widow, a son, daughter, mother, brother and sister.

Louis J. Velas has reopened the former Ohio Theatre in Cambridge and renamed it the Liberty. The house, closed for the past five years, has been completely remodeled and equipped with RCA sound.

Barkers of Tent No. 2, Variety Club, are requested to contact Treasurer J. F. Luft if they plan to attend the national convention in Los Angeles May 13-17 in order to obtain accommodations on the special train which will pick them up.

John B. Brobst, maintenance man at Loew's Ohio, will be hospitalized for two weeks following a fall to the sidewalk while changing marquee sign.

J. Maxwell Joice, former special representative for Paramount in Cleveland, who has been assigned to Washington, D. C. in a similar capacity, paid a farewell visit to friends here. James Levine succeeds Joice in the Cleveland-Detroit area.

Arthur M. "Doc" Holah, MGM representative here, has joined the ranks of house hunters, having moved here from Newark, O.



SHOW TALK. Tyrone Power in his make-up for the star role in 20th-Fox's "Captain from Castile," spends time between scenes talking show business with Bill Hollander, Balaban & Katz advertising and publicity director, who had taken time out from his Chicago office to look over the production situation in Hollywood.

New Theatres

Walla Walla, Wash.—A 600-car drive in theatre will be set up here by the Midstate Amusement Corp., S. J. Gregory, vice-president and general manager of the outfit, announced Monday. This is the one of the several such projects for this company or its affiliate, the first being at Anderson, Ind. and another is the Pasco-Kennewick of Washington.

St. Louis—Henry P. Saggau has purchased ground on North Main St., Denison, Ia., and will soon start to erect on it a 700-seat theatre. He also owns the Ritz in that town which he plans to remodel and redecorate to feature stage shows and vaudeville.

St. Louis—W. J. Newcombe of Williamsburg, Ia., has announced he will build a new film theatre in Earleville, Ia., as soon as materials are available.

St. Louis—Joe Smith, who owns Elite Theatre in Laurens, Ia., states that construction will soon start on his new stadium-type motion picture theatre, store and apartment building in that town. House will be of brick, concrete and glass blocks.

St. Louis—Richard P. Brous, secretary of Missouri Motor Movies, St. Joseph, Mo., plans to build a 500-car drive-in theatre on an 18-acre site south of Highway No. 36.

Columbus, O.—Charles R. Brinkman, who operates the DuDrop Inn in Defiance, O., plans to construct a $50,000 drive-in theatre and restaurant on an eight-acre tract on Route 66 north of Defiance.

New Orleans—E. H. Bailey and L. E. Harris of Starkville, Miss., will ask for bids this week on plans and specifications, which have been completed by Architect Peter J. Trolio, for the construction of a theatre building on College Drive in the state college town.

HARTFORD

Charlie Albee has been re-elected president of Local 486, IATSE, in Hartford. Others re-elected: Business agent, Charlie North; vice-president, Robert Cormier; secretary, Don McDonald; and recording secretary-treasurer, Pete DeCarli.

Leonard Berman, 38-year-old musician associated with Columbia studios in Hollywood, is dead. He attended a local music school, and at one time was on the staff of WTIC.

Henry L. Needles, Hartford district manager for Warner Theatres, and Mrs. Needles, are observing their 30th wedding anniversary.

Felicia Tyszka, cashier, Loew's Poli Palace, Hartford, has been released from the hospital.

In Waterbury, Conn., Mike Fitzgerald, stagehand at Loew's Poli, and his wife are observing their 50th wedding anniversary.

The daughter of Warners Circuit District Manager Pearl Needles will be married in June to Morris Tonken, local lawyer.

Harry F. Shaw, Loew's Poli circuit division manager, and Mrs. Shaw are on a vacation in Mexico.

Tom Carey of Tom Carey Theatrical Promotions, Hartford, has returned from a trip south.

LOUISVILLE

Altec Cincinnati District Manager M. G. Thomas made a routine trip to Louisville and surrounding territory.

Morris Smith and B. Bennett have bought new projectors and sound equipment for their new Ace Theatre in Taylorsville, Ky. New house will replace their old one which was completely destroyed by fire.

Stuart Ruble has been named manager of the Park Theatre, Louisville, owned and operated by Amusement Enterprises.

Louis Hudson has replaced Herb Nadel as manager of the Hill Top Theatre, Louisville.

The Shelbyville Drive-in is scheduled to open for the summer season on April 11. It is managed by Floyd Morrow who will also have charge of the 18th Street Road Drive-in when it is completed.

W. E. Carrell of the Falls City Theatre Equipment Company has returned from an extensive tour through southern Indiana.

Mrs. J. F. Carnhan, whose husband is connected with theatres in Manchester, McKee, Beattyville and Sand Gap, Ky., is confined to the Jewish Hospital here.

William P. McGovern is installing new chairs in the Ritz Theatre, Loogootee.

Film Critic A. A. Daugherty of the Louisville *Times*, is recovering from a siege of pneumonia.

The National Theatre in Louisville, in a tie-in with the Kay Jewelry Company, held a display of diamonds valued at $500,000. The collection was modelled on the stage of the National by three entries in the Miss Louisville Pageant of 1947, sponsored by the city's Junior Chamber of Commerce.

J. E. Elliott, chief operator at the Lincoln Theatre, Hogenville, Ky., spends his spare time visiting other theatres and helping out in the booth, giving pointers and assistance to beginners in the projection field.

Recent visitors to Louisville included: G. N.

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May, Dream, Corydon; Luther Knifley, Art, Knifley; William P. McGovern, Ritz, Loogootee; Morris Smith and B. Bennett, New Ace, Taylorsville; W. Clausen, Bonnieville, Bonnieville, Ky.; R. L. Harned, Empire, Sellersburg; E. L. Ornstein, Ornstien Theatres, Marengo.

Re-issues were in order for the Mary Anderson and the National, the former returning "The Sea Hawk" and the "Sea Wolf" on a double bill, and the latter running "You Can't Cheat an Honest Man" and "I Stole a Million."

TORONTO

Odeon Theatres of Canada, Limited, Toronto, has met with an obstacle which is impeding the progress of plans for the construction of several theatres, the difficulty being the securing of new accommodations for tenants of buildings on purchased sites. The problem, as it affects projects at Montreal and Brantford, has reached the Rentals Administration Office of the Canadian Government at Toronto.

In the Montreal situation, where an Odeon Theatre is to be erected, one tenant has taken his complaint to the court of law to test the government regulations.

At the Canadian Motion Picture Distributors Association annual meeting at Toronto, Gordon Lightstone, general manager of Paramount Film Service, Toronto, was named president in succession to Leo M. Devaney, Canadian general manager of RKO-Radio. The vice-president is Dave Griesdorf, Canadian sales manager of Producers Releasing Corp., Toronto, and the secretary continues to be E. H. Wells. Executive board comprises: Sydney Samson, Charles S. Chaplin, A. W. Perry, Haskell Masters, Henry L. Nathanson, Louis Rosenfeld, O. R. Hanson, Devaney, Lightstone and Griesdorf.

Meyer Axler of 20th Century Theatres, Toronto, has revealed that it has drawn plans for a 350-seat annex to the Elgin Theatre, 800 seats in Ottawa, Ont. This project will have the effect of providing a double theatre, with special attractions to be booked into the little theatre for indefinite runs.

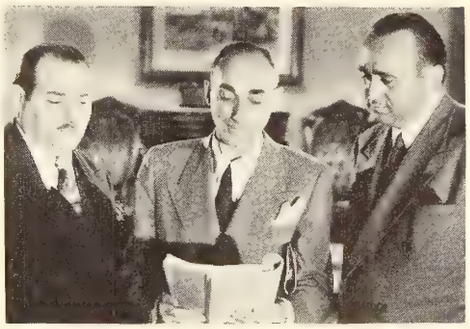
Theatre proprietors have been advised of the lifting of restrictions on the use of electric power in Ontario, which went into effect at the end of 1946 because of a shortage of "juice."

The second visit to Toronto by J. Arthur Rank of England is scheduled for May 16 to 19.

There is a well-founded rumor that Famous Players Canadian Corp. is studying the while question of admission prices for its theatres throughout the Dominion, with the prospect that an upward revision may be made in some situations. Theatre prices were removed from the Canadian Government's wartime ceiling code last January.

With Odeon's Fairlawn Theatre shortly to open on upper Yonge Street in Toronto, 20th Century Theatres, a rival chain, adopted a new policy for its Bedford Theatre, across the street, effective March 31. Subsequent-run bookings have been stepped up so that the Bedford will get pictures as soon as possible after downtown showings.

A tour of Canadian cities East of Toronto has been taken by Glenn Ireton, publicist for Canadian Warner Bros. One object of his calls was to urge a sense of keener showmanship on the part of managers in the face of postwar conditions.



'NOW IN THIS SCENE . . .' Robert L. Lippert, distribution chief of Screen Guild Productions; Jack Schwarz, producer, and Lou Gordon, New England exhibitor and official of Screen Guild, confer on the set of "Hollywood Barn Dance," which Schwarz is producing for SG release.

Arch H. Jolley, secretary of the Motion Picture Theatres Association of Ontario, Toronto, has resumed his trade missionary work around the Province following his campaign against the proposed resumption of the amusement tax by the Ontario Government which now appears to be a dead issue.

NEW ORLEANS

Harry G. Ballance, southern district sales manager for 20th Century-Fox, was in New Orleans from Atlanta, Ga., last week, meeting with local exchange officials, and Paul S. Wilson, southeastern district manager. Conference was to discuss future sales plans and set up campaigns for 20th's forthcoming "Carnival in Costa Rica," and "Boomerang."

While the officials were conferring, three beauties selected in Costa Rica from among 1,000 entrants in a contest there, were flown northward, landing in the states at New Orleans' Moisant International Airport. They were shuttled right out again for New York.

A circuit court jury in Mobile this week (Mar. 29) could not agree in the case of Mrs. Ethel W. Cotnam, 52-year-old former Mobile theatre hostess, who sued for $120,000 from the estate of the late T. Shannon Hunter, wealthy lumberman.

Mrs. Cotnam was a $14 a week theatre hostess when she met the wealthy lumberman, who died at the age of 63. She contends he promised her a fifth of his estate, "for services rendered" but a will containing this provision was ruled invalid. This was the second trial on a purported oral contract. The other also ended in a mistrial. She said she would continue to press the case, as "long as juries are selected in Alabama."

OMAHA

Omaha's Variety Club has started another territory-wide campaign to raise funds for the Children's Memorial Hospital. A similar drive in 1944 raised $14,000 to help with the building. This year the money collected will go for equipment. Special matinees are scheduled for Tuesday afternoons of April 22 and 29. Drive head M. S. Stern will have the help of the following chairmen: Edward Cohen and Bill Wink, northern Nebraska and western South Dakota; Clarence Blubaugh, Robert Hirz and Phillip Monsky, southern Nebraska; Leon Mendelson and I. M. Weiner, Iowa and eastern South Dakota.

B. C. Marcus, Columbia district manager from Kansas City, was in Omaha.

Dorothy Weaver and Jean Wynn, 20th-Fox, have been out due to illness.

Bill Toney, head of Tri-States maintenance department at Des Moines, spent several days here.

William Miskell, Tri-States district manager, has another safety appointment—to the executive board of the Nebraska Safety Committee.

F. T. Murray, supervisor of maintenance for Universal, arrived here to look into plans preliminary to starting construction of a new exchange building.

Edward Delaney, owner of the Lyric Theatre, Marcus, Ia., has been ill.

Betty Berndt, who heads the MGM contract department, is engaged to marry Lester Peterson, a Navy veteran, who also lives here.

Carl Reese, United Artists salesman, is still in a local hospital.

Paul Allison, ad sales home office representative for 20th-Fox, was here for several days.

Miss Laura Wells, Powers model representing Enterprise Productions, arrived in town.

Mrs. Carl White of Quality Theatre Supply Company is visiting her son at Little Rock, Ark.

The building housing the Omaha Theatre will be 25 years old April 15. It was built in 1922 by the World Realty Company. It opened as the World Theatre.

NEW YORK

Latest theatre to go in for an all-foreign policy is the Studio, 65th and Broadway, which has been acquired by the Mage film interests and opened April 5 with "The Bellman" produced by Moulin D'Or productions. It will be operated as Studio 65.

John Kohler, formerly assistant manager of the Majestic at Perth Amboy, a Walter Reade house, has been put in the manager spot at the Plainfield Paramount, replacing Sabie Contie who has been moved to the Plainfield Oxford to take over from Frank Gieger, resigned.

C. Negron, night watchman of the Perth Amboy Majestic, is the proud father of a nine-pound baby girl.

Sylvian Gancher, print booker at Warner Bros., is ill and had to take two months' leave of absence.

MGM Branch Manager Ralph Pielow, who got married and went on a vacation to the west coast, all at one time, is back at his desk these days. Cashier Harry Kugel from the same office has just checked in on his vacation about the time the weather got balmier.

James Victory joined 20th Century-Fox's exchange last week as New Jersey salesman to replace Joe Rosen, who recently was promoted to manager of the Albany district.

Local 109 of the CIO Screen Office and Professional Workers last week won the right to bargain for the large offices of Confidential Reports. The same unit at present is now conducting negotiations with the Copyright Protection Bureau.

Beatrice Regina Springer, daughter of Century Theatres General Theatre Manager Joseph R. Springer and Mrs. Springer, was married on March 30 to Bernard J. Cohen at the Belmont Plaza Hotel ballroom. The couple honeymooned

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at Virginia Beach.

Twentieth Century-Fox's Family Club, which just got over its annual dinner-dance at the Iceland last week, will hold its annual boat ride in June aboard the river Steamer Peter Stuyvesant, sailing up the Hudson to Bear Mountain. Harry Reinhardt of the home office sales department and Leo Israel of advertising and exploitation were in charge of the Iceland shindig.

Emma Poggioli has joined Gerrie Lambert on the secretarial staff of Mort Blumenstock, Warner advertising and publicity chief, following the departure of Jean Siegel, who is booked for a blessed event. Miss Poggioli formerly was in Bill Brumberg's department.

Mrs. Mildred Dreier, wife of Sidney Dreier, owner of the Tompkins and Cameo Theatres in Brooklyn, gave birth to a seven-pound daughter at the Mt. Vernon Hospital on March 26.

PHILADELPHIA

Moe Verbin will manage the Pix Theatre for Sam Goldwyn during the engagement of "The Best Years of Our Lives." John Lorenz, Sam Cummins' manager, will remain, however, as house manager. At the Arcadia, the other house for the dual bow of the picture, the house staff goes with the deal for the theatre, with Larry Mackie staying at the helm. Doug Beck, local RKO exploitation man, is handling the publicity with some of Goldwyn's men coming in to lend a hand.

Bill Wilson of the Rialto Theatre in Williamsport celebrated his 25th anniversary in the business and Charlie Zagrans, RKO; Bill Mansell, Warners; Lou Formato, MGM, and Mort Magill, UA, all journeyed up-state to participate in the anniversary party.

Eagle-Lion-PRC has acquired two of Columbia's salesmen in the persons of Stanley Kositsky, and Harry Berman, who recently resigned their positions at Columbia.

Ed Rosenbaum, Universal-International exploitation man for the Philadelphia territory, took advantage of the Easter holiday for a publicity stunt on "The Egg and I." Eddie hard-boiled some duck eggs and placed them in the center of an Easter basket surrounded by differently colored chicken eggs and presented the baskets to the local newspaper critics. On the duck egg, he had the message, "Dear ---: 'The Egg and I' wish you a happy Easter."

Condolences go out to the family of Larry Ridington, who died in the Norristown Hospital last week. He was the head of Warners' statistical department.

Harold Colton, former booker at Columbia, has been advanced to a salesman for the same company. He is presently working the Harrisburg territory with another booker. Ed Bower moved in as a student booker because of the advancement in the local office.

Herman Maier, chief of construction for Warner Bros. Pictures, was in town recently looking over the new exchange building which is soon to house the offices of the present building on Vine Street. The new construction will be one of the most modern and most beautiful buildings in film row when completed.

Fred Meyers, the U-I executive, came to Philly recently for a conference and exhibited an injured arm, the result of coming out on the short end of a skirmish with a mixmaster.

Oscar Neufeld and some of his beauties assisted in selecting a king and queen at the Purim Ball held at the Neighborhood Center.

Philadelphia's only theatre devoted to foreign motion pictures, the Poplar, reopens Saturday (5), with continuous performances daily from 4:30 p.m. and on Sunday from 2 p.m. Popular prices will prevail. Initial showing includes "Russia on Parade," "Moscow Music Hall" and "Marriage."

KANSAS CITY

Kathryn Grayson and Johnny Johnston stopped off here recently on their trip to Hollywood after completing a recent vaudeville tour. The purpose of the local visit was to see Mrs. J. A. Johnston, grandmother of the singer. While here the pair said they plan to be married Sept. 1 in Hollywood with Jimmy Durante as one of the honored guests at the wedding. It was Durante who acted as cupid for the two when they were recently working on pictures at the MGM studios, they said.

Benefit shows for Greek war orphans were given in six Fox Midwest theatres, the Uptown, Esquire, Apollo, Benton, Fairway and Granada, last Saturday morning. Benefits also were held in other Fox Midwest houses throughout the territory.

Martin Maher, assistant manager of Loew's Midland, on his day off last week took his wife and daughter on a jaunt to visit relatives at Ft. Scott, Kans.

P. T. Kelty, assistant manager of the RKO Orpheum Theatre, has returned to his job after a long illness which first hospitalized him and then had him recuperating at home.

The Newman Theatre reports that its new streamlined popcorn counter is proving its worth with the customers. The counter has been in operation about a month, and marked the introduction of popcorn selling in the theatre.

Paramount Division Manager Ralph LiBeau last week returned to his desk after a two-week vacation spent down in Mississippi.

Anne Baxter is the latest star to autograph the airport restaurant menu. She recently stopped here as a TWA passenger en route to Chicago, and was caught in the act of signing by the Kansas City *Star* photographer.

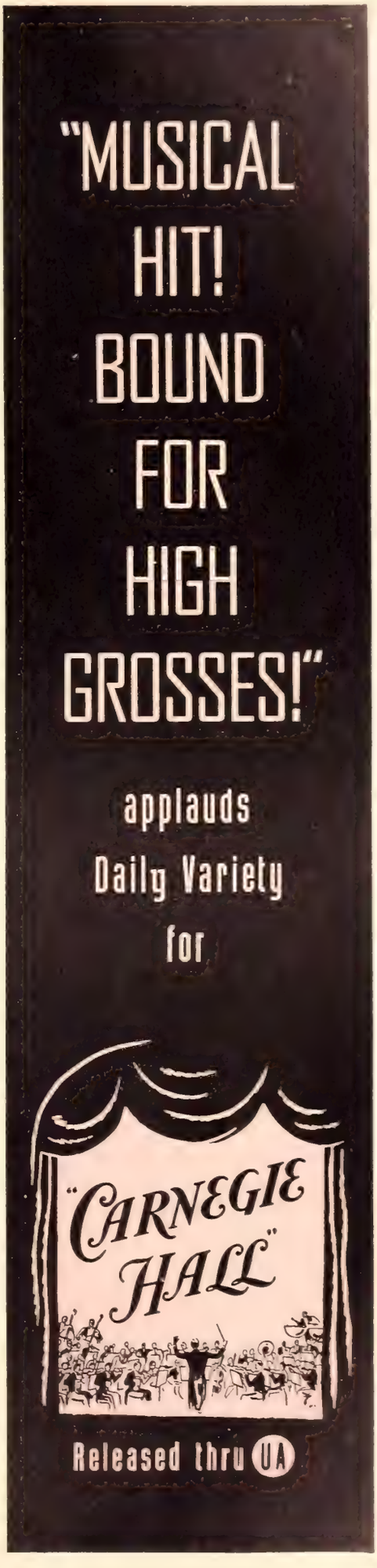
Early spring visitors to film row include: O. C. Alexander of the Kansas Theatre, Kiowa, Kans.; Dale Danielson of the Dream and

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Not Subject to Suit

The Milwaukee Motion Picture Commission cannot be sued and held liable for civil damages over its action in refusing permission to a motion picture to be shown in Milwaukee, according to Walter Mattison, Milwaukee city attorney. He made the decision when certain interests referred to him in the case of "The Outlaw," which it had rejected. Mattison said that, as the organization viewed films as a critical observer, it could not be held liable in any lawsuit against the commission or any of its members.

When Mrs. Frank Derfus, president of the commission, was asked if the group had changed its decision against allowing "The Outlaw" to be shown in Milwaukee, she replied in the negative.



London Observer in America—

British Films Benefiting by Good Handling in U. S. Market

Audience Tastes Differ; 'Hostile Press' Charge Is Refuted by the Facts

At the conclusion of my visit to the United States, the feature that has struck me most is the surprising difference in American and British audience tastes. In England, there is a marked trend toward realism and more serious subjects; here sentimentality and escapism rule.



MacGregor

I have seen and enjoyed pictures here, inwardly knowing that had I seen them with British audiences I should have been fidgeting. I have also seen pictures which I enjoyed at home but embarrassed me here.

Hollywood children are a case in point. Generally, I have found them accepted here as cute, but at home their prococity has audiences writhing. Likewise American sentiment is invariably considered mawkish.

British films are too long for the U. S. and the dialog, sometimes precious, not only slows the action but through the use of slang is often unintelligible.

Higher and More Sincere

Hollywood has a finer conception of American requirements than it has of British. The producers are not sufficiently conscious of the difference in tastes and I found several obviously believing that English criticism was organized. British critics, in turn, not realizing the situation, have accused Hollywood of being out of touch with reality. Several American film men even alleged that London film writers were anti-Hollywood. I disagree. I believe the standard of their criticism today is higher and more sincere than ever. Admittedly certain correspondents may be a trifle highbrow for large circulation papers and sometimes too much space is devoted to continental pictures which few will see, but that is a question for individual editors.

A picture, no matter where it was made, will get the treatment it deserves from the London press. "Best Years" and "Boomerang" are cases in point. Nothing gets such a flaying as a bad British picture. The critics feel the limited studio facilities should be used to the best advantage.

I am convinced the Hollywood producers would make a wise move in inviting the London critics to fly over for a short visit. The writers would then see the great efforts that are made to attain the best, meet the men on the job instead of in the rather artificial atmosphere of a Savoy reception and get a better insight into the producers' workings.

I have discussed this idea with several producers and have been agreeably surprised at the response. The cost would be small in relation to the goodwill created.

Hollywood must reinstate itself with the British cinemagoer. It has lost face to a great extent by burlesquing itself. In England these gags are often accepted as genuine. The solution here is in its own hands.

Not so simple to counteract are things such as the *Daily Express* poll in which "Bells of St. Marys" was the only non-British film to be included in 1946's ten best. Being in Hollywood at the time the result as announced was frankly embarrassing. The British films nominated were released in a period of more than twelve months. Pictures like "Last Chance," "Mildred Pierce" and "Lost Weekend" should not be so easily forgotten.

While the actual studios of the two countries bear favorable comparison, Hollywood's equipment is superior and more modern. Indeed, it is incredible that the British technician does so well with the material at his disposal. The workings of the studios are very different. Hollywood follows the conventional because it knows there is a market for it. Britain, appreciating its limitations and having learned from pre-war experience the cost of unsuccessful imitations, is still "feeling" for a style, is experimenting with more adult subjects. Indeed, I heard it said that had it not been for British moves in this direction, Goldwyn would never have made "Best Years."

Cannot Afford a Failure

Hollywood stands by the schedule and the budget, while England with limited resources and consequent delays, cannot afford a failure, and therefore aims at a fine finished product irrespective of time or cost.

The British producer still suffers from a slight inferiority complex. It is from this that the belief has grown that some almost sinister power exists to keep their films off American screens. From what I have heard from showmen and salesmen, and seen for myself, this is far from the case. They are getting a square deal and are building steadily.

The star system dominates America and this is where British films are handicapped. They have too few international names. Unless players and stars are pre-sold, the exhibitor can hardly be expected to allot valuable playing time to an unknown quantity. British players must make "personals" in the U. S.

I have even heard it suggested that Hollywood keeps British pictures out of the circuits. Strangely enough, a New Yorker selling British product assures me that the affiliated circuits are good sales prospects for him, which is more than he will say of some independents.

During the war years, British pictures did not get much of a showing, but today Universal, Eagle-Lion and others are pushing them as hard as their Hollywood offerings. Displays and advertising are impressive. "Odd Man Out," "Great Expectations" and "The Adventuress" are set for early New York premieres.

Many at home complain that British films are shown only in small cinemas. This is so, but in Hollywood I heard producers complain that they were being kept out of the London West End and having to play the second-run Astoria.

Actually, the small house is a clever way to make America British-film conscious. Neither "Henry V" nor "Brief Encounter" made box-office history in England, yet they have had long American runs as a result of this policy.

Patrons Know About Them

As a result of these long runs newspapers have carried advertisements for weeks so that when the pictures play neighborhood houses, patrons know about them. In this way, the lack of publicity which follows a Hollywood offering through production is counteracted. Had these pictures started at big houses, they would have lasted a week or so and then forgotten.

"Stairway to Heaven" (Life and Death), for instance, played the small Park Avenue, New York, for many weeks and has now been transferred to Broadway's large Winter Garden.

On the exhibition side, the unity of the British Cinematograph Exhibitors Association and Kinema Renters Society is the obvious envy of many.

Conversely, the American trade press might well be the envy of that in Britain. Explain it by the more fertile ground upon which the American press grew as the far-flung industry expanded through its theatres scattered across the vast area of the States, or whatever you will, the fact is that the trade press is most importantly a part and parcel of the film industry.

As far as showmanship goes, the American

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IMPRESSIVE DISPLAYS. "Stairway to Heaven" is one of several British-made pictures currently receiving impressive display advertising in New York.

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(*Continued from Page 39*)

Mecca Theatres, Russell, Kans.; and E. E. Burnett, State Theatre, Larned, Kans.

Vaudeville will not be a part of the Tower Theatre show during the run of Goldwyn's "The Best Years of Our Lives," which opens in the house April 5 at price scale of $1 for matinees and $1.50 for nights.

The Drive-In Theatre east on Highway No. 40 is scheduled to reopen for the season on April 11. Its first use this season will be for the Easter Sunrise services of the Messiah Lutheran Church, April 6.

Betty Dean, scripter at Radio Station KCKN, was away from her desk temporarily to write the radio material for the five RKO players who appeared in the territory with premiere showings of "Trail Street" and broadcast over several outstate Kansas stations as well as five local stations.

Don Romero, brother of Cesar Romero, is appearing currently in a rhumba specialty at a Jackson County night club.

VANCOUVER

For the first time in the history of the Orpheum Theatre a film was held over for a fourth week—picture is "The Jolson Story" and it is making box-office history.

A move towards classification of motion pictures shown in British Columbia and according to their suitability for various age groups was voted down in the B. C. legislature. The attorney-general told the house that in all cases the censors had the fullest co-operation from distributors when they considered it advisable that certain films should be advertised as unsuitable for children, and the proposed amendment was not necessary.

At a recent meeting, Famous Players Theatre Managers Assn. elected the following officers for 1947: President, Eddie Zetterman, Columbia, New Westminster; Vice-president, David Borland, Dominion Theatre; Secretary, Jack Randall of the Strand. Jack Burdick of the Stanley, Vancouver, was reelected treasurer.

Jo-Ann Peers, secretary at Gaumont-Kalee Equipment, was married to Jack Skinner.

Frank Gow, Jr., manager of the Broadway Theatre here, was married to Majory Odlum. Gow Senior is the B. C. district manager for Famous Players.

A collective bargaining agreement was completed between Famous Players Victoria theatres and Theatrical Guild 252, after many months of negotiations. Agreement in force for 12 months, calls for a 44-hour week, and a night off for ushers and doormen. The new union includes cashiers, candy girls, doormen and usherettes at four F-P houses in Victoria, V-I.

Steve Rolston, former manager for Eagle-Lion here, has left Vancouver for his home town, St. John, N. B., and will reside there.

Dean Clement of the University of B. C. was appointed chairman of the arbitration board to decide wage and working conditions in the B. C. theatres of Famous Players between Projectionists 348 and the circuits 30 theatres. The new Sunland Theatre in Osoyoos, B. C., opened last week. Theatre has the latest in equipment: Jim Fairley is manager.

Myron McLeod of the Patricia Theatre, Powell River, and Claud Smith of the Strand Theatre at Chilliwack were in town for the Canadian Picture Pioneers annual meeting.

Charles Frankiln Broughton, 52, owner of the Viking Theatre, Viking, Alta., died of a heart seizure recently.

Eric Green, Orpheum Theatre engineer, is the father of a baby girl, number six for the Green family. Bill Faulkes, manager of General Films, is the daddy of a daughter. Jim McGregor, assistant manager of the Plaza Theatre, was also passing out cigars on the birth of his first child, a daughter, Patricia.

Empire Agency of Vancouver is installing two DeVry projectors and sound in the Barbara Theatre, Britannia Beach, and the Opera House, Sonitula, B. C., coast towns.

Famous Players is making extensive improvements at the Capital, Prince Rupert, involving expenditures of $40,000 over a two year period. Contracts provide for complete remodeling of the foyer, enlarged women's and men's rest rooms, an enlarged manager's office, the installation of a candy bar and an illuminated marquee covering the entire 65-foot frontage, and a new air-conditioning system.

(*Continued on Page 42*)

Indiana 'Takes' Drop

Theatre business in Indiana, which slumped during the holidays, has never fully recovered. Box-office receipts during the first three months of 1947 were from 10 to 15 per cent below normal.

DR. ALBERT EINSTEIN ENDORSES THIS PICTURE!



BOOK NOW — *THRU ALL* YOUR ASTOR EXCHANGES

REGIONAL NEWSREEL

(*Continued from Page* 41)

Odeon Theatre Managers Association of British Columbia, elected the following officers for 1947: president, Jimmy Adams, Olympia Theatre; vice-president, Al Mitchell, Plaza Theatre; secretary, Bob Fraser, Circle Theatre. Retiring president was Al Mitchell.

Ann Dagger for many years secretary at the B. C. Censor Board here, and popular with the film exchange boys, has resigned and will sail for England via the Panama Canal in April. She intends to make London her home from now on.

Hymie Singer, who sold his State Theatre, Vancouver, recently, is back in B. C. show business again, having bought the Rio Theatre at Victoria from the Preswick estate.

Bill Lacey, in charge of publicity for the Strand and Variety at Calgary for the past 18 years, has resigned, and will make his home in Los Angeles.

MINNEAPOLIS

Screams of two sisters who were cashiering and two candy sellers in the lobby of the Center Theatre, a St. Paul neighborhood house, foiled an attempted holdup. The bandit fled.

Barbara Barlett, formerly biller at Columbia, has left the exchange and gone back to her home in Massachusetts.

Max Mutnick, MGM checking supervisor from Omaha, was a recent visitor at the Minneapolis exchange.

Charles Zinn, manager of the State Theatre, Minneapolis, has been asked for a little foreign relief in the theatrical field. He received a letter from Jakob Konkel, operator of the Theatre am Stern in Gelsenkirchen Horst, British zone, Germany, asking for help. Herr Konkel related that it took him 15 months to rebuild his theatre after the war. Now he can't keep it clean. Konkel asks Zinn to send him soap, sponges, floor cloths, etc., and he will pay when international exchange permits.

Minnesota Amusement Company has begun a new house organ called *Showmanship*. It is prepared by the advertising-publicity staff under the direction of Ev Seibel.

M. A. Miller has completed interior modernizing of the Liberty, New York Mills, Minn.

George Jenkins has opened the new 430-seat Elk, Elk River, Minn.

Elmer Fisher and Tom Johnson have assumed operation of the Lynn, Frazee, Minn., which they purchased recently from W. S. Carlson.

MGM District Manager Ralph Maw is back at work after being ill with the flu.

Ralph Dower has reopened the Badger, Badger, Minn.

MGM, Minneapolis, has disclosed that it is offering its product on competitive bids in Virginia, Minn., and has "two or three" other applications which are being analyzed.

Intensified merchandising to meet the May-June box office slump and improvement in operation to attract new patrons during the period will be stressed by Minnesota Amusement Company in its May-June drive, Charles W. Winchell, assistant to the president, said in announcing his campaign and drive plans.

WASHINGTON

The sympathy of Washington's showmen was extended to Carter T. Barron, Loew's eastern division manager, and first assistant national chief barker of the Variety Clubs, International, upon the recent death of his father, David Jones Barron, in Clarksville, Ga. The funeral was held on Mar. 27, in Georgia.

Kogod-Burka's Apex Theatre went on the air over Station WMAL with the Carpel Krazy Kwiz Show being broadcast from the stage. The novel stunt attracted many patrons.

On Monday, April 7, the Sidney Lust Theatres will join with the Kiwanis Club of Prince Georges County, in sponsoring the 12th annual Easter egg hunt to be held in Magruder Park, Hyattsville, Md. 15,000 youngsters are expected to participate. In addition to the egg hunt, there will be money prizes and entertainment, including a kiddie revue and boxing bouts staged by the Police Boys Club. Dave Ginsberg, manager of Lust's new Cheverly Theatre, will be master of ceremonies.

K-B's Apex, Naylor, Senator and Atlas Theatres will hold annual Easter Parties on April 5. In addition to the feature presentation, there will be three Bugs Bunny cartoons and both live and stuffed rabbits will be presented to lucky boys and girls.

Visitors at Frank La Falce's Warner Bros. publicity department were Bill Prager, of RKO and Bill Brooker, Paramount exploiteer.

British Films Benefit by Handling in U. S. Market

(*Continued from Page* 40)

exhibitor cannot teach his British contemporary a thing. After seven years of blackout I was, at first, dazzled by Broadway's flashing signs. Now I believe the quiet Music Hall display is the more effective. Again the peoples' temperament must be considered and I doubt whether the average Times Square sign would draw many Britons. I believe they would even keep some away.

Animated signs such as at the New York Palace and the Pix Ad are certain novelties, and when the time comes will, no doubt, be successfully used in Britain. Remember, Britain is still not allowed to use electricity for advertising.

The American lobbies are more lavish in their use of mirrors. I very much like the use of the three-dimensional displays, though some of these are possibly too detailed to be appreciated by the passing crowd.

Jock Lawrence, John Joseph, Jerry Dale, Max Youngstein and others are doing a fine job to publicize British pictures and are working under difficulties. It is in the publicity departments that the main difference between the studios of the two countries lies.

I do sincerely hope that British producers visiting this country will take a serious look at the publicity departments and study their workings; then consider their own at home.

Britain has many brilliant publicists, but few get the support they deserve or need to do the job.

Sir Alexander Korda has wisely arranged for Leslie Mitchell to visit Hollywood to study current methods and Ben Goetz is getting Hugh Findlay to do likewise at Culver City.

I am sure that an interchange of critics, publicists and technicians between the two countries is the best and only way to rule out misconceptions and petty bickerings.

PREPARING FOR RE-RELEASE!

JAMES CAGNEY

in the

"BATTLING HOOFER"

formerly

(SOMETHING TO SING ABOUT)

SPECIAL NOTICE:

This exciting Cagney Special with its new title, most suitable to this thrilling story, will now be seen and enjoyed by millions who have missed its earlier release as well as by those who will want to see this grand film all over again. It's a Typical Cagney Treat.

From SCREENCRAFT PICTURES, Inc.
341 West 44th Street, New York City 18

ONLY $4.50! A WEEK

YES! ONLY $4.50 a week for Filmack's NEW PREVUE TRAILER SERVICE. SCREEN A FEW BEFORE YOU SIGN. Write, wire or call us for FREE SAMPLE PREVUES. FILMACK — 1326 South Wabash Avenue, Chicago 5, Illinois.

FILMACK gives QUICKEST SERVICE on SPECIAL TRAILERS

New Ideal Theatre Chairs
JOE HORNSTEIN has it!

the SHOW BUILDER

A Monthly Feature Dealing with the Selling and Exploiting of Short Subjects

Shorts Shopping

Reviving Academy Shorts as 'Festival' Held Worthwhile; Value of Audience Reaction

There has been so much comment about the feature honors in the recent Academy Awards that the four short subjects which also hit the Academy jackpot have become slightly sidetracked. Just to refresh your memories, the best cartoon was MGM's "The Cat Concerto," with the award going to Producer Fred Quimby; the best one-reeler was Warners' "Facing Your Danger" and the best two-reeeler "A Boy and His Dog," also from Warners. Awards for the latter two subjects went to Gordon Hollingshead, Warners' short subject producer. An award also went to the War Department for its documentary short, "Seeds of Destiny."

All of these shorts, in their particular classifications, were outstanding, and showmen could probably bring several extra dollars to the box-office by bringing back again all, or nearly all, of them for a program billed as the "Academy Award-Winning Shorts Festival," or some such designation.

Many showmen publicized these shorts for their worth in earlier engagements, while others merely booked and played them without so much as simple mention in their advertising. The wise showmen, of course, would attract "repeat customers" and "first-timers" in reviving the subjects, while those who merely booked and played the shorts earlier would, on this second "Academy Award-Winning" run, draw a flock of "first-timers" who had no inkling of the shorts' value when they were first presented.

* * *

Interstate Circuit exhibitors report the reactions of their patrons to certain short subjects via a "Show Stealin'" column in the Short Subject Department's weekly Shorts Magazine. These reports, wherein the public is the final judge, should help producers and distributors in providing, and head bookers in selecting, the types of shorts that find the greatest public approval. Samples:

Irving Foy, Sunshine Theatre, Albuquerque (reporting on Warners' "So You Want to Keep Your Hair"); "Leave it to Gordon" (Always Tops in Shorts) Hollingshead to produce a subject like this Joe McDoakes series. This one had all the humor one would expect. Lots of good old-fashioned belly laughs. Let's have more of them, Mr. Hollingshead. Excellent."

E. A. Brendler, Woodlawn, San Antonio (reporting on MGM's "Studio Visit"): Pete Smith is always worth extra dollars in the box-office."

Joe E. Scotti, Rio, Albuquerque (reporting on 20th-Fox's "Winning the West"): "When 'Mighty Mouse' flashes on the screen he always gets a big hand."

Mattie Kimbrough, Texas, Temple (re-

(Continued on Page 45)

Big-Top Exploitation Ideas Urged by Georgia Chain to Sell Cartoon Shows

The Georgia Theatre Company of Atlanta has found its Cartoon Circus Carnival so successful that for this year's edition it has prepared a more extensive press book with exploitation ideas and stunts and is supplying its managers with trailers, transcriptions, window cards, heralds and other paper. Managers showing this 12-cartoon package show are urged to add local color and interest to their advance campaigns by tieing it in with local persons, radio stations, merchants and civic organizations.

A circus atmosphere is given to many of the advertising accessories through the employment of a smiling elephant wearing a large blanket emblazoned with the words "Cartoon Circus Carnival." On the elephant's back and surrounding it are many of the characters appearing in the 12 Technicolor cartoons that make up the hour-and-a-half show—Bugs Bunny, Popeye, Pluto, Donald Duck, etc. Wording of the trailer and of some of the ads is in the true circus manner. The trailer has circus background music and a circus barker is heard announcing the glories of the show.

Swift's Barrage Balloon

Selling ideas advanced include a barker is circus clown costume in front of the theatre during peak hours. Manager Lamar Swift's idea for his Macon Theatre of a 40-inch barrage balloon, with "Cartoon Circus Carnival" painted on it, flying from the top of the theatre, is commended. A comic masquerade of kids which Manager W. D. Hendley will hold in Columbia should be a highlight in any campaign.

Among other suggested ideas are: prize to school pupils for the best essay on motion picture cartoons; distribution of autographed photos of Roy Rogers to be given to the first 500 or 1,000 children attending the show; promotion of free ice cream, soft drinks, blow gum, bicycles, live pets, etc., for giveaways, stage amateur contests tied in with schools; aim advertising at adults as well as children (half the attendants at last year's cartoon carnivals were adults) hold staff meetings and enthuse the personnel and get their suggestions; stimulate interest by color, excitement and ballyhoo; if permissible, play circus music at low volume under the marquee through the P. A. system.

The Georgia Theatre Company's success with the Cartoon Circus Carnival can be duplicated by exhibitors over the country if they go after it with the same enthusiasm and showmanly resourcefulness.

15 Warner Shorts Set For May-June Release

Fifteen Warner Bros. short subjects, all but two in Technicolor, have been set for general release in May and June, it was announced last week by Norman H. Moray, short subject sales manager, following conferences at the studio.

Schedule includes seven cartoon comedies titled "Tweetie Pie," "Rabbit Transit," "Hobo Lobo," "Along Came Daffy," "Doggone Modern," "Inki at the Circus," and "Easter Yeggs"; four Sports Parades, "Harness Racing," "Flying Sportsman in Jamaica," "A Day at Hollywood Park" and "Tennis Town"; one Technicolor Special,, "Song of a Nation"; one Adventure Special, "Circus Horse," and two black-and-white Joe McDoakes Comedies, "So You're Going to be a Father" and "So You Want to Be in Pictures."

Johnny Price to Attend Baseball Short Showing

The MGM Pete Smith Specialty, "Diamond Demon," which features Johnny Price, former Oakland shortstop, now with the Cleveland Indians, will have its Southern premiere in Memphis, home of the baseball star, April 8, with Price taking the day off from the Indians' appearance at nearby Sheffield, Ala.

Other cities on the training schedule route where the picture will be shown in special previews include Tucson and Phoenix, Ariz., Albuquerque, N. M., Oklahoma City, Okla., Ft. Smith, Ark., Hickory, N. C., Danville and Richmond, Va. and New York City.

Circus Aids Kiddie Show

Several months ago Manager "Ike" Byrne of Warners' Ritz Theatre, San Bernardino, Calif., in Lou Halper's Pacific Coast Zone, inaugurated a Bugs Bunny Club and enlisted the aid of KPRO, local radio station, in presenting club programs each Saturday morning.

The weekly programs have become so popular that hundreds of "rabbits" (club members) are turned away each week because of overflowing crowds. Furthermore, they have won high praise from civic and industrial leaders and other groups "as an outlet for youthful energy and as approved entertainment for children."

Recently a circus and carnival appeared in San Bernardino and Byrne made a tieup whereby Bugs Bunny Club members were entertained by several circus acts. There was also a street ballyhoo and members were admitted to the circus, free.

The circus might easily have been temporary opposition. But thanks to Byrne's wise showmanship, it was turned into a specific aid.

THE SHOW BUILDER

Cartoon Circus Ties-in With K. C. Indoor Circus

With the wealth of material offered in short subjects today, a theatre manager is almost unlimited in the number of themes around which he can work up a packaged show of shorts, to replace a second feature or to form a show for children.

The Granada Theatre, Kansas City, Kansas, for example, recently showed a "Colossal Cartoon Circus" to tie-in with the city-wide interest in the big top generated by the annual Police (indoor) Circus in the Municipal Auditorium, Kansas City, Mo.

The program arranged by Charles Barnes, Jr., manager, included "Behind the Big Top," "Circus Bands" and "Acrobatic Bunny" from Warner Brothers; "Mighty Mouse at the Circus" and "Fisherman's Luck" from Twentieth Century-Fox, and "Tops in the Big Top" from Paramount.

This line-up, totaling about 50 minutes of running time, was then billed equally with the feature attraction, "The Dark Mirror," and keyed the exploitation of the theatre's campaign for the three days of showing. The short program supplanted the usual second feature.

The doorman was dressed in a clown costume, and a sidewalk announcer attired as an old-time barker worked with a microphone to call attention to the special program. The familiar colored and striped canvas characteristic of the circus also was suspended from the marquee across the sidewalk, with door openings through which all pedestrians had to pass. This not only gave the desired big-top effect to the front, but served as added protection for patrons in the severe storm which hit the city.

Library Boosts Short

Tieup with a public library on a short subject is a rarity. Credit for getting it on Warners' "Men of Tomorrow" goes to Mrs. M. Wheeler, assistant manager of the Valley Stream Theatre, Valley Stream, L. I., who induced the town's public library to devote one entire window to the film and to place stills on the short in six others. The short boosts the Boy Scouts, a movement in which the library officials were keenly interested.

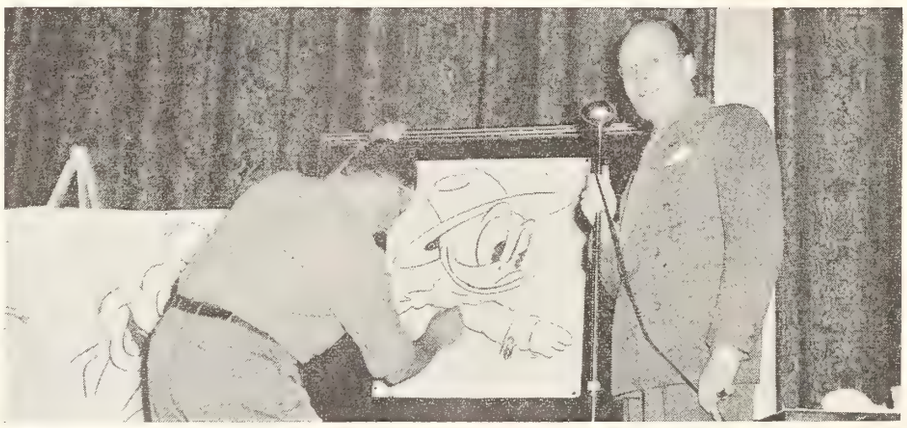
Forestry Service Seeks 'Red Hot Rangers' Tieup

The United States Forestry Service has asked MGM for a special preview for its Washington staff and for a national tieup on the Technicolor cartoon. "Red Hot Rangers," Fred Quimby, head of MGM's short subjects department, has announced. The cartoon, produced by Quimby, was directed by Tex Avery and it features George and Junior in a story that concerns the dangers to forests by careless smokers.

Quimby also announced that negotiations have been completed with William C. Erskine, New York merchandising executive, for the development and merchandising of various types of novelties, toys, jewelry, dolls and comic books displaying the MGM cartoon characters, Tom and Jerry, Red Hot Ridinghood, Barney Bear, George and Junior, Skrewy Squirrel and many others.

Erskine will handle world-wide distribution of these articles in department stores, newsstands and shops everywhere.

Effective Stunt for Kid Matinees



Always searching for something novel for his children's matinees on Saturday afternoons at the Forest Theatre, Forest Park, Ill., to round out the program of a serial and three short subjects in color, Carroll Bradley, city manager, recently rounded up a local policeman who is gifted as an artist and had him draw the youngsters' favorite cartoon characters. The policeman, who was given the afternoon off from duty by his chief, contributed his service gratis.

He had prepared 25 22x28 drawings of cartoons in advance. While he was drawing additional cartoons on the stage, Bradley stood by with a line of patter to entertain the youngsters—more or less of a question-and-answer routine, with a few gags (*see cut.*) Every now and then certain youngsters were awarded one of the prepared drawings or one of those done by the cartoonist on the stage. Top sketch was a water color painting of Minnie Mouse.

In closing his sketching exhibition, the cartoonist told the children that if they sent him a request by mail he would send them a sketch of their favorite cartoon character, which made a big hit with the juveniles. The 30-minute presentation proved most effective in stimulating the interest of Forest Park children in the Saturday matinees.

Blind Ply Trades in Lobby Demonstration

Several examples of splendid showmanship on the part of J. D. Edwards, manager of the Park Theatre, Williamsport, Pa., have appeared in this publication at frequent intervals during the past few years. And as long as Edwards continues to take advantage of every opportunity to sell his attractions to the public, so will the reports of his outstanding accomplishments be recorded here.

With the playing of the MGM Pete Smith Specialty, "Playing by Ear," the Williamsport theatremen arranged for the appearance of a number of blind residents in the theatre lobby where they plied their various trades.

Through the cooperation of Harry Plenkenhard and Mike Cariola, patrons of the Park were able to see the blind residents making various articles, such as caning a chair, making pocketbooks and crocheting baby jackets and afghans. Cariola, incidentally, was the first teacher of Al Schmidt, ex-Marine hero of Guadalcanal, upon Schmidt's return to the United States.

The newspaper cooperated by running a story and photograph of the lobby demonstration, and the local radio station, WRAK, came through with several plugs.

Not only did he attract extra business for the short subject, Edwards asserts, but also plenty of that other valuable commodity in the successful operation of a theatre—goodwill.

Republic Featurette 'Bill and Coo' in Color

Production was scheduled to start this week on an hour-long featurette, "Bill and Coo," which Ken Murray will produce for Republic in Trucolor. Starred in the film are Burton's Birds, said to be the most amazing act ever to appear in one of Murray's shows. Murray was the star and producer of "Blackouts of 1947."

He will act as narrator for the story, but the plot, written by Royal Foster and Dean Riesner, will be enacted by birds. It will be a complete drama, taking place in the town of Chirpendale, with a crow as the menace, a hotel fire as a high dramatic moment and a circus as the three-ringed climax.

Riesner is directing the film, and Jack Mason, who recently completed the musical score for "Copacabana," is doing a similar chore on "Bill and Coo." Fred Maleteska has designed the sets.

WB to Make Short On News Cameramen

"Camera Angles," Technicolor one-reeler on the activities of newspaper and magazine cameramen, has been set for early production by Warner Bros. Saul Elkins is writing the narration, which will be delivered by Art Gilmore, and Gene Lester will direct under supervision of Gordon Hollinsghead.

Buildup in Trinidad

Indications that traffic safety is a world-wide problem subject to exploitation tieups is seen in the fact that in the British Crown Colony of Trinidad MGM's short subject, "Traffic with the Devil," got a tieup through MGM Manager L. A. Veira with the Road Safety Association. This resulted in sizeable advertisements.

THE SHOW BUILDER

Gets Big Newspaper Breaks

Half a dozen big newspaper breaks, plus other promotion helpful to the box-office, were obtained by Millard Ochs of the Strand Theatre, Akron, by putting on a Bugs Bunny Drawing Contest in connection with the birthday (Easter Sunday) of the Warner Bros. cartoon character.

First prize, for the boy or girl turning in the best drawing of Bugs Bunny, was a classy new bicycle, donated by Gassy's Auto Store. Judges in the competition were Ned White, Akron Beacon Journal cartoonist; Victor Bonetta, Akron theatre artist, and Dr. Emily Davis, head of the art department at the University of Akron.

Presentation of the award took place at a special Bugs Bunny Birthday Party at the Strand Theatre last Saturday morning.

Boston Goes All Out On Bugs Bunny Birthday

Easter Sunday birthday of Bugs Bunny, the Warner Bros. cartoon character, will be observed on a big scale in Boston. Here are some of the activities scheduled:

Radio Station WCOP is giving away two 24-inch, full-color Bugs Bunny dolls for the best letter on the subject, "Why I Like Bugs Bunny Best." On a tieup with the Boston *Globe*, WCOP (American Broadcasting Company) is conducting contest via its program, "Reading the Sunday Funnies," featuring Nelson Bragg, well-known Boston radio star.

The Boston *Sunday Herald* is using a photo graph of Bugs Bunny for the birthday celebration in rotogravure sections Easter Sunday.

Laffmovie Theatre is turning over its entire marquee to Warner Bros., congratulating them on Bugs Bunny's Anniversary.

Three showcase windows on Washington Street are to be devoted to Warner cartoons, how they are made, and illustrated with stills of Warner cartoon characters.

Jean Shephard, appearing in "The Glass Menagerie," congratulates Bugs Bunny on his anniversary in a specially posed picture backstage at the Plymouth Theatre where the play is running.

Boston *Sunday Post*, Easter Sunday, is running a feature story on Norman H. Moray and Warner short subjects.

The Boston *Sunday Globe* also is featuring a story on Bugs Bunny.

Wm. Filene's Sons, largest specialty shop in New England, is devoting windows to the story of Bugs Bunny, using the original celluloids from the studio as well as original drawings. This window highlights the special window display of children's wear for spring.

Shorts Shopping

(*Continued from Page* 43)

porting on RKO's Edgar Kennedy comedies): "Poor Edgar, if he ever outwits brother-in-law and Mama we're gonna send him two orchids. However, our patrons just love to see him pushed around, and shout with glee every time they make him do a slow burn."

* * *

Elsewhere in this department there is reported the goodwill stunt utilized by Manager J. D. Edwards of the Park Theatre, Williamsport, Pa., on MGM's Pete Smith Specialty, "Playing by Ear." Despite the fact that MGM's short subjects publicity department paved the way for exhibitors by holding special regional previews for blind workers, athletes and war veterans, it is quite probable that many exhibitors played the short without benefit of fanfare. Not so with Showman Edwards. In his lobby, during the subject's playdate, blind residents demonstrated their craftsmanship, with the newspapers picking up the stunt for their columns and Edwards winning much goodwill for himself and his theatre.

Shorts Reviews

Stan Kenton & Orch. *(Fair)*

WB (3604) Melody Master 10 mins.

This purports to show the development of Stan Kenton from the time he had a three-piece band until his present status as the leader of one of the country's top swing combinations. The music is brassy and not particularly melodious or interesting, nor is the performance of June Christy, who sings in a husky, uninspiring voice. The short has one outstanding sequence in the delivery of a lively dance number by Gerry Gale.

American Sports Album *(Interesting)*

WB (3504) Sports Parade 10 mins.

This has been built around a theme of showing America at play and evidently has been compiled from a series of non-discriminate shots taken in Technicolor at various localities in the country and at different times of the year. Several sports activities are shown with the commentary nicely tieing them together.

Fowl Brawl *(Funny)*

Col. (8701) Color Phantasy 6 mins.

A fox in search of a chicken dinner invades the hen house but is caught by the watch-dog. Donning a chicken disguise, the fox slips and reveals his identity. A chase ensues during which the antics of the two provide a few hearty laughs. A young chick is disturbed by the racket and ends it with a shotgun. In Technicolor.

Hot Heir *(Funny)*

Col. (8424) All-Star Comedy 18 mins.

Hugh Herbert prepares for a visit from the rich uncle he has never seen, but innocently involves himself and his wife in a mix-up with the couple next door. The uncle arrives, is not recognized and gets a kicking around when Herbert and the next door neighbor wreck an elevator in their apartment house and nearly kill the old man. Slapstick, but funny.

Interstate Celebrating Bugs Bunny's Birthday

The Easter Sunday birthday of Bugs Bunny, Warner Bros. cartoon character, is being celebrated by Interstate Circuit over a two-week period, which began last weekend, with the showing of Bugs Bunny cartoons in all Interstate houses.

Utilizing special exploitation matter prepared for the occasion, theatre managers around the circuit are staging a variety of individual stunts.

In addition to 15 prints of the latest Bugs Bunny cartoon, "Hare Grows in Manhattan," which opened simultaneously in 25 houses, several other Bugs comedies are included in the birthday repertoire.

In Smith Short Lead

Ann O'Neill, veteran character actress of numerous MGM features and shorts, plays the leading role in "I Love My Mother-in-Law—But," third of the Pete Smith Specialty series on domestic problems.

New T & J Cartoon

"Professor Tom" is MGM's title for a forthcoming Tom and Jerry Technicolor cartoon in which Tom Cat Junior will be introduced and Tom Cat Senior will be Dean of TJU.

Newsreel Synopses

(Released Wednesday, April 2)

MOVIETONE (Vol. 29, No. 61)—Over 100 doomed in tragic coal mine disaster; J. Edgar Hoover denounces Reds as fifth columnists; The Collyer mystery; Reception in Moscow; Greek parade in New York; Utah cagers score upset to capture tournament in New York; Man O' War, hero of American turf, now 30 years old.

NEWS OF THE DAY (Vol. 18, No. 259)—FBI Chief Hoover exposes Communists; Soviet's gala Big 4 party; Floods rage in Britain; Scores trapped in mine disaster; Mystery of the missing hermit; Holy Cross wins cage title; Chic Harley honored.

PARAMOUNT (No. 62)—Cinderella—Paris to Hollywood; Un-American activities hearings.

PATHE (Vol. 18, No. 64)—Congress probes Reds; 115 dead, missing in mine disaster; Holy Cross wins national basketball title; Utah beats Kentucky in invitation final.

UNIVERSAL (Vol. 20, No. 25)—U. S. warned of Communism; Mine explosion takes toll; Free press group reports; Molotov cocktail party; Mansion of mystery; "Egg and I" premiere; Chick Harley, gridiron immortal, honored; Holy Cross cagers win.

ALL AMERICAN (Vol. 5, No. 232)—Thar's gold in that there junk; Arkansas cops, the finest; American career woman climbs high; Postwar modernistic theatre; Aid to mankind; Autos or not, horses and hogs are still essential; 91-year-old attorney honored.

(Released Saturday, April 5)

NEWS OF THE DAY (Vol. 18, No. 260)—Thrilling films of the Grand National; Sweepstakes winners; Eisenhower asks aid for strong army; Eric Johnston on Communism; First Greek guerrilla films; World series of bowling.

MOVIETONE (Vol. 29, No. 62)—General Eisenhower has a message for Army Day; U. N. Mission probes civil warfare on Greek borders; Eric Johnston says Communists do not infiltrate movies; 100-to-1 outsider wins thrilling British Grand National; Sweepstakes winners.

PARAMOUNT (No. 63)—Army Week observed across nation; Eric Johnston testifies on Communism; World's toughest horse race (British Grand National).

PATHE (Vol. 18, No. 65)—Grand National; Sweepstakes winners; U. N. Commission in Greece at the front; Eisenhower in Army Week message.

UNIVERSAL (Vol. 20, No. 26)—General Eisenhower issues dramatic warning that a strong America means a peaceful America; Eric Johnston says U. S. films are the No. 1 hate of Communists; 100-to-1 shot wins the Grand National in England.

HOLLYWOOD

STR West Coast Offices 6777 Hollywood Blvd. Hollywood 28, Calif. Telephone Hollywood 2055

STUDIO ROUNDUP

Literary Classics, Musicals to Dominate Output at MGM Next Season; U-I Still Leading the Production Front With 6 Films Before Cameras; WB Shooting 5

Best-selling novels and literary classics, as well as several important musicals, will be emphasized in MGM's feature output during the coming year. Twentieth-Fox plans to adhere closely to the musical format among the features planned by that studio. On the current production front, Universal-International is still the busiest studio, with six pictures before the cameras, while Warners follow with five in work. While not approaching peak capacity, all of the studios are nevertheless active.

U-I Still a Busy Lot

With six pictures before the cameras, as of this date, Universal-International is one of the busiest lots in Hollywood. "Secret Beyond the Door," with Joan Bennett and Michael Redgrave; "Brute Force," the Burt Lancaster picture Mark Hellinger is producing; "Jeopardy," with Edmond O'Brien and Ella Raines; "Singapore," the Fred MacMurray-Ava Gardner film; "For the Love of Mary," the Deanna Durbin picture, and "The Lost Love," the Walter Wanger picture starring Robert Cummings and Susan Hayward with Agnes Moorehead, are the six presently in work.

Bernard Herzbrun, studio's supervising art director, has set three art directors for individual assignments; Robert Boyle to handle the first Robert Montgomery picture "Ride the Pink Horse"; Preston Ames to the next Joan Fontaine Technicolor starrer "Thunder On the Hill," and Boris Leven to the Michael Todd production "Great Son."

Amicably settling differences between themselves and the studio were the writing-producing team of Michael Fessier and Ernest Pagano, who settled their contract and checked off the lot. William Seiter was set to direct the next Deanna Durbin picture "Up in Central Park," which is slated for July production in Technicolor.

More Filming on 'Treasury'

Dick Powell, Producer Sidney Buchman and another camera crew left by plane for Havana for an additional two to three weeks' shooting on "Assigned to Treasury." They will film the docking of the S.S. President Monroe in the Cuban capital.

With the continuation of the camera work on "The Man from Colorado," the Technicolor Glenn Ford-William Holden-Ellen Drew picture Jules Schermer is producing, and the addition of "Sweet Genevieve" and "Blondie in the Dough," Columbia now has four pictures in work. "Genevieve" is the Sam Katzman film that Arthur Dreifuss is directing with Jean Porter and Jimmy Lydon in the leading roles and "Blondie in the Dough," which started this week, will have Hugh Herbert added to the regular cast of Penny Singleton, Arthur Lake and Larry Simms. Direction is under Abby Berlin.

"The Son of Rusty" is scheduled to start April 10. Ted Donaldson, who has played the boy in all the previous films, is again scheduled for the part. Lew Landers is set to direct.

Company shooting "The Man from Colorado," Technicolor yarn of the Old West will divide this week. The first unit, under the direction of Henry Levin, will shoot scenes with the stars, and the second unit, under the direction of Art Rossen, will shoot Civil War battle scenes. For these over 200 horses and riders and six mountain howitzers will be used.

Republic Starts 27 Westerns

"Along the Oregon Trail," co-starring Monte Hale and Adrian Booth, in Trucolor, and Gene Autry's "Robin Hood of Texas" both went before the cameras this week. The former, after one day on location, is now shoooting at the studio and the latter will be back on the lot as soon as all background work is finished.

Autry is due to report to Columbia to begin the production of his own pictures there just as soon as he winds up "Robin Hood." He then reports back to Republic to finish his final picture for them under his contract.

W. Lee Wilder's independent production "Complex" and "The Outcast," which John Auer is producing and directing, are two features presently in work.

MGM Ends 'Hucksters'

Camera work on "The Hucksters," the Clark Gable-Deborah Kerr film, has been completed and it is now being edited and scored. Jack Conway directed.

Two musicals are going. They are "The Pirate" with Judy Garland, Gene Kelly and Walter Slezak in top roles, with Vincente Minnelli directing, and "Good News" with June Allyson and Peter Lawford starring under Charles Walters' direction. Both are in Technicolor and are being produced by Arthur Freed. "Pirate," on which they did one week of shooting and which was then laid off for 25 days for rehearsals, resumed before the cameras, and "Good News" continues along on schedule.

Monogram Begins Belita Film

Preston Foster has been signed by Allied Artists for the leading male role opposite Belita in "The Hunted," which is scheduled to go before the cameras as soon as the skating scenes, which Belita is presently doing, are finished. These are being shot at the Polar Palace in Los Angeles, and the studio figures production should start

(*Continued on Page* 48)

Sherman Crew to Invade Scene of Atom Explosion

Marking the first time a camera crew will invade White Sands National Monument in New Mexico, scene of the first atom bomb explosion, Producer Harry Sherman will film Enterprise's "They Passed This Way" in the historic area near Alamagordo.

As a result of a week's location scounting by air involving Sherman; his associate Gene Strong; Director Alfred E. Green; Russell Harlan, cameraman; and Duncan Cramer, art director, five other locations within the borders of New Mexico have been decided upon.

Filming will take place at two Indian Reservations, the Sleta and Zia Santa Ana; El Morro National Monument, site of Inscription Rock; and the townships of Gallup and Shiprock.

Argosy Co-starring Fonda, Wayne in 'War Party'

The next picture to be turned out by Argosy, the company headed by John Ford and Merian C. Cooper, will be "War Party," a story of the frontier warfare of the old west, co-starring John Wayne and Henry Fonda. It will be directed by John Ford.

"War Party" is based upon a story "Massacre", by James Warner Bellah in the *Saturday Evening Post.*

Shooting will start late this spring, much of it on locations to be picked by Ford following his return from Mexico City, where he is sitting in on the scoring of "The Fugitive," his recently-completed film for RKO Radio release.

Sirk to Direct for UCP; 'Glass Heart' First Film

United California Productions has signed Director Douglas Sirk, who recently completed "Personal Column" for Hunt Stromberg, to a three-picture deal. His first picture for UCP will be "The Glass Heart" which will be produced by both Eugene Frenke and Philip Yordan. The film will star Robert Cummings.

Add to 'Gas House' Cast

Tommy Bond and Rudy Wissler have been added to the "Gas House Gang" at PRC, and will join Carl "Alfalfa" Switzer and Benny Bartlett in "Gas House Kids Go West," first film in the new series. Emory Parnell and Lela Bliss are also in the cast, and William Beaudine will direct for Producer Sam Baerwitz.

Columbia Signs McDonald

Frank McDonald has been signed by Columbia to direct "Bulldog Drummond Strikes Back," second in the studio's revived Drummond series. Ron Randell and Gloria Henry have the leads, and Lou Appleton, Jr., and Bernard Small are the producers. Filming is set for the middle of April.

HOLLYWOOD

Ormandy, Philharmonic Signed for 'Counterpoint'

Signing of the New York Philharmonic Orchestra and of Eugene Ormandy, distinguished conductor of The Philadelphia Orchestra, to conduct the New York group in bringing the Leith Stevens musical score to the screen for RKO's "Counterpoint" has been announced by Dore Schary. As in the case of Pianist Artur Rubinstein, previously announced for the Harriet Parsons production, Ormandy also will portray himself.

The studio was scheduled to send a crew to New York this week to record Rubinstein's playing of Stevens' Concerto in C Minor, with background music by the Philharmonic-Symphony under Ormandy's direction. Later, Rubinstein and Ormandy will come to Hollywood to play their roles in "Counterpoint."

Garfield Star of First Marshall Grant Picture

John Garfield will be the star of the recently-formed Marshall Grant Productions' first picture, "Moonrise," adapted from the novel of the same title by Theodore Strauss, according to William D. Saltiel, chairman of the board.

Production will start May 15 with Charles F. Haas producing and William A. Wellman directing from the scenario prepared by Vladimir Pozner.

'Harness Bull' Bought As Robinson Vehicle

"Harness Bull," a novel by Leslie T. White has been purchased by Thalia Productions as a vehicle for Edward G. Robinson. This will follow Ferdinand Reyher's "I Heard Them Sing," recently bought by Thalia for Robinson.

"Harness Bull" will be produced by Sol Lesser who, together with Robinson, heads the Thalia company.

Buys Story for Paulette

"Web of Days," a first novel by Edna Lee, has been purchased by Paramount as a starring vehicle for Paulette Goddard. Miss Lee's story is set in Georgia and is a tale of suspense and conflict on a huge plantation just after the Civil War.

Third Bob Hope Vehicle

Paramount will star Bob Hope in "The Caliph of Bagdad," with P. J. Wolfson producing. Based on an original story, the screenplay will be prepared by Edmund Hartmann and Frank Tashlin. "Paleface" and "Clown of Fortune" have already been announced as Hope vehicles.

O'Donnell Borrowed

Cathy O'Donnell, featured in Samuel Goldwyn's "The Best Years of Our Lives" has been borrowed by PRC for a top role in "Bury Me Dead," which is slated for early production. Bernard Vorhaus will direct for Producer Chuck Reisner.

Named Third Co-Star

Geraldine Fitzgerald has been signed as the third co-star with Ray Milland and Ann Todd for Paramount's first postwar production in England, "So Evil, My Love, formerly titled "For Her to See," which will be a Hal Wallis production.

STUDIO NEWS & PROGRAM NOTES

Option on Richard Conte Is Lifted by 20th-Fox; 'Mating of Millie McGonigle' for Evelyn Keyes

Paul Campbell was assigned by Columbia to play the male lead in "Smoky River Serenade," second in the series of four action musicals which *Colbert Clark* is producing this season. Although Campbell was a singer in Broadway musical shows, his assignment is a straight dramatic role.

Robert Coogan, younger brother of *Jackie,* has joined "The Kid" in the cast of "Kilroy Was Here," current Monogram film in which Jackie is co-starred with *Jackie Cooper. Dick Irving Hyland* and *Sid Luft* are producing, with *Phil Karlson* as director.

Jacqueline White and *Walter Reed* were given important roles in *Harriet Parson's* production of "Counterpoint" for RKO. Film is a romance with the colorful setting of New York and San Francisco, and the cast includes *Dana Andrews, Merle Oberon, Ethel Barrymore* and *Hoagy Carmichael.* Director *John Cromwell* puts it before cameras this week.

Richard Conte, who has one of the top roles in 20th-Fox's on-the-spot location newsdrama, "Call Northside 777," has had his option lifted by the studio. This will be his first assignment under the new pact. Film is scheduled to go before the cameras in Chicago in the near future.

"The Mating of Millie McGonigle," a modern comedy-romance, has been selected as the next starring vehicle at Columbia for *Evelyn Keyes,* to follow up her roles in "The Jolson Story" and "Johnny O'Clock." *Casey Robinson* will produce and shooting will begin the end of April.

Jerry Thomas, producer of the *Lash LaRue-Fuzzy St. John* westerns, has signed *Shirley Patterson* for the feminine lead in "Ghost Town Renegades," second picture in the new PRC series which is slated for late April production with *Ray Taylor* directing. "Pioneer Justice," first film of the series, is now in work with *Jennifer Holt* appearing opposite LaRue.

Sam Levene, veteran character actor, has been signed by Producer *Adrian Scott* for the role of the murder victim in RKO's "Crossfire," which co-stars *Robert Young, Robert Mitchum* and *Robert Ryan.* He will play an ex-GI whose slaying in the nation's capital keynotes the dramatic story of biogtry and intolerance. *Edward Dmytryk* directs from *John Paxton's* script based on the *Richard Brooks* best-seller, "The Brick Foxhole."

Aline MacMahon is added to the cast of *David O. Selznick's* "Portrait of Jennie," now filming in New York with *Jennifer Jones* and *Joseph Cotten* in the co-starring roles. Miss MacMahon has been cast as a sentimental art dealer in the film which *William Dieterle* directs for Producer *David Hempstead.*

Eugene Forde has been signed to direct "Roses Are Red," an original action drama by *Irving Elman* which will start in May as the third *Sol Wurtzel* release of 1947 for 20th-Fox distribution. Plot concerns a corrupt political machine and the efforts of an honest district attorney. No cast has been set as yet.

Max Steiner will compose the score for Warners' "The Unfaithful," starring *Ann Sheridan, Zachary Scott* and *Lew Ayres. Jerry Wald* produced.

An original story entitled "Monterey" has been purchased by Republic and William [illegible] has been assigned the starring role. *Joe Kane* will produce and direct the film, which is located in California before the gold rush.

Columbia signed *Stephen Dunne* to a long-term contract and assigned him immediately to a lead in "The *Son of Rusty,*" scheduled to begin production early this month. Actor, who as *Michael Dunne* was a contract player at 20th-Fox for two years, appeared in "Junior Miss," "Shock," "Doll Face," "Col. Effingham's Raid" and "Mother Wore Tights."

Arrangements have been made to film "The Bowery Boys in London" in the actual locale of the story. *Leo Gorcey, Huntz Hall* and the other Bowery Boys will be taken to England for the entire picture. *Jan Grippo* will produce in midsummer.

Henri Guttman, character actor, was signed for the cast of Paramount's suspense drama, "The Big Clock," playing the role of an editor on one of the magazines of the publishing empire run by *Charles Laughton* who is co-starred with *Ray Milland* in the film. *John Farrow* directs for Producer *Richard Maibaum.*

Fay Bainter was signed for an important role in 20th-Fox's "Off to Buffalo," which has *Dan Dailey* and *Martha Stewart* in the top roles. Miss Bainter will portray Dailey's mother. Producer *Walter Morosco* and Director *Lloyd Bacon* start production the middle of next month.

Warner Bros. set *Eve Arden* in her third role at that studio in the past four months, assigning the comedienne to "Whiplash," in the part of the wise-cracking friend of *Dane Clark.* The prize fight yarn also stars *Alexis Smith* and *Zachary Scott.*

Cary Grant to Star In RKO's 'Weep No More'

Dore Schary, RKO executive vice-president in charge of production, amounced last week that Cary Grant will star in "Weep No More" as his second film for the studio this year. Alfred Hitchcock will direct the original suspense melodrama by Manny Seff and Paul Yawitz under the executive supervision of Producer Robert Sparks. Grant's other film for RKO is "Mr. Blandings Build His Dream House," in which he will co-star with Myrna Loy.

2 on Gottlieb Schedule

"That Hagan Girl," Edith Roberts' novel on smalltown biogtry, and "Strange Desire," an original drama by Curt Siodmak, have been placed on Alex Gottlieb's production schedule at Warner Bros. Charles Hoffman will write the "Hagan Girl" screenplay, while Siodmak will prepare the screenplay of "Strange Desire."

New Mirrophonic Sound
***JOE HORNSTEIN** has it*

HOLLYWOOD

STUDIO ROUNDUP

(*Continued from Page* 46)

by April 10. Jack Bernhard is directing for Producer Scott R. Dunlap.

The Jimmy Wakely-Lee "Lasses" White picture "Song of the Saddle," now shooting at the Monogram ranch, will finish this week.

Other pictures still in work are "High Tide," which Jack Wrather is producing with Don Castle, Lee Tracy, Anabel Shaw and Julie Bishop; and "Kilroy Was Here," comedy-drama starring Jackie Cooper and Jackie Coogan, which Phil Karlson is directing.

Clem McCarthy, famous race announcer, recorded his calling of the Kentucky Derby scenes in "Black Gold," Allied Artists production starring Anthony Quinn. Quinn made some added scenes, too, at the McCarthy Rolling Hills farm.

Building Town for Ladd Picture

Maureen O'Sullivan started her role in "The Big Clock" at Paramount this week. The picture, which John Farrow is directing with Ray Milland and Charles Laughton in the leading roles, has still some time to go before the cameras.

Undertaking a herculean job, the studio is busy constructing an entire western town for the new Alan Ladd outdoor film, his first in Technicolor, "Whispering Smith." Tentative scheduled starting date is April 14, so this week the studio has been busy bringing two complete passenger and freight trains of the 1890 vintage, with dairy car and blacksmith car, to the lot in order to build a western community and pioneer railroad center for the town in which the action takes place. Over 1300 feet of track has been laid. Ray Renahan has been assigned as cameraman and Murvyn Vye, Broadway actor, has been signed to play the main heavy in the picture, which Leslie Fenton will direct.

Pace Steady at 20th-Fox

With "Captain from Castile" and "Scudda Hoo, Scudda Hay" (both in Technicolor) shooting on the home lot, and "Kiss of Death" in New York, plus the Sol Wurtzel independent picture, "Second Chance," 20th Century-Fox is rolling along at a steady pace.

Director Bruce Humberstone, who recently completed the Cornel Wilde-Maureen O'Hara Technicolor production "The Homestretch," had his option lifted, and "Lady from Loredo" by Earl Felton, was purchased for Preston Sturges as his first production for the company. Sturges will base the Betty Grable starrer "The Blonde from Bashful Bend" on this story, which he will adapt, produce and direct.

Extras Busy at Warners

Between sound stages and back lot filming, Warners, with 11 units busy on five pictures, put a large number of extras to work. A call went out for 150 of the western type for "The Treasure of the Sierra Madre," the Humphrey Bogart picture which John Huston is directing and Henry Blanke producing. Fifty were needed for beach sequences in "Whiplash," and the same number were needed for a cafe sequence; this is the Dane Clark-Alexis Smith-Zachary Scott picture which Lewis Seiler is directing. Fifty more were need for the three different units working on scenes for "The Voice of the Turtle," the Eleanor Parker-Ronald Reagan-Eve Arden film Irving Rapper is directing.

S. Z. Sakall has been added to the cast of "Whiplash" and quite a number of other players augment the cast of "Wallflower."

June Rollens, whose father Jack Rollens was an early-day director and whose mother Edna Payne was a star of the silent screen, was set for a role in "Voice of the Turtle." Also signed for a part in this picture was Jack Lee, husband of Agnes Moorehead.

Two Pictures Start at RKO

Producer-Director Dudley Nichols put the Rosalind Russell-Michael Redgrave picture "Mourning Becomes Electra" before the cameras this week. In the cast with the stars are Raymond Massey and Sara Allgood. And also started this week was "Counterpoint," with Dana Andrews, Merle Oberon, Ethel Barrymore and Hoagy Carmichael. John Cromwell is directing this modern love story. Harriet Parsons, who is producing the film, has signed Leith Stevens to write the score.

"Indian Summer," "If You Knew Susie" and "Crossfire" were completed this week, the latter a credit to Producer Adrian Scott and Director Edward Dmytryk, who brought the film in in record time because the tight script by John Paxton eliminated the shooting of extra footage.

Location cavalcade started with the transfer of the main company of the Technicolor picture "Tycoon" from the home studio to Lone Pine. Approximately 500 persons and many tons of equipment were moved, in addition to the construction crew, set-building equipment and the full office staff of Producer Stephen Ames and Director Richard Wallace.

Screen-Guild Edits Four

"Dark Bullet," a Scotland Yard story, started this week. Henry Wilcoxon will play the leading role of the sleuth.

At present in preparation is "Kazan" famous dog story, which is scheduled to start the latter part of this month. No cast or credits have been announced as yet.

Corsican Backgrounds

Authentic Corsican backgrounds, filmed on the island by the recently-launched Panorama Productions (Jean Pierre Aumont's brother, Francois Villiers), were processed in Paris and flown in from France for Howard Hughes' "Vendetta."

Robert Cummings has been signed by Mary Pickford-Buddy Rogers-Ralph Conn for the starring role in the Triangle Production, "Sleep, My Love."

Selznick is still shooting "The Paradine Case" and "Portrait of Jennie," while the Seymour Nebenzal production "Atlantis" also continues.

"Voice of Theatre Speakers"
JOE HORNSTEIN has it!

Golden Sets Film

Robert S. Golden will produce "Texas, Heaven and Brooklyn" as a screen adaptation of Barry Benefield's novel, "Eddie and the Archangel Mike." Beatrice Lillie will appear in the picture, with production scheduled for July. United Artists will distribute.

Bracken to Star in, Direct And Produce 3 Comedies

Comedian Eddie Bracken revealed in New York this week that he plans to take over the three-way job of producing, directing and starring in a series of comedy offerings as Bracken Productions. The first of these will bear the somewhat unorthodox title, ".750 Smith," a film based on a story which Eddie recently purchased from Harold Lloyd for a reported $50,000.

"It's a story having to do with figures in the baseball and sports world, and the digits in the title refer to the percentages which this chap Smith is always trying to figure out," Bracken explained. "I plan to shoot the picture entirely in New York City—in Central Park, in Greenwich Village and on West 52nd Street in the night club belt—with considerable of the footage devoted to doings over the river in Brooklyn."

Welles, Star-Producer of 'Macbeth' for Republic

Announcement was made last week that Orson Welles would make a film version of "Macbeth" for Republic release. Welles will play the stellar role as well as produce the film. It will be made as a Charles K. Feldman Group Production.

No production budget has been set. Welles intends, it is stated, to give it a Scottish background prior to the reign of Queen Elizabeth in England. Filming, in black-and-white, is expected to start in June.

John Steinbeck's "Red Pony," also a Feldman production to be produced in Technicolor, goes before the cameras in May.

George Kaufman to Make Debut as Film Director

Debut of George S. Kaufman, playwright and stage director, as a motion picture director was set late last week at the Universal-International studios when Nunnally Johnson signed him to direct "The Senator Was Indiscreet," a screenplay by Charles MacArthur.

Johnson is negotiating with MGM to borrow William Powell to play the role of the Senator, a politician of the old school who believes, from rereading his diary, that it is time for him to become candidate for the presidency. Lined up for a leading role in Peter Lind Hayes.

Colmes, Levinson Form Somerset Pictures

Formation of Somerset Pictures, Inc., a $3,000,000 producing company, has been announced by Walter Colmes and Selly Levinson, former Warner Bros. production and distribution executive. Firm has eastern financing, with Robert S. Rothschild of the famous banking family figuring in the setup.

Somerset Pictures will concentrate on productions costing between $150,000 and $200,000, aimed to serve current market conditions.

600 in U-I Mob Scene

The biggest mob in any Universal-International production in three years, consisting of 600 extras, will be employed for two days in the prison yard scenes for Mark Hellinger's "Brute Force." The picture is using a total of at least 5,000 extras for mob shots in various parts of the penitentiary.

BOX-OFFICE SLANTS

St. Francis of Assisi

(*Continued from Page 23*)

wholly unsuited, however, for average commercial theatres.

Cast: Jose Luis Jimenez, Alicia De Phillips, Antonio Bravo, Crox Alvarado, Carmen Molina, Elia Ortiz, Elena D'Orgaz, Arturo Soto Rangel, Luis Alcoriza. Credits: Producer, Pedro A. Calderon. Director, Alberto Gout. Screen adaptation and dialogue, Alberto Gout, Luis White Morquecho, Juan Antonio Vargas. Musical director, Mario Ruiz Armengol. Photography, Alexander Phillips. Filmed in Mexico City.

Plot: This is a partly fictional, partly factual treatment of the life and times of the revered St. Francis of Assisi, from his birth in Assisi, Italy in 1182 until his death in the year 1226. It tells how Francis, the son of wealthy parents leaves for the war of the Crusades and, hearing a celestial voice which commands him to return and "Build God's Church," returns to his city where his father disowns him as a coward. Francis takes the vows of his church, founds the Order of Franciscans and embarks upon a life of penury, deprivation, humility, begging his way of life and giving all he begs to the less fortunate. His order grows as the story of his miracles spreads throughout Italy.

Comment: This is an intelligent treatment of a story that must have been most difficult to produce. It is presented with excellent craftsmanship, combined with a fine sense of the artistic in production values, with impressive settings, fine costuming, restrained acting, stirring background music and told simply, directly and with deep sincerity. With all of these attributes, however, it is not a theme to be accepted commercially in American theatres, except in the few cases where it can be advertised for exactly what it is—a story of the life and times of probably the most beloved Saint of the Catholic world. It definitely satisfies inward spiritual thinking of the most devoutly religious Catholics without offending others but must be accepted simply for what it is, since all religion is based on faith, rather than explained fact. It undoubtedly will prove to be one of the top grosers in Mexico, the Latin-American countries and wherever Catholics predominate. Its chances in America, as a commercial vehicle are not too good, however.

The Bellman

(In French-English Titles)

Mage Films **Drama** **95 mins.**

AUDIENCE SLANT: (Adult) Beautifully acted, with excellent direction, musical accompaniment and outstanding photography, this is a fine example of the French motion picture art. Unfortunately its action is a little too slow for average American audiences except for the suspenseful climax.

BOX-OFFICE SLANT: Except for art and studio type theatres its appeal will be limited. Communities with a large French-speaking populace could do well with it if properly sold.

Cast: Lucien Coedel, Fernand Ledoux, Renee Faure, Madeleine Robinson, Roger Pigaut, Georges Torreil, Sinoel, Pierre Labray. Credits: A Moulin D'Or Production. Adapted for the screen by Jacques Prevert from, "The Horseman of Riouclaire," a novel by Claude Boncompain. Music by Henry Verdun. Directed by Christian Jacques. Photographed by Louis Page.

Plot: In the wild, superstitious province of Auvergne, France, in the early 1800s the Bellman murders a horse trader and steals his money. The murder is witnessed by a simple-minded peasant, father of a girl with whom the Bellman is in love. He gives the peasant part of the money to keep him quiet. The daughter is in love with a woodsman, however, and the Bellman practices sorcery to break up their impending marriage and win her for himself. The sorcery fails, so the Bellman conspires with an innkeeper's daughter, also in love with the woodsman, to blame the murder on the peasant. This plot also fails. When the Bellman abducts the daughter, the peasant kills him.

Comment: "The Bellman" is a simple story about simple, superstitious people; but the acting, the direction, the photography and the background music make it more than just an example of French motion picture production. Audiences get the impression of sincerity and reality through the combined artistry of the cast, direction and music. Although the players are not known here, some few, such as Lucien Coedel and Renee Faure, through sheer ability as performers are certain to become as well known as, perhaps the late Raimu. The outdoor snow scenes are superbly photographed, both technically and for composition. The climax, which includes everything from a vicious brawl between two virile men, (both bent upon killing each other, one with a razor and the other with just his fists and his ingenuity), to a chase up a mountainside to prevent the suicidal leap of the girl because she thinks her world has ended, contain everything that any studio has dreamed up in the way of suspense-provoking action and atmosphere. This is good entertainment for discerning adult audiences and should do nicely in art and studio-type theatres or wherever a French-speaking population is in sufficient number to support it. But most of its action is too slow for American audiences.

SHOWMEN'S SILHOUETTES by Dick Kirschbaum



Next Week ..... **WALTER E. GREEN**

FEATURE Booking GUIDE

TITLE INDEX

Listed in the following index are titles of features (exclusive of western series releases) with name of the distributor following the title. For data as to running time, stars, etc., refer to title under distributor company listings.

A

Title	Company
Abie's Irish Rose	UA
A Boy, a Girl, and a Dog	FC
Accomplice	PRC
Adventure for Two	Misc.
Adventure Island	Para.
Adventures of Don Coyotes	UA
Adventuress	EL
Affairs of Geraldine	Rep.
A Lady Surrenders	Univ.
Albuquerque	Para.
Alexander's Ragtime Band	20th-Fox
A Likely Story	RKO
Alias Mr. Twilight	Col.
A Miracle Can Happen	UA
Angel and the Badman	Rep.
Adventuress, The	Eagle-Lion
Angel and Sinner	Misc.
Angel on My Shoulder	UA
A Night in Casablanca	UA
Anna and the King of Siam	20th-Fox
Apache Rose	Rep.
Arch of Triumph	Ent.
Arnelo Affair	MGM
Assigned to Treasury	Col.
Atlantis	UA
Avalanche	PRC
A Woman of My Own	MGM
A Yank in Rome	Misc.

B

Bachelor and the Bobby-Soxer	RKO
Bachelor's Daughters	UA
Backlash	20th-Fox
Bad Bascomb	MGM
Bamboo Blonde	RKO
Banjo	RKO
Battle for Music	Misc.
Beast With Five Fingers	WB
Beat the Band	RKO
Beauty and the Bandit	Mono.
Bedelia	EL
Before Him All Rome Trembled	Misc.
Beginning of the End	MGM
Behind Green Lights	20th-Fox
Behind the Mask	Mono.
Bells of San Angelo	Rep.
Bells of San Fernando	SGP
Beloved Enemy	FC
Below the Deadline	Mono.
Best Years of Our Lives	RKO
Betty Co-Ed	Col.
Beware	Astor
Beware of Pity	Misc.
Beyond Tomorrow	Astor
Big Clock, The	Para.
Big Fix, The	PRC
Big Sleep	WB
Big Town	Para.
Birth of a Star	Astor
Bishop's Wife, The	RKO
Black Angel	Univ.
Black Beauty	20th-Fox
Black Gold	Mono.
Blackmail	Rep.
Blaze of Noon	Para.
Blind Spot	Col.
Blonde Alibi	Univ.
Blondie Knows Best	Col.
Blonde for a Day	PRC
Blondie in the Dough	Col.
Blondie's Big Moment	Col.
Blondie's Holiday	Col.
Blondie's Lucky Day	Col.
Blue Dahlia	Para.
Blue Skies	Para.
Bob, Son of Battle	20th-Fox
Body and Soul	UA
Bohemian Girl	FC
Boomerang	20th-Fox
Boom Town	MGM
Boston Blackie and the Law	Col.
Born to Kill	RKO
Born to Speed	PRC
Bowery, The	20th-Fox
Bowery Bombshell	Mono.
Boys' Ranch	MGM
Brasher Doubloon	20th-Fox
Bride Wore Boots	Para.
Brief Encounter	Univ.
Bringing Up Father	Mono.
Brute Force	UA
Brute Man	PRC
Buck Privates Come Home	Univ.
Buffalo Bill Rides Again	SGP
Bulldog Drummond at Bay	Col.

Features and western series pictures are listed alphabetically by title under name of distributor. (Consult TITLE INDEX *for distributor of pictures known only by title.) Numerals at left of titles indicate* PRODUCTION *or* BLOCK NUMBER, *(SP in this column indicates Special release sold separately), those at extreme right give publication date of Advance Data: a; or Box-Office Slant: b. Asterick following title indicates color photography with adjoining letter giving name of type of color thus: *T: Technicolor, *C: Cinecolor, *M: Magnacolor, *U: Trucolor, *V: Vitacolor. Audience Classification is indicated by letters following titles: A—Adult; F—Family. Letters and combinations thereof in parenthesis indicate type of story in accordance with following key:*

(B) Biographical	*(C) Comedy*
(D) Drama	*(Doc) Documentary*
(G) Gangster	*(M) Musical*
(H) Horror	*(W) Western*
(My) Mystery	*(Wa) War*

ASTOR PICTURES

Prod. No.			Run Time Mins.	Rel. Date	See Issue of
	Beware (M)F	Louis Jordan-Frank Wilson	55		b6/22/46
	Beyond Tomorrow	Winninger-Carey-C. Aubrey Smith	88		Reissue
Sp.	Birth of a Star	Danny Kaye	38		New Release
Sp.	Caldonia	Louis Jordan & Band	28		New Release
	Fangs of the Wild	Rin Tin Tin, Jr.	60		New Release
	Flying Deuces, The	Stan Laurel-Oliver Hardy		10/10/46	Reissue
	Gentleman From Arizona	John King-Joan Barclay	70½		Reissue
	Hell's Angels (D)	Lyon-Harlow-Hall	100		Reissued
	Her Enlisted Man (CD)	Barbara Stanwyck-Robt. Young	70		Reissued
	I Cover the Waterfront (D)	Claudette Colbert	80		Reissued
	Jimmy Steps Out	J. Stewart-P. Goddard	89		Release
	Let 'em Have It (G)	Bruce Cabot-Virginia Bruce	70		Reissued
	Little Men	Oakie-Francis-Bancroft	83		Release
	One Romantic Night	Ilona Massey-Alan Curtis	86		Reissue
	Scarface (D)	P. Muni-G. Raft-A. Dvorak	88		Reissued
	Second Chorus	Fred Astaire-Paulette Goddard		11/18/46	Re-release
	Silver Devil (D)F	H. Gibson-Stephin Fetchit	62		Remake
	Sky Devils (C-D)	Spencer Tracy	88		Reissued
	Swiss Family Robinson	Mitchell-Best-Holt	74		Release
	Thunder in the City	Edw. G. Robinson	81		Reissued
	Tom Brown's Schooldays	Hardwick-Lydon-Bartholomew	85		Release

COLUMBIA — Current 1945-46

	Gallant Journey (D)F	Glenn Ford-Janet Blair	86	9/24/46	b9/7/46
	It's Great to Be Young (M-C)F	L. Brooks-R. Stanton-J. Donnell	68	9/12/46	b11/23/46
	Personality Kid	Anita Louise-Michael Duane	86	8/8/46	a5/23/46
	Shadowed	Anita Louise-Robert Scott	70	9/26/46	
	Sing While You Dance (M)F	Ellen Drew-Robert Stanton	73	7/25/46	b10/12/46
	Thrill of Brazil, The (W)F	E. Keyes-Keenan Wynn-A. Miller	91	9/30/46	b9/14/46
	Unknown, The (H)A	Karen Morley-Jim Bannon	70	7/4/46	b7/27/46

CURRENT 1946-'47

828	Alias Mr. Twilight (D)A	Michael Duane-Trudy Marshall	69	12/19/46	b12/28/46
824	Betty Co-Ed (C)F	J. Porter-W. Mason-S. Mills	71	11/28/46	b11/23/46
	Blind Spot (My)A	Chester Morris-Constance Dowling	73	2/6/47	a11/2/46
807	Blondie's Big Moment (C)F	P. Singleton-A. Lake-A. Louise	69	1/9/47	b12/14/46
806	Blondie Knows Best (C)F	Penny Singleton-Arthur Lake	70	10/17/46	b9/21/46
822	Boston Blackie and the Law (My)F	Chester Morris-Trudy Marshall	69	12/12/46	b11/16/46
	Cigarette Girl (C)A	L. Brooks-J. Lloyd-J. Barton	67	2/13/47	b2/15/47
816	Crime Doctor's Man Hunt (My)F	Warner Baxter-Ellen Drew	60	10/24/46	b9/21/46
830	Dead Reckoning (D)A	Humphhrey Bogart-Lizabeth Scott	99	Feb. '47	b1/4/47
	Framed (D)A	Glenn Ford-Janis Carter	82	April '47	b3/8/47
	Guilt of Janet Ames, The (D)A	Rosalind Russell-Melvyn Douglas	83	April '47	b3/8/47
	Johnny O'Clock (D)A	Dick Powell-Evelyn Keyes	86	Mar. '47	b1/4/47
	Jolson Story, The *T (D-M)F	L. Parks-E. Keyes-W. Demarest	128	Jan. '47	b9/21/46
	King of the Wild Horses (D)F	Preston Foster-Gail Patrick	79	3/27/47	b3/29/47
823	Lone Wolf in Mexico (My)A	Gerald Mohr-Eric Blore-Sheila Ryan	70	1/16/47	b12/28/46
	Millie's Daughter (D)F	Gladys George-Paul Campbell	71	3/20/47	b2/15/47
832	Mr. District Attorney (My)A	Dennis O'Keefe-M. Chapman	81	Feb. '47	b12/28/46
829	Return of Monte Cristo (D)F	L. Hayward-G. Macready-U. O'Connor	91	Dec. '46	b11/23/46
818	Secret of the Whistler (My)A	Richard Dix-Leslie Brooks	65	11/7/46	b11/2/46
804	Singin' in the Corn (C-M)F	Judy Canova-Allen Jenkins	66	12/26/46	b11/16/46
805	So Dark the Night (D)A	Stephen Geray- Micheline Cheirel	71	10/10/46	b9/14/46
	The Thirteenth Hour (My)A	Richard Dix-Karen Morley	65	3/6/47	b2/15/47

COMING

Assigned to Treasury	Dick Powell-Maylia	
Blondie in the Dough	P. Singleton-A. Lake-L. Simms	
Blondie's Holiday (C)F	Arthur Lake-Penny Singleton	67 4/10/47 b3/1/47
Bulldog Drummond at Bay	Ron Randell-Anita Louise	
Corpse, Came C.O.D., The	G. Brent-J. Blondell-A. Jergens	a1/11/47
Down to Earth *T	Rita Hayworth-Larry Parks	a7/13/46
For the Love of Rusty	T. Donaldson-T. Powers-A. Doran	
Girl from Shanghai, The	Rita Hayworth-Orson Welles	
Gunfighters, The *C	Randolph Scott-Dorothy Hart	
Her Husband's Affairs	F. Tone-L. Ball-E. E. Horton	
Keeper of the Bees	Gloria Henry-Michael Duane	
Last of the Redmen	Jon Hall-Michael O'Shea-Evelyn Ankers	
Little Miss Broadway	Jean Porter-John Sheldon	
Man From Colorado, The	Glen Ford-Ellen Drew-William Holden	
Millerson Case, The	Warner Baxter-N. Saunders	
Sport of Kings	Gloria Henry-Paul Campbell	
Sweet Genevieve	Jean Porter-Jimmy Lydon	
Swordsman, The	Larry Parks-Ellen Drew-G. Macready	a1/4/47
Three Were Thoroughbreds *T	R. Young-M. Chapman-W. Parker	a1/11/47

COLUMBIA (Continued)

Prod. No.			Run Time Mins.	Rel. Date	See Issue of
	Westerns (Current)				
863	Fighting Frontiersman (W-M)F	Charles Starrett-Smiley Burnette	61	12/19/46	b11/9/46
	Heading West (WM)F	Charles Starrett-Smiley Burnette	54	8/15/46	b8/24/46
861	Landrush (W)F	Charles Starrett-Smiley Burnette	54	10/17/46	b9/21/46
	Lone Hand Texan, The (W-M)F	Charles Starrett-Smiley Burnette	54	3/6/47	b3/1/47
854	Lone Star Moonlight	K. Curtis-J. Barton-G. Kibbee	67	12/12/46	
	Over the Sante Fe Trail (W-M)F	Ken Curtis-Jenifer Holt	63	2/13/47	b2/15/47
	Singing on the Trail (W)F	K. Curtis-J. Barton-G. Kibbee	58	9/12/46	b1/18/47
	South of the Chisholm Trail (W)F	Charles Starrett-Smiley Burnette	58	1/30/47	b2/1/47
862	Terror Trail (W)F	Charles Starrett-Smiley Burnette	55	11/21/46	b11/2/46
7222	That Texas Jamboree	Ken Curtis-Jeff Donnell	67	5/16/46	
	Westerns (Coming)				
	Law of the Canyon	Charles Starrett-Smiley Burnette		4/24/47	
	Prairie Raiders	Charles Starrett-Smiley Burnette			
	Riders of the Lone Star	Charles Starrett-Smiley Burnette			
	Stranger From Ponca City	Charles Starrett-Smiley Burnette			
	Swing the Western Way	J. Leonard-M. Dugan-Hoosier Hot Shots			

EAGLE-LION

	CURRENT				
	The Adventuress (Reviewed in London under title "I See A Dark Stranger")	Deborah Kerr-Trevor Howard	93	3/17/47	7/13/46
	It's a Joke, Son (C)F	Kenny Delmar-Una Merkel	62	1/25/47	b1/25/47
	Bedelia (D)A	Margaret Lockwood-Ian Hunter	90	2/1/47	b6/3/46
	Lost Honeymoon (C)A	Franchot Tone-A. Richards-T. Conway	71	3/29/47	b3/15/47
	COMING				
	Hungry Hill (D)A	Margaret Lockwood-Dennis Price	109		b1/18/47
	Love From a Stranger	J. Hodiak-S. Sidney-A. Richards			
	Out of the Blue	G. Brent-V. Mayo-T. Bey			
	Repeat Performance	Joan Leslie-L. Hayward-R. Basehart			a3/8/47

FAVORITE FILMS CORP.

	Blonde Menace (D)A	Joyce Compton-G. Kibbee-F. Jenks	70	7/1/46	Reissue
	Broadway Limited	Dennis O'Keefe-V. McLaglen	74	1/1/47	Reissue
	Captain Caution (D)A	V. Mature-A. Ladd-L. Carrillo	86	8/1/46	Reissue
	Captain Fury (D)A	B. Aherne-V. McLaglen-P. Lukas	88	8/1/46	Reissue
	Cat's Claw Murder Mystery (M)A	Wallace Ford-J. Miljan	68	7/1/46	Reissue
	Housekeeper's Daughter (C)A	J. Bennett-V. Mature-A. Menjou	79	10/1/46	Reissue
	Jungle Terror (D)F	Frank Buck	70	7/1/46	Reissue
	Of Mice and Men (D)A	B. Meredith-Betty Field-L. Chaney, Jr.	105	12/1/46	Reissue
	One Million B. C. (D)A	V. Mature-C. Landis-L. Chaney, Jr.	79	10/1/46	Reissue

FILM CLASSICS

	CURRENT				
	A Boy, a Girl, and a Dog (D)F	Jerry Hunter-Sharyn Moffett	88		b8/3/46
	Bohemian Girl	Laurel & Hardy	74	7/15/46	
	Devil to Pay	R. Colman-L. Young-M. Loy	74		
	Dodsworth (D)A	Walter Huston-Mary Astor	101	8/1/46	
	Kid Millions	E. Cantor-A. Sothern-G. Murphy	92	11/1/45	
	North Star	Anne Baxter-Dana Andrews			
	Palmy Days	Eddie Cantor-George Raft	80		
	Return of the Scarlet Pimpernel	B. Barnes-J. Mason-S. Stewart	81		
	Scarlet Pimpernel, The	Merle Oberon-Leslie Howard	98		
	Stella Dallas	J. Boles-R. Stanwyck-A. Shirley	107		
	The Thief of Bagdad	Sabu-Conrad Veidt-June Duprez	109		
	Unholy Garden	R. Colman-Fay Wray	77		
	Westerner, The	G. Cooper-D. Davenport-W. Brennan	102		
	Woman Chases Man	Miriam Hopkins-Joel McCrea	70		

METRO-GOLDWYN-MAYER

Group No.					
	CURRENT				
	Beginning Or the End, The (D)F	B. Donlevy-R. Walker-G. Tearle	112	Mar. '47	b2/22/47
17	Boys' Ranch (D)F	James Craig-Skippy Hameier	97	July	b5/4/46
	Cockeyed Miracle (C)A	K. Wynn-F. Morgan	81	Oct	b7/20/46
17	Courage of Lassie *T (D)F	Elizabeth Taylor-"Lassie"	93	Aug	b6/11/46
Sp.	Easy to Wed *T (CM)A	L. Ball-V. Johnson-E. Williams	109	July	b4/13/46
17	Faithful in My Fashion (C)F	Donna Reed-Tom Drake	81	Aug	b6/15/46
	Gallant Bess *C (D)F	Marshall Thompson-Jim Davis	99	Jan. '47	b9/7/46
Sp.	Green Years, The (D)F	C. Coburn-T. Drake-S. Royle	127	July	b3/6/46
	Holiday in Mexico *T (M)F	W. Pidgeon-I. Massey-J. Powell	127	Sept	b7/27/46
	It Happened at the Inn	Fernand Ledoux-Maurice Rollin	103	April '47	a9/21/46
	Lady in the Lake (My)A	Robert Montgomery-Audrey Totter	103	Jan. '47	b11/30/46
	Little Mister Jim (C)F	James Craig-Frances Gifford	92	April '47	b6/8/46
	Love Laughs at Andy Hardy (C)F	M. Rooney-B. Granville-D. Ford	93	Feb.	b12/7/46
	Mighty McGurk, The (C)F	Wallace Beery-Aline McMahon	85	Jan. '47	b11/23/46
	My Brother Talks to Horses (C-D)F	Butch Jenkins-Peter Lawford	93	Jan. '47	b11/30/46
	No Leave, No Love (CM)F	V. Johnson-P. Kirkwood-K. Wynn	119	Oct	b8/31/46
	Rage in Heaven	Ingrid Bergman-Robert Montgomery	84	Oct	Reissue
	Secret Heart, The (D)A	C. Colbert-W. Pidgeon-J. Allyson	97	Dec	b11/30/46
	Show-Off, The (C)F	R. Skelton-Marilyn Maxwell	83	Dec	b8/17/46
17	Three Wise Fools (CD)F	M. O'Brien-L. Barrymore-E. Arnold	92	Aug	b6/15/46
	Till the Clouds Roll By *T (M)F	J. Garland-R. Walker-F. Sinatra	135	Jan. '47	b11/15/46
	Two Smart People (CD)A	J. Hodiak-L. Ball-L. Nolan	93	Nov	b6/8/46
	Undercurrent (D)A	K. Hepburn-A. Taylor	115	Nov	b10/5/46
	COMING				
	A Woman of My Own	Greer Garson-Richard Hart			a9/7/46
	Arenlo Affair, The (D)A	John Hodiak-Frances Gifford	87		b2/15/47
	Captains Courageous	Spencer Tracy-Mickey Rooney			Reissue
	Cynthia	E. Taylor-G. Murphy-M. Astor			a2/15/47
	Dark Delusion	L. Barrymore-J. Craig-L. Bremer			a2/22/47
	Fiesta *T	Esther Williams-John Carroll			a2/9/46
	Good News	J. Allyson-P. Lawford-J. McCracken			
	Great Waltz, The (M)F	L. Rainer-F. Gravet-M. Korjus	110		Reissue
	Green Dolphin Street	Lana Turner-Van Heflin			a2/1/47
	High Barbaree (D)F	Van Johnson-June Allyson	91		b3/15/47
	Hucksters, The	G. Cable-D. Kerr-S. Greenstreet			
	It Happened in Brooklyn (C-M)F	F. Sinatra-K. Grayson	103		a9/21/46
	Keep Young With Music *T	J. MacDonald-J. Iturbi-J. Powell			a3/1/47
	Living in a Big Way	Gene Kelly-Marie MacDonald			a9/7/46
	Merton of the Movies	Red Skelton-Virginia O'Brien			a9/21/46
	The Missouri Story	V. Johnson-T. Mitchell-J. Leigh			a9/21/46
	Piccadilly Incident (D)A	Anna Neagle-Michael Wilding	100		b8/31/46
	Pirate, The *T	J. Garland-G. Kelly-W. Slezak			

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C

Caesar & Cleopatra — UA
Calcutta — Para.
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California — Para.
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Canyon Passage — Univ.
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Captains Courageous — MGM
Captive Heart — Univ.
Carmen — Misc.
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Carnival — Misc.
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Condemned to Devil's Island — FC
Copacabana — UA
Corpse Came C. O. D., The — Col.
Counterpoint — RKO
Courage of Lassie — MGM
Crack Up — MGM
Crime Doctor's Man Hunt — Col.
Criminal Court — RKO
Crimson Key, The — 20th-Fox
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Cry Wolf — WB
Cuban Pete — Univ.
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Cynthia — MGM

D

Danger Street — Para.
Danger Woman — Univ.
Dangerous Business — Col.
Dangerous Millions — 20th-Fox
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Dark Alibi — Mono.
Dark Corner — 20th-Fox
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Death Valley — SGP
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Destry Rides Again — Univ.
Desperate — RKO
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Devil on Wheels — PRC
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Down Missouri Way — PRC
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Dressed to Kill — Univ.
Duel in the Sun — Selznick

E

Earl Carroll's Sketchbook — Rep.
Easy Come, Easy Go — Para.
Easy to Wed — MGM
Egg and I — Univ.
Emperor Waltz, The — Para.
End of the Rainbow — Rep.
Escape Me Never — WB

F

Fabulous Dorseys — UA
Fabulous Joe — UA
Fabulous Suzanne — Rep.
Faithful in My Fashion — MGM
Falcon's Adventure — RKO
Falcon's Alibi — RKO
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Fanny By Gaslight — UA
Farmer's Daugster — RKO
Fear — Mono.
Fear in the Night — Para.
Fiesta — MGM
Fighting Father Dunne — RKO
Flight to Nowhere — SGF
Flying Deuces — Astor
For the Love of Mary — Univ.
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Framed	Col.
Freddie Steps Out	Mono.
French Key	Rep.
From This Day Forward	RKO
Fun on a Weekend	UA
Fugitive	RKO

G

Gallant Bess	MGM
Gallant Journey	Col.
Gangster, The	Mono.
Gas House Kids	PRC
Genius at Work	RKO
Gentleman Joe Palooka	Mono.
Gentleman from Arizona	Astor
Ghost and Mrs. Muir	20th-Fox
Ghost Goes Wild	Rep.
G. I. War Brides	Rep.
Girl From Shanghai, The	Col.
Ginger	Mono.
God's Country	SGP
Golden Earrings	Para.
Good News	MGM
Great Day	RKO
Great Expectations	Univ.
Great Waltz	MGM
Green Dolphin Street	MGM
Green Fingers	Misc.
Green for Danger	Misc.
Green Years	MGM
Guilt of Janet Ames	Col.
Guilty	Mono.
Gunfighters	Col.

H

Hard Boiled Mahoney	Mono.
Heartbeat	RKO
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Heldorado	Rep.
Hell's Angels	Astor
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Her Enlisted Man	Astor
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Her Kind of Man	WB
Her Sister's Secret	PRC
Here Comes Trouble	UA
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High Conquest	Mono.
High School Hero	Mono.
High Tide	Mono.
Hit Parade of 1947	Rep.
Holiday in Mexico	MGM
Hollywood Barn Dance	SG
Home in Oklahoma	Rep.
Homestretch	20th-Fox
Home Sweet Homicide	20th-Fox
Honeymoon	RKO
Hoodlum Saint	MGM
Hot Cargo	Para.
How Dear to My Heart	RKO
Hucksters, The	MGM
Hue and Cry	Misc.
Humoresque	WB
Hungry Hill	EL
Hurricane	FC

I

I Cover Big Town	Para.
I Cover the Waterfront	Astor
If I'm Lucky	20th-Fox
If You Knew Susie	RKO
I Know Where I'm Going	Univ.
I Walk Alone	Para.
Imperfect Lady	Para.
In Fast Company	Mono.
In Old Sacramento	Rep.
Indian Summer	RKO
Inside Job	Univ.
Inner Circle	Rep.
Invisible Informer	Rep.
I Stole a Million	Univ.
It Happened at the Inn	MGM
It Happened in Brooklyn	MGM
It Happened on 5th Avenue	Mono.
It's a Joke, Son	EL
It's a Wonderful Life	RKO
It's Great to Be Young	Col.
It Shouldn't Happen to a Dog	20th-Fox
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I've Always Loved You	Rep.
Ivy	Univ.
I Wonder Who's Kissing Her Now	20th-Fox

J

Janie Gets Married	WB
Jewels of Brandenburg	20thFox
Jimmy Steps Out	Astor
Joe Palooka, Champ	Mono.
Jeopardy	Univ.
Johnny Frenchman	Univ.
Johnny O'Clock	Col.
Jolson Story	Col.
Journey Together	Misc.
Jungle Flight	Para.
Jungle Princess	Para.
Junior Prom	Mono.

K

Keeper of the Bees	Col.
Keep Young With Music	MGM
Kid Millions	FC
Killer at Large	PRC
Killer Dill	SGP
Killers, The	Univ.
Kilroy Was Here	Mono.
King of the Wild Horses	Col.
Kings Row	WB
Kiss of Death	20th-Fox
Kit Carson	PRC
Kitty	Para.

METRO-GOLDWYN-MAYER (Continued)

Prod. No.			Run Time Mins.	Rel. Date	See Issue of
	COMING				
	Sea of Grass (D)A	K. Hepburn-S. Tracy-M. Douglas	131	April	b2/15/46
	Song of Love	K. Hepburn-P. Henreid-R. Walker			a2/1/47
	Song of the Thin Man	William Powell-Myrna Loy			
	Summer Holiday *T	Mickey Rooney-Gloria DeHaven			a9/7/46
	Tenth Avenue Angel	M. O'Brien-G. Murphy-P. Thaxter			a9/21/46
	This Time For Keeps *T	F. Williams-L. Melchior			a9/7/46
	Undercover Maisie (C)A	Ann Sothern-Barry Nelson	90		a2/22/47
	Unfinished Dance, The *T	Cyd Charisse-Marget O'Brien			a9/7/46
	Yearling, The *T (D)F	G. Peck-J. Wyman-C. Jarman	128	May	b11/30/46

MONOGRAM

CURRENT 1945-1946

531	Beauty and the Bandit (A-D)F	Gilbert Roland-Ramsay Ames	71	11/9/46	b1/13/47
520	Below the Deadline (D)A	Warren Douglas-Ramsay Ames	65	8/3/46	b10/5/46
511	Bowery Bombshell (C-D)F	Leo Gorcey-Huntz Hall	65	7/20/46	b7/27/46
517	High School Hero (C)F	F. Stewart-June Preisser	69	9/7/46	b8/24/46
525	Missing Lady (My)F	Kane Richmond-Barbara Reed	59	8/17/46	b1/11/47
518	Shadows Over Chinatown	Sidney Toler-Victor Sen Yung	64	7/27/46	a4/20/46
530	South of Monterey (D)F	Gilbert Roland-Marjorie Riordan	63	7/10/46	b9/7/46
512	Spookbusters (CD)F	Leo Gorcey-The Bowery Boys	68	8/24/46	b8/24/46
521	Strange Voyage	Eddie Albert	61	7/6/46	

CURRENT 1946-'47

604	Bringing Up Father (C)F	Joe Yule-Renie Riano	68	11/23/46	b10/19/46
603	Dangerous Money (My)F	Sidney Toler-Victor Sen Yung	66	10/12/46	b10/12/46
601	Decoy (D)A	Jean Gillie-Edward Norris	76	9/14/46	b9/14/46
	Fall Guy (My)A	Cliff Penn-Teala Loring	64	3/15/47	b3/8/47
602	Gentleman Joe Palooka (C)F	Joe Kirkwood-Elyse Knox	72	10/5/46	b10/5/46
609	Ginger	Frank Albertson-Barbara Reed	67	1/4/47	a9/28/46
	Guilty, The (My)A	Bonita Granville-Don Castle	68	3/22/47	b3/22/47
608	Mr. Hex (CD)F	L. Gorcey-H. Hall	63	12/7/46	b12/14/46
610	Riding the California Trail	Gilbert Roland-Teala Loring	61	1/11/47	a10/26/46
699	Suspense (D)A	Belita-Barry Sullivan-E. Pallette	101	6/5/46	b3/30/46
606	Sweetheart of Sigma Chi (M)F	Elyse Knox-P. Regan-P. Brito	75	12/21/46	b11/30/46
607	Trap, The (My)F	Sidney Toler-Victor Sen Yung	69	11/30/46	b1/11/47
611	Vacation Days	F. Stewart-J. Preisser	68	1/25/47	a12/21/46

COMING

	Black Gold	A. Quinn-K. deMille-E. Knox		5/13/47	a3/15/47
	Gangster, The	Belita-B. Sullivan-J. Lorring			
	High Conquest (D)A	A. Lee-G. Roland-W. Douglas	83	4/19/47	b3/15/47
	High Tide	Lee Tracy-D. Castle-A. Shaw			
	Hard Boiled Mahoney	L. Gorcey-Bowery Boys-T. Loring	63	4/26/47	a3/22/47
	Kilroy Was Here	J. Cooper-J. Coogan-W. McKay			
1	It Happened on Fifth Avenue (C)F	Gale Storm-Don DeFore	115		b2/8/47
	Louisiana	Jimmy Davis-Margaret Lindsay		6/21/47	
	Sarge Goes to College	A. Hale, Jr.-F. Stewart-J. Preisser		5/10/47	
	Scareheads	L. Gorcey-H. Hall-B. Jordan			
	Tragic Symphony	Frank Sundstrom-Audrey Long			
	Violence	Nancy Coleman-M. O'Shea	72	4/12/47	

Westerns (Current)

564	Raiders of the South (W-M)F	J. M. Brown-Raymond Hatton	85	1/18/47	b2/22/47
683	Rainbow Over the Rockies (W-M)F	J. Wakely-"Lasses" White	56	2/6/47	b3/1/47
567	Shadows on the Range (W)F	J. M. Brown-Raymond Hatton	57	8/10/46	b8/17/46
563	Silver Range (W)F	J. M. Brown-R. Hatton	54	11/16/46	b12/14/46
612	Silver Stallion	David Sharpe-Leroy Mason	59	12/14/46	Reissue
684	Six Gun Serenade	Jimmy Wakely-"Lasses" White	55	4/5/47	
681	Song of the Sierras (M-W)F	J. Wakely-"Lasses" White	56	12/28/46	b1/25/47
676	Trailing Danger	J. M. Brown-R. Hatton	58	3/29/47	
568	Trigger Fingers (W)F	J. M. Brown-Raymond Hatton	58	9/21/46	b10/19/46
675	Valley of Fear	J. M. Brown-R. Hatton	54	2/15/47	

Westerns (Coming)

671	Land of the Lawless	J. M. Brown-R. Hatton-J. Harrison	59	5/3/47	
	Law Comes to Gunsight	Johnny Mack Brown-Raymond Hatton			
	Song of the Saddle	J. Wakely-"Lasses" White			

PARAMOUNT

Current 1945-46

Block No.					
	Jungle Princess, The	Dorothy Lamour-Ray Milland	84	9/1/46	Reissue
6	Monsieur Beaucaire (C)F	Bob Hope-Joan Caulfield	93	8/30/46	b5/18/46
6	O.S.S. (Wa)F	A. Ladd-G. Fitzgerald-P. Knowles	107	7/26/46	b5/11/46
	Plainsman, The	Gary Cooper-Jean Arthur	113	9/1/46	Reissue
6	Searching Wind, The (D)A	R. Young-A. Richards-S. Sidney	105	8/9/46	b5/11/46
6	Strang Love of Martha Ivers, The (D)A	B. Stanwyck-V. Heflin-L. Scott	116	9/13/46	b3/16/46
6	Swamp Fire (D)A	Johnny Weissmuller-Virginia Grey	69	9/6/46	b5/11/46
5	To Each His Own (D)A	Olivia DeHavilland-John Lund	122	7/5/46	b3/16/46

CURRENT 1946-'47

	Blue Skies *T (M)F	Bing Crosby-F. Astaire	104	12/27/46	b9/23/46
	California *T (WD)	Ray Milland-B. Stanwyck	93	2/21/47	b12/21/47
	Cross My Heart (C-M)F	Betty Hutton-Sonny Tufts	83	1/10/47	b11/23/46
	Easy Come, Easy Go (C)F	D. Lynn-S. Tufts-Virginia Field	78	3/7/47	b2/8/47
	Ladies' Man (C-M)F	Eddie Bracken-Virginia Field	90	2/7/47	b1/11/47
	My Favorite Brunette	Bop Hope-Dorothy Lamour	87	4/4/47	a8/24/46
	Perfect Marriage, The (C-D)A	L. Young-D. Niven-V. Field	87	1/24/47	b11/23/46
	Seven Were Saved	Richard Denning-Catharine Craig	73	3/28/47	a5/25/46
	Suddenly It's Spring (C)A	F. MacMurray-P. Goddard	87	3/21/47	b2/15/47
	Two Years Before the Mast (D)A	Donlevy-Ladd-Bendix	98	11/22/46	b8/24/46

COMING

	Albuquerque	Randolph Scott-Barbara Britton			a3/15/47
	Big Clock, The	R. Milland-C. Laughton-R. Johnson			

PARAMOUNT (Continued)

COMING		Run Time Mins.	Rel. Date	See Issue of
Big Town	Philip Reed-Hillary Brooke	60		a2/9/46
Blaze of Noon (D)A	A. Baxter-W. Holden-S. Tufts	90	5/9/47	b3/8/47
Calcutta	A. Ladd-G. Russell-W. Bendix	83		a7/14/46
Danger Street (My)A	Jane Withers-Robert Lowery	66		b3/1/47
Dear Ruth	J. Caulfield-W. Holden-E. Arnold			a10/25/46
Desert Fury *T	Lizabeth Scott-John Hodiak			
Emperor Waltz, The *T	Bing Crosby-Joan Fontaine			a7/13/46
Fear in the Night (D)A	DeForest Kelley-Kay Scott	72	4/18/47	b2/22/47
Golden Earrings	Marlene Dietrich-Ray Milland			a9/28/46
I Cover Big Town (My)A	Philip Reed-Hilary Brooke	63		b3/1/47
Imperfect Lady (D)A	R. Milland-T. Wright-V. Field	97	4/25/47	b3/15/47
I Walk Alone	B. Lancaster-Kirk Douglas			a3/1/47
Jungle Flight (D)F	Robert Lowery-Ann Savage	60		b3/1/47
Perils of Pauline *T	Betty Hutton-John Lund			a5/18/46
Road to Rio	B. Crosby-B. Hope-D. Lamour			a2/1/47
Saigon	Alan Ladd-Veronica Lake-Douglas Dick			a1/4/47
Trouble With Women, The	T. Wright-B. Donlevy-R. Milland			a6/23/46
Unconquered *T	Gary Cooper-Paulette Goddard			a9/28/46
Variety Girl	Mary Hatcher-DeForest Kelley			a11/23/46
Welcome Stranger	Bing Crosby-Barry Fitzgerald	107		a5/25/46
Where There's Life	B. Hope-S. Hasso-W. Bendix			a5/25/46
Wild Harvest	A. Ladd-D. Lamour-R. Preston			a11/2/46

PRC

CURRENT 1945-1946

Accomplice (My)A	Richard Arlen-Veda Ann Borg	68	9/29/46	b9/28/46
Blonde for a Day (C)F	H. Beaumont- Kathryn Adams	67	8/29/46	b8/3/46
Born to Speed (D)F	Johnny Sands-Terry Austin	65	1/12/47	b1/25/47
Down Missouri Way (M)F	Martha O'Driscoll-William Wright	74	8/15/46	b7/13/46
Her Sister's Secret (D)A	N. Coleman-P. Reed-M. Lindsay	83	9/23/46	b9/14/46
Larceny in Her Heart (My)A	Hugh Beaumont-Cheryl Walker	68	7/10/46	b5/25/46
Queen of Burlesque (My)A	Evelyn Ankers-Carleton Young	67	7/24/46	b7/5/46
Secrets of a Sorority Girl (D)A	Mary Ware-Rick Vallin	58	8/1/46	b8/24/46
Strange Holiday (D)F	Claude Rains-Martin Kosleck	57	9/2/46	b10/27/45

CURRENT 1946-'47

Brute Man, The (H)A	Tom Neal-Jane Adams	58	10/1/46	b10/26/46
Devil on Wheels, The (D)F	D. Hickman-J. Ford-J. Cardwell	67	3/2/47	b1/25/46
Don Ricardo Returns	Isabelita-Fred Coby		11/5/46	a9/21/46
Gas House Kids (D)F	B. Halop-R. Lowery-T. Loring	68	10/28/46	b10/12/46
Kit Carson	D. Andrews-L. Bari-J. Hall	97	3/22/47	
Lady Chaser	Ann Savage-Robert Lowery	60	11/25/46	
Last of the Mohicans	R. Scott-B. Barnes-H. Wilcoxen	94	3/22/47	Reissue
Lighthouse	J. Lang-D. Castle-J. Litel		1/10/47	a10/19/46
Philo Vance's Secret Mission	Alan Curtis-Sheila Ryan		3/20/47	
Three on a Ticket	Hugh Beaumont-Cheryl Walker		4/5/47	a11/23/46
Untamed Fury (D)A	Mikel Conrad-Gaylord Pendleton	61	3/22/47	b3/29/47
Wild West *C (W)F	Eddie Dean-Roscoe Ates	73	12/1/46	b11/30/46

COMING

The Big Fix	Noreen Nash-Shelia Ryan		4/19/47	
Can't Get That Gal	S. Ryan-E. Norris-G. Wills			
Killer at Large	Anabel Show-Robert Lowery			
Man Wanted	Anabel Show-Robert Lowery			
Philo Vance's Gamble	Alan Curtis-Frank Jenks-Terry Austin		4/12/47	
Philo Vance's Peril	W. Wright-L. Balasco-R. Ames			b1/25/47
Philo Vance Returns	W. Wright-R. Ames-I. Adrian		4/14/47	a1/11/47
Return of Rin-Tin-Tin *V	D. Woods-B. Blake-C. Drake			
Step-Child	B. Joyce-D. Woods-T. Austin			a3/22/47
Too Many Winners	Hugh Beaumont-Trudy Marshall			a3/22/47

Westerns (Current)

Driftin' River (WM)F	Eddie Dean-Roscoe Ates	55	10/1/46	b10/5/46
Flaming Bullets	Tex Ritter-Dave O'Brien	58	10/15/46	
Law of the Lash (W)F	Al LaRue-Al St. John	53	2/28/47	b3/1/47
Navajo Kid (W)F	Bob Steele	57	11/21/45	b3/30/46
Outlaw of the Plains (W)F	Buster Crabbe-Al St. John	54	9/22/46	b9/28/46
Overland Riders (W)F	Buster Crabbe-Al St. John	54	8/21/46	b8/24/46
Prairie Rustlers (W)F	Buster Crabbe-Al St. John	54	11/7/45	b8/10/46
Range Beyond the Blue (W-M)F	Eddie Dean	53	3/17/47	
Stars Over Texas (W)F	Eddie Dean-Roscoe Ates	57	11/18/46	b12/23/46
Terror on Horseback (W)F	Buster Crabbe-Al St. John	55	8/14/46	b4/20/46
Tumbleweed Trail (W-M)F	E. Dean-R. Ates-S. Patterson	59	10/28/46	b11/9/46
Wild Country (W)F	Eddie Dean	55	1/17/47	b2/1/47

Westerns (Coming)

Border Feud	Al LaRue-Al St. John			
Code of the Plains	Buster Crabbe-Al St. John	38	4/26/47	Reissue
Frontier Fighters	B. Crabbe-Al St. John-M. Manners	41	4/26/47	Reissue
Gun Fighter	Al LaRue-Al St. John-Mary Scott			a12/18/46
Panhandle Trail	Buster Crabbe-Al St. John		4/26/47	Reissue
Pioneer Justice	Al LaRue-Fuzzy St. John-J. Holt			
Raiders of Red Gap	B. Crabbe-Al St. John	38	4/26/47	Reissue
Riders of Red Rock	B. Crabbe-Al St. John-M. Leslie	38	5/7/47	
Shootin' Irons	Jim Newhill-Tex O'Brien	40	4/26/47	Reissue
Thundergap Outlaws	Tex O'Brien-J. Newell	38	4/26/47	Reissue
West to Glory	Eddie Dean-Roscoe Ates		4/12/47	

RKO-RADIO

CURRENT 1946-'47

Block No.			Trade Shown	
4	Beat the Band (M)F	Frances Langford-Gene Krupa	67 Feb.	b3/1/47
Sp.	Best Years of Our Lives, The (D)A	D. Andrews-M. Loy-F. March	172 Dec.	b11/23/46
2	Child of Divorce (D)A	Sharyn Moffett-Regis Toomey	62 Oct.	b10/19/46
4	Code of the West	James Warren-John Laurenz	57 Feb.	a8/10/46
3	Crack-Up (D)A	P. O'Brien-C. Trevor-H. Marshall	93 June	b6/15/46
2	Criminal Court (My)A	T. Conway-M. O'Driscoll	62 Aug.	b8/10/46

Title	Company
L	
Ladies Man	Para.
Lady in the Lake	MGM
Lady Chaser	PRC
Lady Luck	RKO
Lady of Fortune	FC
Larceny in Her Heart	PRC
Last Chance	MGM
Last Crooked Mile	Rep.
Last Frontier Uprising	Rep.
Last of the Mohicans	PRC
Last of the Redmen	Col.
Late George Apley	20th-Fox
Laughing Lady	Misc.
Let 'Em Have It	Astor
Les Miserables	20th-Fox
Les Miserables	Misc.
Life With Father	WB
Lighthouse	PRC
Little Iodine	UA
Little Men	Astor
Little Miss Big	Univ.
Little Miss Broadway	Col.
Little Mister Jim	MGM
Little Prince	UA
Living in a Big Way	MGM
Locket, The	RKO
Lone Wolf in Mexico	Col.
Long Night	RKO
Lost Honeymoon	EL
Lost Love, The	Univ.
Louisiana	Mono.
Love and Learn	WB
Love from a Stranger	EL
Love Laughs at Andy Hardy	MGM
Love on the Dole	Misc.
Lover Come-Back	Univ.
M	
Macomber Affair	UA
Magic Bow	Univ.
Magic Town	RKO
Magnificent Doll	Univ.
Magnificent Rogue	Rep.
Make Mine Music	RKO
Man About Town	RKO
Man from Colorado, The	Col.
Man from Morocco	Misc.
Man Who Dared	Col.
Margie	20th-Fox
Meet Me at Dawn	20th-Fox
Men of Two Worlds	Misc.
Merton of the Movies	MGM
Michigan Kid	Univ.
Mighty McGurk, The	MGM
Millerson Case, The	Col.
Millie's Daughter	Col.
Miracle on 34th St.	20th-Fox
Missing Lady	Mono.
Missouri Story, The	MGM
Mr. Ace	UA
Mr. District Attorney	Col.
Mr. Hex	Mono.
Monsieur Beaucaire	Para.
Monsieur Verdoux	UA
Moss Rose	20th-Fox
Mourning Becomes Electra	RKO
Mother Wore Tights	20th-Fox
My Brother Talks to Horses	MGM
My Dog Shep	SGP
My Darling Clementine	20th-Fox
My Favorite Brunette	Para.
My Heart Goes Crazy	Univ.
My Pal Trigger	Rep.
My Wild Irish Rose	WB
Mysterious Intruder	Col.
Mysterious Mr. Valentine	Rep.
N	
'Neath Canadian Skies	SGP
Never Say Goodbye	WB
New Orleans	UA
Nicholas Nickelby	Misc.
Night and Day	WB
Night in Paradise	Univ.
Night Train to Memphis	Rep.
Night Unto Night	WB
Nobody Lives Forever	WB
Nocturne	RKO
No Leave, No Love	MGM
Nora Prentiss	WB
North of the Border	SGP
North Star	FC
No Time for Comedy	WB
Notorious	RKO
Notorious Gentleman	Univ.
Notorious Lone Wolf	Col.
O	
Odd Man Out	Univ.
Of Human Bondage	WB
Oh Say Can You Sing	Univ.
One Exciting Week	Rep.
One More Tomorrow	WB
One Romantic Night	Astor
O.S.S.	Para.
Other Love	UA
Our Hearts Were Growing Up	Para.
Out California Way	Rep.
Outcast, The	Rep.
Out of the Blue	EL
Out of the Past	RKO
Outlaw	UA
Overlanders, The	Univ.
P	
Paradine Case	Selznick
Partners in Time	RKO
Passkey to Danger	Rep.
Perfect Marriage	Para.
Perils of Pauline	Para.
Personal Column	UA
Personality Kid	Col.
Phantom Thief	Col.
Philo Vance's Gamble	PRC

Title	Company
Philo Vance Returns	PRC
Philo Vance's Peril	PRC
Philo Vance's Secret Mission	PRC
Piccadilly Incident	MGM
Pilgrim Lady	Rep.
Pirates, The	MGM
Pirates of Monterey	Univ.
Plainsman	Para.
Plainsman and the Lady	Rep.
Portrait of Jennie	SRO
Possessed	WB
Postman Always Rings Twice	MGM
Prison Story	RKO
Private Affairs of Bel Ami	UA
Pursued	WB
Q	
Qu een of Burlesque	PRC
Queen of the Amazons	SGP
R	
Rage in Heaven	MGM
Raider	Misc.
Rainbow Over Texas	Rep.
Ramrod	UA
Razor's Edge	20th-Fox
Red House	UA
Red Stallion	PRC
Rendezvous 24	20th-Fox
Rendezvous With Annie	Rep.
Renegade Girl	SGP
Renefiades	Col.
Repeat Performance	EL
Resistance	Misc.
Return of Monte Cristo	Col.
Return of Rin-Tin-Tin	PRC
Return of Rusty	Col.
Return of the Scarlet Pimpernel	FC
Riding the California Trail	Mono.
Riff-Raff	RKO
Road to Rio	Para.
Rolling Home	SGP
Roll on Texas Moon	Rep.
Root of All Evil	Misc.
Rupert of Hentzau	SRO
Runaround	Univ.
S	
Saigon	Para.
Sarge Goes to College	Mono.
Scared to Death	SGP
Scareheads	Mono.
Scarface	Astor
Scarlet Pimpernel, The	FC
School for Danger	Misc.
School for Secrets	Misc.
Scudda Hoo, Scudda Hay	20th-Fox
Sea Hawk, The	WB
Sea of Grass	MGM
Sea Wolf, The	WB
Searching Wind	Para.
Second Chance	20th-Fox
Second Chorus	Astor
Secret Beyond the Door, The	U-I
Secret Heart, The	MGM
Secret Life of Walter Mitty	RKO
Secrets of Sorority Girl	PRC
Secrets of the Whistler	Col.
Sentimental Journey	20th-Fox
Seven Keys to Baldpate	RKO
Seven Were Saved	Para.
Shadow of a Woman	WB
Shadow Returns	Mono.
Shadowed	Col.
Shadows Over Chinatown	Mono.
She Wolf of London	Univ.
She Wrote the Book	Univ.
Shocking Miss Pilgrim	20th-Fox
Show-Off	MGM
Shoot to Kill	Screen Guild
Silver Devil	Astor
Sinbad the Sailor	RKO
Sing While You Dance	Col.
Singapore	Univ.
Singin' In the Corn	Col.
Sin of Harold Diddlebock	UA
Sister Kenny	RKO
Sky Devils	Astor
Slave Girl	Univ.
Slightly Scandalous	Univ.
Smash-Up	Univ.
Smoky	20th-Fox
So Dark the Night	Col.
So Goes My Love	Univ.
So in Love	SRO
Somewhere in the Night	20th-Fox
Song of Love	MGM
Song of Scheherazade	Univ.
Song of the South	RKO
Song of the Thin Man	MGM
South of Monterey	Mono.
So Well Remembered	RKO
Specter of the Rose	Rep.
Spook Busters	Mono.
Sport of Kings	Col.
Springtime in the Sierras	Rep.
Stanrway to Heaven	Univ.
Stallion Road	WB
Stampede	UA
Stanley & Livingston	20th-Fox
Step By Step	RKO
Step-Child	PRC
Stolen Life	WB
Stork Bites Man	UA
Story of the Pope, The	Misc.
Strange Conquest	Univ.
Strange Holiday	PRC
Strange Journey	20th-Fox
Strange Love of Martha Ivers	Para.
Strange Triangle	20th-Fox
Strange Voyage	Mono.
Strange Woman	UA
Stranger, The	RKO
Stray Lamb	UA
Suddenly It's Spring	Para.
Susie Steps Out	UA

RKO-RADIO (Continued)

CURRENT 1946-'47

Block No.			Run Time Mins.	Trade Shown	See Issue of
4	Devil Thumbs a Ride, The (D)A	Lawrence Tierney-N. Leslie	62	Feb.	b3/1/47
3	Dick Tracy vs. Cueball (D)F	Morgan Conway-Anne Jeffreys	62	Dec.	b11/9/46
3	Falcon's Adventure (D)F	Tom Conway-Madge Meredith	61	Dec.	b12/14/46
6	Falcon's Alibi (My)A	Tom Conway-Rita Corday	63	Apr.	b4/20/46
4	Farmers Daughter, The	L. Young-J. Cotten-E. Barrymore	97	Feb.	a6/22/46
4	From This Day Forward (D)A	J. Fontaine-M. Stevens-A. Judge	95	Mar.	b3/2/46
2	Genius at Work (C)F	A. Carney-W. Brown-A. Jeffreys	61	July	b8/3/46
1	Great Day (D)F	Eric Portman-Flora Robson	68	July	b7/20/46
Sp.	Heartbeat (CD)F	G. Rogers-P. Pierre Aumont	102	Apr.	b4/27/46
Sp.	It's a Wonderful Life (D)	J. Stewart-D. Reed-L. Barrymore	128	Dec.	b12/21/46
1	Lady Luck (C)A	R. Young-B. Hale-F. Morgan	97	July	b7/20/46
3	The Locket (D)	Laraine Day-B. Aherne	86	Dec.	b12/21/46
Sp.	Make Mine Music *T (M)F	Walt Disney	75	Apr.	b4/20/46
2	Nocturne (D)A	George Raft-Lynn Bari	85	Oct.	b10/19/46
Sp.	Notorious (My-D)A	Cary Grant-Ingrid Bergman	101	July	b7/27/46
3	San Quentin (D)A	L. Tierney-M. Carr-B. MacLane	66	Dec.	b12/7/46
Sp.	Sinbad the Sailor T (F)F	D. Fairbanks, Jr.-M. O'Hara	117	Jan.	b1/18/47
1	Sister Kenny (D)A	R. Russell-A. Knox-D. Jagger	116	July	b7/20/46
Sp.	Song of the South *T (D-M)F	Luana Patten-Bobby Driscoll	95	Nov.	b11/2/46
1	Step by Step (D)F	Lawrence Tierney-Anne Jeffreys	61	July	b7/20/46
Sp.	Stranger, The (D)F	Ed. G. Robinson-L. Young-O. Welles	95	June	b6/25/46
1	Sunset Pass (W)F	Nan Leslie-James Warren	59	July	b7/20/46
6	Thunder Mountain	T. Holt-R. Martin-M. Hyer		Feb.	a1/25/47
6	Till the End of Time (D)F	Dorothy McGuire-Guy Madison	105	June	b6/15/46
3	Vacation in Reno (C)F	Jack Haley-Anne Jeffreys	60	Oct.	b10/12/46

COMING

			Rel. Date	
5	A Likely Story	Bill Williams-Barbara Hale		a3/15/46
6	Bachelor and the Bobby-Soxer	G. Grant-M. Loy-S. Temple	95	a8/31/46
5	Banjo	S. Moffet-J. White-W. Reed		a9/28/46
	Bishop's Wife, The	G. Grant-T. Wright-D. Niven		
5	Born to Kill	C. Trevor-L. Tierney-W. Slezak		a6/1/46
	Counterpoint	D. Andrews-M. Oberon-E. Barrymore		
	Crossfire	R. Young-R. Mitchum-G. Grahame		
	Desperate	Steve Brodie-Audrey Long		a1/25/47
6	Dick Tracy's Dilemma	Ralph Byrd-Kay Christopher		a3/15/46
3	Falcon's Adventure (D)F	Tom Conway-Madge Meredith	61	b12/14/46
	Fighting Father Dunne	P. O'Brien-M. Dell-D. Hickman		
	Fugitive, The	Henry Fonda-Dolores Del Rio		
5	Honeymoon	S. Temple-F. Tone-G. Madison		a10/12/46
	How Dear to My Heart *T	Luana Patten-Bobby Driscoll		
	If You Knew Susie	E. Cantor-J. Davis-A. Joslyn		
	Indian Summer	A. Knox-A. Sothern-G. Tobias		
3	The Locket (D)	Laraine Day-B. Aherne	86	b12/21/46
	Long Night, The	Henry Fonda-Barabara Bel Geddes		a9/14/46
	Magic Town	James Stewart-Jane Wyman		
	Man About Town	Maurice Chevalier		
	Mourning Becomes Electra	R. Russell-M. Redgrave-R. Massey		
	Out of the Past	Robert Mitchum-Jane Greer		a2/1/47
	Riff-Raff	Pat O'Brien- Anne Jeffreys		a6/1/46
	Secret Life of Walter Mitty, The *T	D. Kaye-V. Mayo-F. Bainter		a9/7/46
6	Seven Keys to Baldpate	Phillip Terry-Jacqueline White		a3/22/47
	So Well Remembered	M. Scott-J. Mills		
5	Tarzan and the Huntress (D)F	J. Weismuller-B. Joyce	70	a3/22/47
6	They Won't Believe Me	Robert Young-Susan Hayward	95	a9/7/46
4	Trail Street (W)F	R. Scott-R. Ryan-A. Jeffreys	83	a3/1/47
	Tycoon *T	John Wayne-Laraine Day		
	Under the Tonto Rim	T. Holt-N. Leslie-R. Martin		
2	Woman on the Beach, The	J. Bennett-R. Ryan-C. Bickford	71	

REPUBLIC

Current 1945-46

Prod. No.					
520	Earl Carroll Sketchbook (M)F	C. Moore-W. Marshall	90	8/22/46	b8/17/46
528	G. I. War Brides (C)F	Anna Lee-James Ellison	69	8/12/46	b8/10/46
543	Heldorado (WM)F	Roy Rogers-Dale Evans-"Gabby" Hayes	70	12/15/46	b12/23/46
5542	Home in Oklahoma (W-M)F	R. Rogers-G. Hayes-D. Evans	72	11/8/46	b11/2/46
526	Inner Circle (My)F	Adele Mara-William Frawley	65	8/7/46	b12/7/46
529	Invisible Informer (My)A	Linda Sterling-William Henry	57	8/19/46	b8/24/46
527	Last Crooked Mile, The (My)A	D. Barry-A. Savage-T. Powers	67	8/9/46	b8/17/46
5504	Last Frontier Uprising *U	Monte Hale-Adrian Booth	67	2/1/47	
5541	My Pal Trigger (W)F	R. Rogers-D. Evans-G. Hayes	79	7/10/46	b6/22/46
523	Night Train to Memphis (CD)F	Roy Acuff-Allan Lane-Adele Mara	67	7/12/46	b8/3/46
521	One Exciting Week (C)F	Al Pearce-Arline Harris	69	6/8/46	b6/15/46
5503	Out California Way *U (WM)F	Monte Hale-Adrian Booth	67	12/5/46	b12/14/46
532	Plainsman and the Lady (W)F	W. Elliott-V. Ralston-G. Patrick	82	11/15/46	b11/9/46
525	Rendezvous With Annie (C)A	Eddie Albert-Gail Patrick	89	7/22/46	b8/10/46
542	Roll on Texas Moon (W-M)F	R. Rodgers-G. Hayes-Dale Evans	68	9/12/46	b9/14/46
524	Specter of the Rose (D)A	Michael Chekhov-Judith Anderson	90	7/5/46	b5/25/46
533	That Brennan Girl (D)A	James Dunn-Mona Freeman	95	12/23/46	b11/16/46
541	Under Nevada Skies (W)F	R. Rogers-Dale Evans	69	8/26/46	b8/31/46

CURRENT 1946-'47

603	Affairs of Geraldine (C-D)F	Jane Withers-Jimmy Lydon	68	11/18/46	b10/26/46
608	Angel and the Badman (W)F	J. Wayne-G. Russell-I. Rich	100	2/15/46	b2/15/46
641	Apache Rose *U (W-M)F	Roy Rogers-Dale Evans	75	2/15/46	b3/22/47
607	Calendar Girl (M)F	J. Frazee-W. Marshall	88	1/31/47	b2/8/47
604	Fabulous Suzanne (C)	Barbara Britton-Rudy Vallee	71	12/15/46	b12/21/46
605	Ghost Goes Wild, The	James Ellison-Anne Gwynne	66	3/8/47	a5/4/46
610	Hit Parade of 1947	Eddie Albert-Constance Moore	90	3/22/47	a2/22/47
601	I've Always Loved You *T (DM)F	Catherine McLeod-Philip Dorn	117	12/2/46	b8/31/46
606	Magnificent Rogue, The (C-D)A	L. Robert-W. Douglas	74	2/15/47	b11/23/46
602	Pilgrim Lady, The (C-D)A	Warren Douglas-Lynne Roberts	67	1/22/46	b1/25/47
611	Yankee Fakir	D. Frawley-J. Woodbury-C. Bevans	71	4/1/47	

COMING

	Bells of San Angelo *U	Roy Rogers-Dale Evans		
	Blackmail	W. Marshall-A. Mara-S. Bachelor		
	Complex	A. Dekker-L. Stirling-C. Drake		
	End of the Rainbow	Nelson Eddy-Ilona Massey		a3/8/47
	Outcast, The	John Carroll-Vera Ralston		
612	Spoilers of the North	Paul Kelly-Evelyn Ankers	66	4/24/47	a10/5/46

REPUBLIC (Continued)

Prod. No.	COMING		Run Time Mins.	Rel. Date	See Issue of
	That's My Gal *U	Lynne Roberts-Don Barry	66		a9/28/46
	That's My Man	Don Ameche-Catherine McLeod			a3/1/47
	The Trespasser	J. Martin-W. Douglas			
	Web of Danger	Adele Mara- Bill Kennedy			a11/16/46
	Winter Wonderland	L. Roberts-C. Drake	75		a9/14/46
	Wyoming	B. Elliott-V. Ralston			a3/8/47

Westerns (Current)

553	Cherokee Flash (W)F	Sunset Carson-Linda Stirling	55	12/13/46	a3/2/46
664	Homesteaders of Paradise Valley	Allan Lane-Bobby Blake	59	4/1/47	
558	Rio Grande Raiders	Sunset Carson-Linda Stirling	56	9/9/46	
661	Sante Fe Uprising	Allan Lane-Bobby Blake	56	11/15/46	
681	Sioux City Sue (W)F	Gene Autry-Lynne Roberts	69	11/21/46	b11/30/46
662	Stagecoach to Denver (W)F	Allan Lane-Bobby Blake	56	12/23/46	b1/4/47
682	Trail to San Antone (W)F	Gene Autry-Peggy Stewart	57	1/25/47	b2/1/47
683	Twilight on the Rio Grande	G. Autry-S.Holloway-Cass County Boys	71	4/1/47	a9/14/46
663	Vigilantes of Boomtown (W)F	Allan Lane-Bobby Blake	56	2/15/47	b2/15/47

Westerns (Coming)

Along the Oregon Trail *U	Monte Hale-Adrian Booth	
Marshall of Cripple Creek	Allan Lane-Bobby Blake	
Oregon Trail Scouts	Allan Lane-Bobby Blake	
Robin Hood of Texas	Gene Autry-Lynn Roberts-Adele Mara	
Rustlers of Devil's Canyon	Allan Lane-Bobby Blake	
Saddle Pals	Gene Autry-Lynne Roberts	
Song of the Golden West *U	Roy Rogers	
Springtime in the Sierras *U	Roy Rogers-Jane Frazee-Andy Devine	

SCREEN GUILD PRODUCTIONS

CURRENT

4614	Bells of San Fernando	Donald Woods-Gloria Warren	74	3/1/47	a12/14/46
4613	Buffalo Bill Rides Again	Richard Arlen-Jennifer Holt	70	2/15/47	
4615	Bush Pilot	R. Hudson-J. LaRue-A. Willis	65	4/1/47	
HC04	Cassidy of Bar 20	Wm. Boyd-H. Clark-R. Hayden	71	4/1/47	Reissue
4604	Death Valley *C	R. Lowery-H. Gilbert-N. Pendleton	72	7/15/46	a8/21/46
4605	Flight to Nowhere	E. Ankers-A. Curtis	75	8/15/46	a5/13/46
4609	My Dog Shep	Flame (dog)-Tom Neal	60	12/1/46	
4606	'Neath Canadian Skies	R. Hayden-I. Cooper-L. Talbot	41	8/15/46	b8/24/46
4610	North of the Border	R. Hayden-I. Cooper	46	10/1/46	a8/24/46
HC03	Partners of the Plains	Wm. Boyd-H. Clark-R. Hayden	71	3/1/47	Reissue
4611	Queen of the Amazons (D)A	Patricia Morison-Robert Lowery	62	1/15/47	b3/29/47
4612	Renegade Girl (D)F	Alan Curtis-Ann Savage-Jack Holt	65	12/25/46	b3/29/47
4607	Rolling Home (D)F	J. Parker-R. Hayden-P. Blake	67	9/20/46	b2/8/47
HC01	Rustlers Valley	Wm. Boyd-G. Hayes-R. Hayden	60	2/1/47	Reissue
4608	Scared to Death *C	B. Lugosi-J. Compton	65	2/1/47	
4615	Shoot to Kill	R. Wade-E. MacDonald-S. Walters	74	3/15/47	
HC02	Texas Trail	Wm. Boyd-R. Hayden-G. Hayes	59	2/21/47	Reissue

COMING

HC06	Bar 20 Justice	Wm. Boyd-R. Hayden-G. Hayes	65	5/1/47	Reissue
	Case of the Baby Sitter	T. Neal-A. Jenkins-V. Sale			
HC05	Heart of Arizona	Wm. Boyd-G. Hayes-R. Hayden	68	4/12/47	Reissue
	Hollywood Barn Dance	E. Tubb-L. Irving-H. Boyce			
	Killer-Dill	Anne Gywnne-Frank Albertson			

SELZNICK RELEASING ORGANIZATION

COMING

	Duel in the Sun *T (WD)A	J. Jones-G. Peck-J. Cotten	138	4/17/47	b1/4/47
	Paradine Case, The	G. Peck-A. Todd-C. Laughton			
	Portrait of Jennie	J. Jones-J. Cotten			
	Rupert of Hentzau	Louis Jourdan-Valli			
	So in Love	Shirley Temple			

20TH-FOX

CURRENT 1946-'47

634	Anne and the King of Siam (D)F	I. Dunne-R. Harrison-L. Gargan	128	Aug.	b6/8/46
620	Behind Green Lights (D)A	Carole Landis-William Gargan	64	Feb.	b1/19/46
636	Black Beauty (D)F	Mona Freeman-Richard Denning	74	Sept.	b7/20/46
642	Bowery, The	Wallace Beery-Jackie Cooper	84	Oct.	Re-release
633	Centennial Summer *T (M)F	J. Crain-L. Darnell-C. Bennett	102	Aug.	b6/1/46
637	Claudia and David (D)F	Dorothy McGuire-Robert Young	78	Sept.	b7/27/46
648	Dangerous Millions (D)F	Kent Taylor-Dona Drake	69	Dec.	b12/7/46
635	Deadline for Murder (My)A	Sheila Ryan-Kent Taylor	65	Aug.	b6/22/46
640	Home Sweet Homicide (MyC)F	P. Ann Garner-R. Scott	90	Oct.	b7/20/46
638	If I'm Lucky (M)F	V. Blaine-P. Como-H. James	78	Sept.	b8/31/46
632	It Shouldn't Happen to a Dog (CD)F	Carole Landis-Allyn Joslyn	70	July	b6/1/46
646	Margie *T (C-D)F	Jeanne Crain-Alan Young	93	Nov.	b10/19/46
645	My Darling Clementine (W-D)F	H. Fonda-L. Darnell-V. Mature	97	Nov.	b10/12/46
631	Smoky *T (D)F	F. MacMurray-A. Baxter-B. Ives	87	July	b6/15/46
641	Sun Valley Serenade	Sonja Henie-John Payne	86	Sept.	Re-release
639	Three Little Girls in Blue *T (M)F	Haver-Blaine-G. Montgomery	90	Oct.	b9/7/46
649	Wake Up and Dream *T (M)F	John Payne-June Haver	92	Dec.	b11/30/46
644	Wanted for Murder (D)A	Eric Portman-Dulcie Gray	91	Nov.	b4/13/46

CURRENT 1947-'48

709	Alexander's Ragtime Band	T. Power-A. Faye-D. Ameche	106	Mar.	Re-release
711	Backlash (My)A	R. Travis-J. Rogers-L. Blake	66	Mar.	b3/22/47
706	Boomerang (D)A	Dana Andrews-Jane Wyatt	88	Feb.	b1/25/47
707	Brasher Doubloon, The (My)A	G. Montgomery-Nancy Guild	72	Feb.	b2/8/47
710	Carnival in Costa Rica *T (M)F	D. Haymes-C. Holm-C. Romero	96	Mar.	b3/29/47
704	Les Miserables	Fredric March-Chas. Laughton	109	Jan.	Re-release
701	Razor's Edge, The (D)A	T. Power-G. Tierney-J. Payne	146	Jan.	b11/23/46
703	Shocking Miss Pilgrim *T	Betty Grable-Dick Haymes	85	Jan.	b1/4/47
705	Stanley & Livingstone	Spencer Tracy-Richard Green	101	Jan.	Re-release
708	Strange Journey (D)F	Paul Kelly-Osa Massen	67	Feb.	b9/14/46
702	13 Rue Madeleine (D)	Jams Cagney-Annabella	95	Jan.	b12/21/46

COMING

Bob, Son of Battle *T	P. A. Garner-L. McCallister	a9/28/46
Captain from Castile *T	T. Power-J. Peters-C. Romero	
Crimson Key, The	Kent Taylor-Doris Dowling	
Forever Amber *T	L. Darnell-C. Wilde-G. Sanders	
Ghost and Mrs. Muir, The	G. Tierney-R. Harrison-G. Sanders	

Summer Holiday	MGM
Sunset Pass	RKO
Sun Valley Serenade	20th-Fox
Suspense	Mono.
Swamp Fire	Para.
Swell Guy	Univ.
Sweet Genevieve	Col.
Sweetheart of Sigma Chi	Mono.
Swiss Family Robinson	Astor
Swordsman	Col.

T

Tarzan and the Huntress	RKO
Temptation	Univ.
Temptation Harbour	Misc.
Tenth Avenue Angel	MGM
That Brennan Girl	Rep.
That's My Gal	Rep.
That's My Man	Rep.
That Way with Women	WB
The Man I Love	WB
The Time, the Place & the Girl	WB
Thief of Bagdad	FC
These Three	FC
They Made Me a Killer	Para.
They Walk Alone	Col.
They Were Sisters	Univ.
They Won't Believe Me	RKO
Thieves' Holiday	UA
13 Rue Madeleine	20th-Fox
Tihrteenth Hour	Col.
This Happy Breed	Univ.
This Time for Keeps	MGM
Thrill of Brazil	Col.
Three Little Girls in Blue	20th-Fox
Three on a Ticket	PRC
Three Were Thoroughbreds	Col.
Three Wise Fools	MGM
Thunder in the City	Astor
Thunder Mountain	RKO
Till the Clouds Roll By	MGM
Till the End of Time	RKO
Time of Their Lives	Univ.
Time Out of Mind	Univ.
To Each His Own	Para.
Tom Brown's Schooldays	Astor
Too Many Winners	PRC
Traffic in Crime	Rep.
Tragic Symphony	Monogram
Trail Street	RKO
Trap, The	Mono.
Treasure of the Sierra Madre	WB
Trespasser, The	Rep.
Trouble With Women	Para.
Truth About Murder	RKO
Twin Sombreros	Col.
Two Guys From Milwaukee	WB
Two Guys From Texas	WB
Two Mrs. Carrols	WB
Two Sisters From Boston	MGM
Two Smart People	MGM
Two Years Before the Mast	Para.
Tycoon	RKO

U

Uncle Andy Hardy	MGM
Unconquered	Para.
Undercover Maisie	MGM
Undercurrent	MGM
Under Nevada Skies	Rep.
Under the Tonto Rim	RKO
Unfaithful	WB
Unfinished Dance	MGM
Unknown, The	Col.
Unsuspected, The	Warner Bros.
Untamed Fury	PRC

V

Vacation Days	Mono.
Vacation in Reno	RKO
Valley of the Zombies	Rep.
Variety Girl	Para.
Vendetta	UA
Verdict	WB
Vigiliantes Return	Univ.
Violence	Mono.
Voice of the Turtle	WB

W

Wake Up and Dream	20th-Fox
Wallflower	Warner Bros.
Walls Came Tumbling Down	Col.
Wanted for Murder	20th-Fox
Web of Danger	Rep.
Wedding Night	FC
Welcome Stranger	Para.
Well Groomed Bride	Para.
Welldigger's Daughter	Misc.
When the Daltons Rode	Univ.
Where There's Life	Para.
While the Sun Shines	Misc.
Whiplash	WB
White Cradle Inn	Misc.
White Tie and Tails	Univ.
Who Killed Doc Robin	UA
Wicked Lady	Univ.
Wife Wanted	Mono.
Wild Beauty	Univ.
Wild Bill Hickok Rides	WB
Wild Harvest	MGM
Wild West	PRC
Winter Wonderland	Rep.
Without Reservations	RKO
Woman in White	WB
Woman on the Beach	RKO
Wyoming	Rep.

Y

Yankee Fakir	Rep.
Yearling, The	MGM
Years Between	Univ.
You Can't Cheat an Honest Man	Univ.

TITLE CHANGES

"Broadway Baby" (Col.) now
LITTLE MISS BROADWAY

"The Lady from Shanghai" (Col.) now
THE GIRL FROM SHANGHAI

"The Rich, Full Life' '(MGM) now
CYNTHIA

"Gangway for Murder" (PRC) now
KILLER AT LARGE

"Western Barn Dance" (SG) now
HOLLYWOOD BARN DANCE

NEW PICTURES STARTED LAST WEEK

COLUMBIA

Blondie in the Dough — Principals: Penny Singleton, Arthur Lake, Larry Simms, Hugh Herbert. Director, Abby Berlin.

Sweet Genevieve — Principals: Jean Porter, Jimmy Lydon. Director, Arthur Dreifuss.

PRC

Pioneer Justice—Principals: Al LaRue, Fuzzy St. John, Jennifer Holt. Director, Ray Taylor.

RKO

Mourning Becomes Electra—Principals: Rosalind Russell, Michael Redgrave, Raymond Massey. Director, Dudley Nichols.

Counterpoint — Principals: Dana Andrews, Merle Oberon, Ethel Barrymore. Director, John Cromwell.

REPUBLIC

Robin Hood of Texas—Principals: Gene Autry, Lynn Roberts, Adele Mara. Director, Lesley Selander.

Along the Oregon Trail—Principals: Monte Hale, Adrian Booth. Director, R. G. Springsteen.

ADVANCE DATA
On Forthcoming Product

DEEP VALLEY (WB) *Drama Principals*: Ida Lupino, Dane Clark, Wayne Morris. *Director*, Jean Negulesco. *Plot*: An unhappy girl who lives with her surly father and bedridden mother in the California mountains, falls in love with a convict working in a road gang. When he escapes from the gang, she leads him to her secret retreat in a hidden valley. As the posse closes in on them, she hides him in her father's barn but he is wounded while escaping. She trails him to a valley, where he dies as they try to comfort each other.

ATLANTIS (UA) *Drama. Principals*: Maria Montez, Jean-Pierre Aumont, Dennis O'Keefe. *Director*, Arthur Ripley. *Plot*: Two French officers find the fabled land of Atlantis which, according to legend, is ruled by the most cruel and seductive woman in the world. One of the officers proves to be the only man who ever repulsed the beautiful Queen, and she plots a terrible revenge against him, causing his death at the hands of his friend. The friend, desperately and tragically in love with the Queen, nevertheless returns to his native home, feeling that his guilt will always be between them. His incredulous story is laughed at and he is considered unbalanced. When the Queen sends for him, he mounts his camel and rides off to Atlantis.

20TH-FOX (Continued)

Prod. No.			Run Time Mins.	Rel. Date	See Issue of
	COMING				
	Homestretch *T	Maureen O'Hara-Cornel Wilde			a8|17/46
	I Wonder Who's Kissing Her Now *T	June Haver-Mark Stevens			a9/14/46
	Jewels of Brandenburg	Richard Travis-Micheline Cheirel			
	Late George Apley, The (D)A	Ronald Colman-Peggy Cummins	98		b2/3/47
	Meet Me At Dawn (C-D)F	William Eythe-Hazel Court	99		b1/18/47
	Miracle on 34th St	J. Pane-M. O'Hara			a2/15/47
	Moss Rose	V. Mature-P. Cummins-E. Barrymore			
	Mother Wore Tights *T	B. Grable-D. Dailey-P. A. Garner			a11/16/46
	Scudda Hoo, Scudda Hay *T	J. Haver-L. McCallister-A. Revere			
	Second Chance	K. Taylor-Louise Currie-D. Hoey			

UNITED ARTISTS

CURRENT 1945-1946				
	Caesar and Cleopatra *T (D)A	Claude Rains-Vivien Leigh	126	8/16/46 b12/22/46
	Outlaw, The (D)A	Jane Russell-Walter Huston	115	2/8/46 b3/23/46
	Thieves' Holiday	G. Sanders-S. Hasso-C. Landis	100	7/19/46 b7/13/46
CURRENT 1946-'47				
	Abie's Irish Rose (C)F	Joanne Dru-Michael Chekhov	96	12/27/46 b11/30/46
	Angel on My Shoulder (C-D)A	P. Muni-A. Baxter-C. Rains	100	9/16/46 b9/21/46
	Bachelor's Daughters, The (C)F	G. Russell-C. Trevor-A. Dvorak	90	9/6/46 b9/14/46
	Chase, The (D)A	Robert Cummings-Michele Morgan	85	11/22/46 b10/19/46
	Devil's Playground, The (W)F	William Boyd-Andy Clyde	65	11/15/46 b9/21/46
	Fabulous Dorseys, The (M)F	T. Dorsey-J. Dorsey-J. Blair	87	2/21/47 b3/1/47
	Fool's Gold (W)F	William Boyd-Andy Clyde	65	1/31/47 b10/12/46
	Fun on a Weekend	Priscilla Lane-Eddie Bracken	93	3/14/47
	Little Iodine (C)F	Jo Ann Marlowe-Marc Cramer	57	10/11/46 b9/14/46
	Macomber Affair, The (D)A	Gregory Peck-Joan Bennett	90	3/21/47 b1/25/47
	Mr. Ace (D)A	George Raft-Sylvia Sidney	82	8/2/46 b8/31/46
	Private Affairs of Bel Ami, The (D)A	George Sanders-Angela Lansbury	115	3/7/47 b3/1/47
	Red House, The (My)A	Ed. G. Robinson-L. McCallister	98	2/7/47 b2/8/47
	Sin of Harold Diddlebock, The	H. Lloyd-R. Walburn-J. Conlin	89	4/4/47 a2/9/46
	Strange Woman, The (D)A	H. Lamarr-G. Sanders-L. Hayward	100	10/25/46 b11/2/46
	Susie Steps Out (C-D)F	David Bruce-Cleatus Caldwell	65	12/13/46 b11/23/46
	Unexpected Guest, The (W)F	Wm. Boyd-Andy Clyde	60	3/28/47 b12/14/46
COMING				
	Atlantis	Maria Montez-Jean Pierre-Aumont		
	A Miracle Can Happen	James Stewart-Henry Fonda		
	Adventure of Don Coyote *C	Richard Martin-Frances Rafferty		
	Arch of Triumph	Ingrid Bergman-Charles Boyer		a9/28/46
	Body and Soul	John Garfield-Lillie Palmer		
	Carnegie Hall (D-M)A	M. Hunt-W. Prince-M. O'Driscoll	134	b3/1/47
	Christmas Eve	G. Raft-G. Brent-R. Scott-J. Blondell		a3/29/47
	Copacabana	C. Miranda-A. Russell-G. Marx		
	Curly *C	Frances Rafferty-Larry Olsen		a5/25/46
	Dangerous Venture (W)F	A. Clyde-W. Boyd-B. Alexander	59	a2/22/47
	Dishonored Lady	H. Lamarr-D. O'Keefe-J. Loder		a9/21/46
	Fabulous Joe	Walter Abel-Margot Grahame		
	Fanny By Gaslight	James Mason-Phyllis Calvert		
	Heaven Only Knows	Robert Cummings-Brian Donlevy		a1/4/47
	Henry the Fifth (D)F *T	L. Olivier-R. Asherson	134	b4/27/46
	Here Comes Trouble	William Tracy-Patti Morgan		a8/24/46
	Hoppy's Holiday	William Boyd-Mary Ware		
	Little Prince, The *T	Feature-Length Cartoon		
	Monsieur Verdoux	Charles Chaplin-Martha Raye		a3/29/47
	New Orleans	Arturo De Cordova-Dorothy Patrick	89	4/18/47
	Other Love, The	Barbara Stanwyck-David Niven		
	Personal Column	George Sanders-Lucille Ball		
	Ramrod (W-D)A	J. McCrea-V. Lake-D. DeFore	94	5/2/47 b3/1/47
	Stampede	John Wayne-Walter Brennan		
	Stork Bites Man	Jackie Cooper-Gene Roberts		a2/15/47
	Stray Lamb, The	J. Cagney-S. Sidney-E. Bracken		
	Vendetta	Hillary Brooke-Faith Domergue		
	Who Killed Doc Robin	E. Janssen-L. Olsen-D. Belding		

UNIVERSAL-INTERNATIONAL

CURRENT 1945-1946				
543	Black Angel, The (D)A	D. Duryea-J. Vincent-P. Lorre	80	8/2/46 b8/3/46
541	Canyon Passage *T (D)F	D. Andrews-B. Donlevy-S. Hayward	92	7/26/46 b7/20/46
542	Cuban Pete (M)F	Desi Arnaz-Ethel Smith	60	7/26/46 b7/27/46
539	Danger Woman (D)A	B. Joyce-D. Porter-P. Morison	60	7/12/46 b7/13/46
540	Dark Horse (C)F	Phil Terry-Ann Savage	59	7/19/46 b7/20/46
547	Dead of Night (D)A	Michael Redgrave-Googie Withers	77	8/23/46 b7/6/46
538	Her Adventurous Night	Dennis O'Keefe-Helen Walker	76	7/5/46 b6/29/46
548	Killers, The (My)A	Ava Gardner-Albert Dekker	102	8/30/46 b8/17/46
549	Little Miss Big (D)F	Fay Holden-Beverly Simmons	61	8/30/46 b9/7/46
	Overlanders, The (D)F	Chips Rafferty-John Hayward	91	b9/28/46
544	Slightly Scandalous (C-M)F	Fred Brady-Paula Drew	63	8/2/46 b8/3/46
1065	They Were Sisters (D)A	Phyllis Calvert-James Mason	108	9/20/46 b7/27/46
546	Time of Their Lives, The (C)F	Abbott & Costello	82	8/16/46 b8/17/46
550	White Tie and Tails (C-D)A	Dan Duryea-Ella Raines-William Bendix	77	8/30/46 b9/14/46
545	Wild Beauty (D)F	Don Porter-Lois Collier	61	8/9/46 b8/17/46
CURRENT 1946-'47				
612	Buck Privates Come Home (C)F	Bud Abbott-Lou Costello	77	April b3/15/47
	Dark Mirror, The (My)A	O. DeHavilland-Lew Ayres	85	Oct. b10/15/46
	Destry Rides Again	Marlene Dietrich-James Stewart	94	Mar. Re-issue
607	I'll Be Yours (C-M)F	D. Durbin-T. Drake-W. Bendix	93	Jan. b1/25/47
	I Stole a Million	G. Raft-C. Trevor-D. Foran	78	April Re-issue
602	Magnificent Doll (D)F	G. Rogers-D. Niven-B. Meredith	94	Nov. b11/23/46
610	Michigan Kid *C (W)F	John Hall-Rita Johnson	69	Mar. b2/15/47
1066	Notorious Gentleman, The (D)A	Rex Harrison-Lilli Palmer	106	Nov. b2/16/46
608	Song of Scheherazade *T (M)F	Y. DeCarlo-B. Donlevy-J. P. Aumont	106	Mar. b2/1/47
609	Smash-Up, The Story of a Woman (D)A	S. Hayward-L. Bowman-E. Albert	102	Mar. b2/8/47
606	Swell Guy (D)A	Sonny Tufts-Ann Blyth	86	Jan. b12/14/46
604	Temptation (D)A	M. Oberon-G. Brent-C. Korvin	98	Dec. b12/14/46
	When the Daltons Rode	R. Scott-K. Francis-B. Donlevy	81	Mar. Re-issue
605	Wicked Lady, The (D)A	M. Lockwood-J. Mason-P. Roc	98	Jan. b1/12/47
	You Can't Cheat an Honest Man	W. C. Fields-Edgar Bergen	73	April Re-issue
COMING				
	A Lady Surrenders (D)A	Margaret Lockwood-Stewart Granger	113	b10/12/46
	Brief Encounter (D)A	Celia Johnson-Trevor Howard	86	b8/31/46
	Brute Force	B. Lancaster-H. Cronyn-C. Bickford		
	Captive Heart, The (D)A	Michael Redgrave-Mervyn Johns	108	b4/13/46
	Egg and I, The (C)F	Claudette Colbert-Fred MacMurray	108	b3/23/47
	For the Love of Mary	D. Durbin-J. Hall-D. O'Connor		
	Great Expectations (D)	John Mills-Valerie Hobson	116	b12/21/46

UNIVERSAL-INTERNATIONAL (Continued)

Prod. No.			Run Time Mins.	Rel. Date	See Issue of
	COMING				
	I Know Where I'm Going (D)F	W. Hiller-R. Livesy-P. Brown	91		b1/5/46
	Ivy	Joan Fontaine-Patric Knowles			
	Jeopardy	Vincent Price-Ella Raines			
	Johnny Frenchman	Francoise Rosay-Patricia Roc	104		
	Lost Love, The	S. Hayward-R. Cummings-J. Loring			
	Magic Bow, The (D-M)F	Stewart Granger-Phyllis Calvert	106		b9/28/46
	My Heart Goes Crazy *T (M)F	Sid Field-Greta Gynt	120		b9/7/46
	Odd Man Out (D)A	James Mason-Robert Newton	116		b2/15/47
	Oh Say Can You Sing	Sheila Ryan-Fred Brady			a5/25/46
	Pirates of Monterey *T	Maria Montez-Rod Cameron-P. Reed			a5/25/46
	Secret Beyond the Door, The	Joan Bennett-Michael Redgrave			
	Singapore	F. MacMurray-A. Gardner-P. Dorn			
	Slave Girl *T	Yvonne deCarlo-George Brent			a8/17/46
611	Stairway to Heaven *T (D)A	David Niven-Raymond Massey	104		b11/16/46
	This Happy Breed *T	Robert Newton-Celia Johnson	110		
	Time Out of Mind (D)A	P. Calvert-R. Hutton-E. Raines	88		b3/22/47
	Vigilantes Return *C	Jon Hall-Margaret Lindsay			a7/13/46
	Years Between, The	M. Redgrave-V. Hobson-F. Robson			
	Westerns (Current)				
1107	Gunman's Code (W-M)F	Kirby Grant-Fuzzy Knight	57	8/30/46	b11/9/46
1106	Lawless Breed	Kirby Grant-Fuzzy Knight	56	8/15/46	
1105	Rustlers' Roundup (W-M)F	Kirby Grant-Fuzzy Knight	65	8/9/46	b2/22/47

WARNER BROS.

	CURRENT 1945-1946				
523	Night and Day *T (BM)	C. Grant-A. Smith-J. Wyman	128	8/3/46	b7/13/46
522	Of Human Bondage (D)A	P. Henreid-E. Parker-J. Knowles	105	7/20/46	b7/6/46
521	Stolen Life (D)A	B. Davis-G. Ford-W. Brennan	107	7/6/46	b5/4/46
524	Two Guys From Milwaukee (C)F	Dennis Morgan-Joan Leslie	90	8/17/46	b7/27/46
	CURRENT 1946-'47				
613	The Beast With Five Fingers (H)	Robert Alda-Andrea King	88	2/8/47	b12/21/46
601	Big Sleep, The (My)A	Humphrey Bogart-Lauren Bacall	118	8/31/46	b8/17/46
603	Cloak and Dagger (D)A	Gary Cooper-Lilli Palmer	106	9/28/46	b9/7/46
605	Deception (D)A	B. Davis-P. Henreid-C. Rains	112	10/26/46	b10/19/46
612	Humoresque (D)A	J. Crawford-J. Garfield-O. Levant	126	1/25/47	b12/23/46
608	Kings Row	A. Sheridan-R. Cummings-R. Reagan	127	12/7/46	Reissue
606	Never Say Goodbye (C)F	Errol Flynn-Eleanor Parker	96	11/9/46	b10/26/46
614	Nora Prentiss (D)A	A. Sheridan-K. Smith-R. Alda	113	2/22/47	b2/8/47
604	Nobody Lives Forever (D)A	J. Garfield-G. Fitzgerald	100	10/12/46	b9/28/46
615	Pursued	Teresa Wright-Robert Mitchum	101	3/2/47	
602	Shadow of a Woman (D)A	Andrea King-Helmut Dantine	78	9/14/46	b8/17/46
616	That Way With Women (C)F	S. Greenstreet-M. Vickers-D. Clark	85	3/29/47	b2/15/47
611	The Man I Love (D)A	Ida Lupino-Robert Alda	97	1/11/47	b12/28/46
610	The Time, the Place and the Girl *T (CM)F	D. Morgan-J. Carson-J. Wyman	108	12/28/46	b12/14/46
607	Verdict, The (D)A	S. Greenstreet-P. Lorre-J. Lorring	86	11/23/46	b11/9/46
609	Wild Bill Hickok Rides	C. Bennett-B. Cabot-W. William	72	12/7/46	Reissue
	COMING				
	Cheyenne	Dennis Morgan-Jane Wyman			a9/7/46
	Cry Wolf	Errol Flynn-Barbara Stanwyck			a9/7/46
	Dark Passage	H. Bogart-L. Bacall-A. Moorehead			
	Deep Valley	Dane Clark-Ida Lupino-Wayne Morris			
	Escape Me Never	E. Flynn-I. Lupino-G. Young			a3/8/46
	Life with Father *T	I. Dunne-W. Powell-E. Taylor			a9/14/46
620	Love and Learn (C-M)A	J. Carson-R. Hutton-M. Vickers-J. Paige	83	5/3/47	b3/29/47
	My Wild Irish Rose *T	Dennis Morgan-Andrea King			
	Night Unto Night	V. Lindfors-R. Reagan-B. Bennett			
	Possessed	J. Crawford-Van Heflin-R.Massey			
618	The Sea Hawk	Errol Flynn-Claude Rains	109	4/26/47	Reissue
619	The Sea Wolf	E. G. Robinson-I. Lupino-J. Garfield	87	4/25/47	Reissue
617	Stallion Road (D)A	R. Reagan-A. Smith-Z. Scott	97	4/12/47	b3/22/47
	Treasure of the Sierra Madre	H. Bogart-W. Huston-T. Holt			
	Two Guys From Texas *T	J. Carson-D. Morgan-D. Malone			
	Two Mrs. Carrolls, The	H. Bogart-B. Stanwyck-A. Smith			a11/24/46
	Unfaithful, The	A. Sheridan-Z. Scott-L. Ayres			
	Unsuspected, The	Joan Caulfield-Claude Rains			
	Voice of the Turtle	R. Reagan-E. Parker-E. Arden			
	Wallflower	Robert Hutton-Joyce Reynolds			
	Whiplash	D. Clark-A. Smith-S. Z. Sakall			
	Woman in White, The	A. Smith-E. Parker-S. Greenstreet			

BRITISH PRODUCT (U. S. Distribution Not Set)

	Beware of Pity (D)A	Lilli Palmer-Albert Lieven	105	Rank	b6/29/46
	Carnival (D)A	Sally Gray-Michael Wilding	93	Rank	b10/26/46
	Green Fingers (D)A	Robert Beaty-Carol Raye	85	ABPC	b10/26/46
	Green for Danger (My)A	Sally Gray-Trevor Howard	91	Rank	b12/14/46
	Hue and Cry (D)F	Alastair Sim-Valerie White	82	Rank	b2/22/47
	Laughing Lady *T (M)F	Anne Zeigler-Webster Booth	90	ABPC	b10/26/46
	Men of Two Worlds *T (D)A	Phyllis Calvert-Eric Portman	109	Rank	b7/27/46
	Nicholas Nickelby (D)F	Cedric Hardwicke-Sally Howes	105	Rank	b3/22/47
	Root of All Evil (D)A	Phyllis Calvert-Michael Rennie	110	Rank	b2/22/47
	School for Secrets (D)F	Ralph Richardson-Pamela Matthews	108	Rank	b11/16/46
	While the Sun Shines (C)A	Barbara White-Ronald Howard	89	ABPC	b2/8/47

MISCELLANEOUS

	A Dairy for Timothy (Doc)F	Documentary	40	Eng. Films	b12/28/46
	Adventure For Two (D)F	Laurence Olivier-Penelope Ward	89		b12/22/45
	Angel and Sinner (D)A	Micheline Preslie-Louis Salou	86	A.F.E.	b3/1/47
	A Yank in Rome (D)F	Valentina Cortese-Leo Dale	97	Film Rights	b3/22/47
	Battle for Music (Doc)F	London Philharmonic	74	Four Conts	b10/30/45
	Before Him All Rome Trembled (D-M)A	Anna Magnani-Gina Sinimberghi	105	Superfilm	b3/1/47
	Carmen (D)A	Viviane Romance-Jean Marais	101	Superfilm	b12/7/46
	Clandestine (D)A	Constant Remy-Suzy Carrier	89	W. Hem.	b1/18/47
	Devil's Hand, The (D)A	Pierre Fresnay-Josseline Gael	80		b11/16/46
	Francis the First (C)A	Fernandel-Mona Goya	90	Vog Films	b1/25/47
	Ivan the Terrible (D)A	N. Cherkassov-L. Tselikovskaya	96	Artkino	b3/15/47
	Journey Together (D)F	Ed. G. Robinson-Bessie Love	80	Eng. Films	b3/9/46
	Laughing Lady *T (M)F	Anne Zeigler-Clifford Booth	90		b10/26/46
	Love on the Dole (D)A	Deborah Kerr-Clifford Evans	89	Four Conts	b10/20/45
	Les Miserables (D)A	Henry Baur-Charles Dullin	193	Dis. Films	b12/21/46
	Man from Morocco, The (D)F	Anton Walbrook-Margaretta Scott	89	Eng. Films	b11/30/46
	Nicholas Nickelby (C-D)F	Derek Bond-Sir Cedric Hardwicke	105	Univ.	b3/22/47
	Queen for a Night (O)A	Gurlie Lemon Bernhard-G. Bjoerling	89	Saga Films	b1/4/47
	Raider, The *T (Wa)F	Documentary	70		b10/5/46
	Resistance (D)A	Lucien Coedel-Yvonne Gaudeau	80	VOG	b7/6/46
	School for Danger (Doc)F	Capt. H. Ree-J. Nearne	60	Eng. Films	b2/22/47
	The Story of the Pope (Doc.)F	Documentary	60	Chap Films	b12/21/46
	Swing, Cowboy, Swing (W-M)F	C. Shrum-D. Weston-A. Lee	57	Westernair	b9/7/46
	Temptation Harbour (D)A	Robert Newton-Simone Simon	110	Pathe	b3 29/47
	Welldigger's Daughter, The (C)A	Raimu-Fernandel	122	Siritsky	b10/5/46
	White Cradle Inn (D)F	M. Carroll-I. Hunter-M. Rennie	83	Br. Lion	b3/29/47

NATIONAL REVIEWING COMMITTEES' CLASSIFICATIONS

FEAR IN THE NIGHT (Para.)

MATURE—National Board of Review.

MATURE FAMILY—Gen. Federation of Women's Clubs.

THIRTEENTH HOUR (Col.)

CLASS A—SEC. 1—National Legion of Decency.

MATURE FAMILY—Gen. Federation of Women's Clubs.

BRASHER DOUBLOON (20th-Fox)

CLASS A—SEC. 1—National Legion of Decency.

ADULT—Gen. Federation of Women's Clubs.

BUCK PRIVATES COME HOME (Univ.)

CLASS A—SEC. 1—National Legion of Decency.

FAMILY—Gen. Federation of Women's Clubs.

BIG TOWN (Para).

CLASS A—SEC. II—National Legion of Decency.

ADULT—Gen. Federation of Women's Clubs.

The authorities quoted in this column are as follows:

GENERAL FEDERATION OF WOMEN'S CLUBS. The motion picture committee is headed by Mrs. Arretus F. Burt, chairman, of St. Louis. Two reviewing committees are maintained—Mrs. Harry Lilly, New York, Eastern Committee chairman; Mrs. John Sterns Thayer, Los Angeles, Western Committee chairman. Designations used: FAMILY—8 years and up; MATURE FAMILY—14 years and up; ADULTS—Senior High School Students and Adults; **—indicates pictures is rated as "Exceptional."

NATIONAL BOARD OF REVIEW: Founded in 1909 "to represent the interest of the motion picture public." The reviewing committee consists of some 300 men and women of all ages, "representing a cross-section of public taste." Designations used: FAMILY—14 years of age and up (recommendations for age groups under 14 are by Schools M. P. Committee of the National Board); MATURE—18 years old up; *—indicates picture "especially worth seeing."

NATIONAL LEGION OF DECENCY: Committee of International Federation of Catholic Alumnae reviews pictures and publishes its classifications for guidance of members of the Legion—composed of those members of the Catholic Church who join the Legion. Designations used: Class A—Section I — Unobjectionable for General Patronage; Class A—Section II—Unobjectionable for Adults; Class B—Objectionable in Part; Class C—Condemned.

SHORT Booking GUIDE

Short subjects are listed by series under headings of companies distributing them. Numerals in parenthesis following series title indicate number of releases in that group announced for, or sold for, the season. Numerals at left of titles is production or release number. Films reviewed are indicated by reviewers' ratings following titles. Third column gives running time of the subject and final column refers to date on which review of the subject was published.

COLUMBIA
1946-'47

ALL-STAR COMEDIES (10)

8431	Society Mugs	Fair	16	12/28/46
8432	So's Your Antenna	Juvenile	17	11/18/46
8433	Slappily Married	Nonsense	16½	12/ 7/46
8434	Moron Than Off	Fair	18	2/ 8/47
8435	Andy Plays Hookey	Fair	18	3/15/47
8436	Meet Mr. Mischief		17½	
8437	Scooper Dooper		18	
8438	The Good Bad Egg		17	
8439	Bride and Gloom		16	

ASSORTED 2-REEL COMEDIES (6)

8421	Pardon My Terror		16½	
8422	Honeymoon Blues	Dull	17	11/16/46
8423	Reno-vated		17	
8424	Hot Heir		16½	
8425	Cupid Goes Nuts			

THREE STOOGES COMEDIES (10)

8401	G. I. Wanna Home		15½	
8402	Rhythm and Weep	Fair	17½	11/ 2/46
8403	Three Little Pirates	Funny	18	3/15/47
8404	Half-Wit's Holiday	Funny	17½	3/29/47
8405	Fright Night		17	
8406	Out West		17½	

COLOR RHAPSODIES—Technicolor (10)

8501	Loco Lobo	Cute	6	12/ 7/46
8502	Cockatoos for Two		6	
8503	Big House Blues		7	

COLOR PHANTASIES (12)

8701	Fowl Brawl		6	
8702	Uncultured Vulture		6	
8703	Wacky Quacky		6	
8704	Leave Us Chase It			

COMMUNITY SINGS (12)

8651	No. 1 (Leibert) The Gypsy		9½	
8652	No. 2 (Bakers) It's a Pity to Say Goodnight	Entertaining	10½	11/ 2/46
8653	No. 3 (Leibert) Surrender	Good	10½	11/16/46
8654	No. 4 (Baker) Pretending			
8655	No. 5 (Leibert) Rumors Are Flying	Singable	9½	3/15/47
8656	No. 6 (Baker) Ole Buttermilk Sky		10	
8657	No. 7 (Leibert) The Coffee Song & Open the Door, Richard			
8658	No. 8 (Baker) I'll Close My Eyes			

THRILLS OF MUSIC (12)

8951	Jerry Wald & Orch		10	
8952	Machito & Orch	Good	10½	11/16/46
8953	Les Elgart & Orch	Fair	10	1/25/47
8954	Ray McKinley & Orch		9½	
8955	Shorty Sherock & Orch		8½	
8956	Buddy Morrow & Orch		9½	
8957	George Towne & Orch			

SCREEN SNAPSHOTS (12)

8851	No. 1 (Radio Characters)		10	
8852	No. 2 (Looking Down on Hollywood	Good	10	11/16/46
8853	No. 3 (Rodeo)	Very Good	10	2/ 8/47
8854	No. 4 (Skolsky Party)		9½	
8855	No. 5 (Movie Columnists)	Interesting	9	3/15/47
8856	No. 6 (Behind the Mike)	Fair	9	3/29/47
8857	No. 7 (Holiday in Las Vegas)		10	
8858	No. 8 My Pal Ringeye (Smiley Burnette)		10	

SPORTS REELS (12)

8801	Army Football Champions	Excellent	11	11/ 2/46
8802	Ten Pin Magic	Fair	10	11/16/46
8803	Hi-Li	Interesting	9½	12/28/46
8804	Best in Show (Dogs)		9	
8805	Polo			
8806	Cue Tricks			
8807	Tennis Wizards			
8808	Goofy Golf			

SERIALS

8120	Son of the Guardsmen	15 Chaps. 20		10/26/46
8140	Jack Armstrong	15 Chap. 20-25		3/ 1/47

METRO-GOLDWYN-MAYER
1946-'47

MGM TECHNICOLOR CARTOONS (16)

W-831	Henpecked Hoboes			
W-832	Cat Fishin'		8	

PETE SMITH SPECIALTIES (10)

S-851	Football Thrills of 1945		10	
S-852	Sure Cures	Excellent	10	10/ 5/46
S-853	I Love My Husband But			
S-854	Playing By Ear			
S-855	Athletiquiz			
S-856	Diamond Demon	Amazing	10	3/ 1/46
S-857	Early Sports Quiz		9	

TWO REEL SPECIALS (4)

A-801	Luckiest Guy in the World			

PASSING PARADE (6)

K-871	A Really Important Person			

TRAVELTALKS

T-811	Glimpses of California			
T-812	Calling on Costa Rica		10	

TOM & JERRY CARTOONS

W-833	Part Time Pal		8	

PARAMOUNT
1946-'47

NOVELTOONS—Technicolor (65)

P6-1	Spree for All	Good Start	7	10/26/46
P6-2	Stupidstitious Cat			
P6-3	Enchanted Square			

PACEMAKERS (6)

K6-1	Brooklyn I Love You	Superb	10	10/26/46
K6-2	Love in Tune	Different	9½	11/16/46
K6-3	Radio, Take It Away	Swell Satire	11	3/ 1/47
K6-4	Try and Catch Me		9	

POPULAR SCIENCE—Magnacolor (6)

J6-1	No. 1	Average	11	11/16/46
J6-2	The Sponge Divers	Fair	11	1/25/46
J6-3	Air-Borne Pastures	Good	11	2/ 8/47
J6-4	Marine Miracles			

SPORTLIGHTS (10)

R6-1	Race Horses Are Born	Good	9	10/26/46
R6-2	Dive-Hi Champs	Good	10	11/16/46
R6-3	Queen of the Court	Very Good	10	1/25/46
R6-4	Like Father—Like Son	Interesting	10	1/25/46
R6-5	Jumping Jacks	Excellent	9½	3/15/47
R6-6	Selling the Sun	Excellent	10	2/ 8/47
R6-7	Under White Sails		9	
R6-8	Iced Lightning			

UNUSUAL OCCUPATIONS—Magnacolor (6)

L6-1	No. 1	Average	10	11/16/46
L6-2	Swedish Glass Makers	Interesting	10	2/ 5/47
L6-3	G.I. Hobbies		11	

SPEAKING OF ANIMALS (6)

Y6-1	Stork Crazy	Very Good	10	1/25/47
Y6-2	Pooch Parade	Good	10	1/25/47
Y6-3	Country Life		9	
Y6-4	They're Not So Dumb		8	

MUSICAL PARADES (6)

FF6-1	Sweet and Low		19	

GEORGE PAL PUPPETOONS—Technicolor (6)

U6-1	Wilbur the Lion		9	

POPEYE (6)

E6-1	Abusement Park		7	

TWO REEL SPECIAL

37	Two Decades of History		22½	

LITTLE LULU

D6-1	Loose in the Caboose			

RKO RADIO
1946-'47

EDGAR KENNEDY (6)

73401	I'll Build It Myself	Hilarious	15	10/26/46
73402	Do Or Diet	Good	18	3/15/47

FLICKER FLASHBACKS (8)

74201	No. 1	Excellent	9	10/25/46
74202	No. 2	Good	9	11/16/46
74203	No. 3		8	
74204	No. 4		10	
74205	No. 5		8	

RAY WHITLEY MUSICALS (4)

73501	Bar Buckaroo		16	
73502	Cupid Rides the Range		18	
73503	Bandits and Ballads		17	
73504	A Buckaroo Broadcast		18	

SPORTSCOPES (13)

74301	Skating Lady	Smooth	8	10/26/46
74302	Hall Notre Dame		9	
74303	Bowling Fever	Fair	8	12/26/46
74304	Kentucky Basketeers	Excellent	8	1/25/46
74305	College Climbers		8	
74306	Ski Champion	Excellent	8	3/15/47
74307	Ice Skippers		8	

THIS IS AMERICA (13)

73101	Beauty for Sale	Interesting	17	12/ 7/46
73102	Germany Today	Informative	16	1/25/46
73103	A Nation Is Born		20	
73104	Campus Boom	Timely	16	3/15/47
73105	San Francisco—Pacific Gateway	Excellent	16	3/22/47

MUSICAL FEATURETTES (4)

73201	Melody Time	Very Good	18	1/25/47
73202	Follow That Music		18	

SPECIAL

73901	Football Highlights of 1946		20	

LEON ERROL

73701	Borrowed Blonde	Fair	15	3/29/47
73702	Wife Tames Wolf		17	

WALT DISNEY

64116	Rescue Dog		7	
64118	Figaro and Frankie	Good	7	3/29/47

20th CENTURY-FOX
1946-'47

MOVIETONE ADVENTURES—Technicolor (12)

7201	Fantasy of Siam	Excellent	8	2/ 8/47
7202	Royalty of the Range	Interesting	9	3/29/47
7203	Harvest of the Sea	Interesting	9	3/29/47
7251	Sons of Courage		8	
7252	Jamaica	Excellent	8	10/26/46
7253	Historic Capetown	Excellent	8	9/21/46
7254	Girls and Gags		8	
7255	The Cape of Good Hope			
7256	Zululand	Interesting	8	3/29/47
7257	Gardens of the Sea			
7258	Romance of the Fjords			
7259	Sweden			

SPORTS REVIEWS—Technicolor (6)

7301	Football Fanfare	Good	8	3/14/46
7302	Style of the Stars	Good	10	3/29/47
7303	Tanbark Champion			
7304	Riding the Winds			
7351	Winter Holiday	Good	8	9/21/46
7352	Summer Trails	Beautiful	8	1/25/46
7353	Playtime's Journey		8	

TERRYTOONS—Technicolor (20)

7501	Winning the West	Good	7	9/14/46
7502	The Tortoise Wins Again	Good	7	8/17/46
7503	The Eltctronic Mouse Trap	Very Good	7	2/ 8/47
7504	The Jail Break	Fine	7	10/ 5/46
7505	The Snow Man		7	
7506	The Housing Problem	Funny	7	9/21/46
7507	The Crockpot King	Wonderful	7	1/25/46
7508	The Uninvited Pests		7	
7509	Mighty Mouse and the Hep Cat	Very Good	7	1/25/47
7510	Beanstalk Jack		7	
7511	Crying Wolf		7	
7512	McDougal's Rest Farm	Very Funny	7	3/28/47
7513	Dead End Cats		7	
7514	Happy Go Lucky		7	
7515	Mexican Baseball		7	
7516	Aladdin's Lamp		7	
7517	Cat Trouble		7	
7518	Sky Is Falling		7	
7519	The Intruder		7	
7520	Mighty Mouse Meets Deadeye Dick		7	

MARCH OF TIME (13)

1	Is Everybody Happy		18	
2	World Food Problem	Excellent	17	10/ 5/44
3	The Soviets' Neighbor	Revealing	18	11/ 2/46
4	The American Cop	Good	18	12/8/46
5	Nobody's Children	Excellent	17	12/28/46
6	Germany—Handle With Care	Excellent	19	2/ 8/47
7	Fashion Means Business	Excelent	17½	3/ 1/47

DRIBBLE PUSS PARADE

7901	Monkey-Tone News	Amusing	9	2/ 8/47
7951	Fisherman's Nightmare	Entertaining	8	3/15/47

UNITED ARTISTS
1946-'47

DAFFY DITTIES

	Choo Choo Amigo	Excellent	8	8/ 7/46
	The Lady Said No		8	
	Pepito's Serenade		7½	

MUSICOLORS (7)

	Tescata and Fugue	Intriguing	10	10/28/46

UNIVERSAL

1946-'47

NAME BAND MUSICALS (13)

2301	Frontier Frolic	Good	15	12/28/46
2302	Champaigne Music	Good	15	1/25/47
2303	Tumbleweed Tempos	Very Good	15	12/28/46
2304	Moonlight Melodies	Excellent	15	12/28/46
2304	Moonlight Melodies		15	
2305	Tex Beneke & the Glenn Miller Orch.		15	
2306	Melody Maestro		15	

SING AND BE HAPPY (8)

2381	A Bit of Blarney	Good	11	10/12/46
2382	The Singing Barbers		10	

TECHNICOLOR CARTUNES (13)

2321	Fair Weather Fiends	Funny	7	12/28/46
2322	The Wacky Weed	Good	7	12/28/46
	Musical Miniatures			
	Well Oiled			
	Overture to William Tell			

THE ANSWER MAN (8)

2391	No. 1	Interesting	10	10/26/46
2392	Nature's Atom Bomb	Interesting	10	12/28/46
2393	The Jungle Gangster		10	

VARIETY VIEWS (8)

2341	Bear Facts		9	
2342	Pelican Pranks			
2343	Wild West Chimp			

JUVENILE JURY SERIES (8)

2361	Juvenile Jury No. 1		10	

SERIALS (1)

Mysterious Mr. M

VITAPHONE-WARNER BROS.

1946-'47

BLUE RIBBON CARTOONS—Technicolor (18)

3301	Fox Pop		7	
3302	Wacky Worm		7	
3303	You're an Education		7	
3304	Have You Got Any Castles		7	
3305	Pigs is Pigs		7	

FEATURETTES (6)

3101	Okay for Sound	A Stunner	20	7/26/46
3102	Minstrel Days		20	
3103	Alice in Movieland		20	
3104	Dog in the Orchard		20	
3105	Keystone Hotel		18	

MELODY MASTERS (6)

3601	Desi Arnaz & Orch.		18	
3602	Melody of Youth	Very Good	10	3/ 1/47
3603	Big Time Review	Fair	10	3/29/47
3604	Stan Kenton & Orch.		10	

MERRIE MELODIES—Technicolor (20)

2701	Kitty Kornered	All Right	7	7/26/46
2702	Hollywood Daffy	Very Good	7	8/ 3/46
2703	Eager Beaver	Very Good	7	8/14/46
2704	Great Piggy Bank Robbery	Good	7	8/14/46
2705	Bacall to Arms	Novel	7	8/14/46
2706	Of Thee I Sting	Very Good	7	8/ 7/46
2707	Walky Talky Hawky	Excellent	7	8/ 7/46
2708	Fair and Wormer	Fast	7	10/12/46
2709	Mousemerized Cat	Fair	7	11/16/46
2710	Mouse Menace	Good	7	12/28/46
2711	Roughly Speaking		7	
2712	One Meat Brawl		7	
2713	Goffy Gophers		7	
2714	Gay Anties		7	
2715	Scent-imental Over You		7	

SPORTS PARADE—Technicolor (13)

3501	King of the Everglades		18	
3502	Lazy Hunter	Good	18	11/16/46
3503	Battle of Champs		18	
3505	Let's Go Swimming	Good	10	3/ 1/47

TECHNICOLOR ADVENTURES (6)

3801	Star Spangled City	Excellent	10	11/16/46
3802	Rubber River	Fair	10	12/28/46

TECHNICOLOR SPECIALS (8)

3001	Cinderella's Feller		20	
3002	The Last Bomb	Tremendous	20	9/21/46
3003	A Boy and His Dog		20	
3004	Saddle Up		16	

VITAPHONE VARIETIES (6)

3401	So You Want to Keep Your Hair	Fair	10	12/28/46
3402	So You Want to Play the Horses	Funny	10	11/ 2/46
3403	So You Think You're a Nervous Wreck	Fair	10	3/29/47

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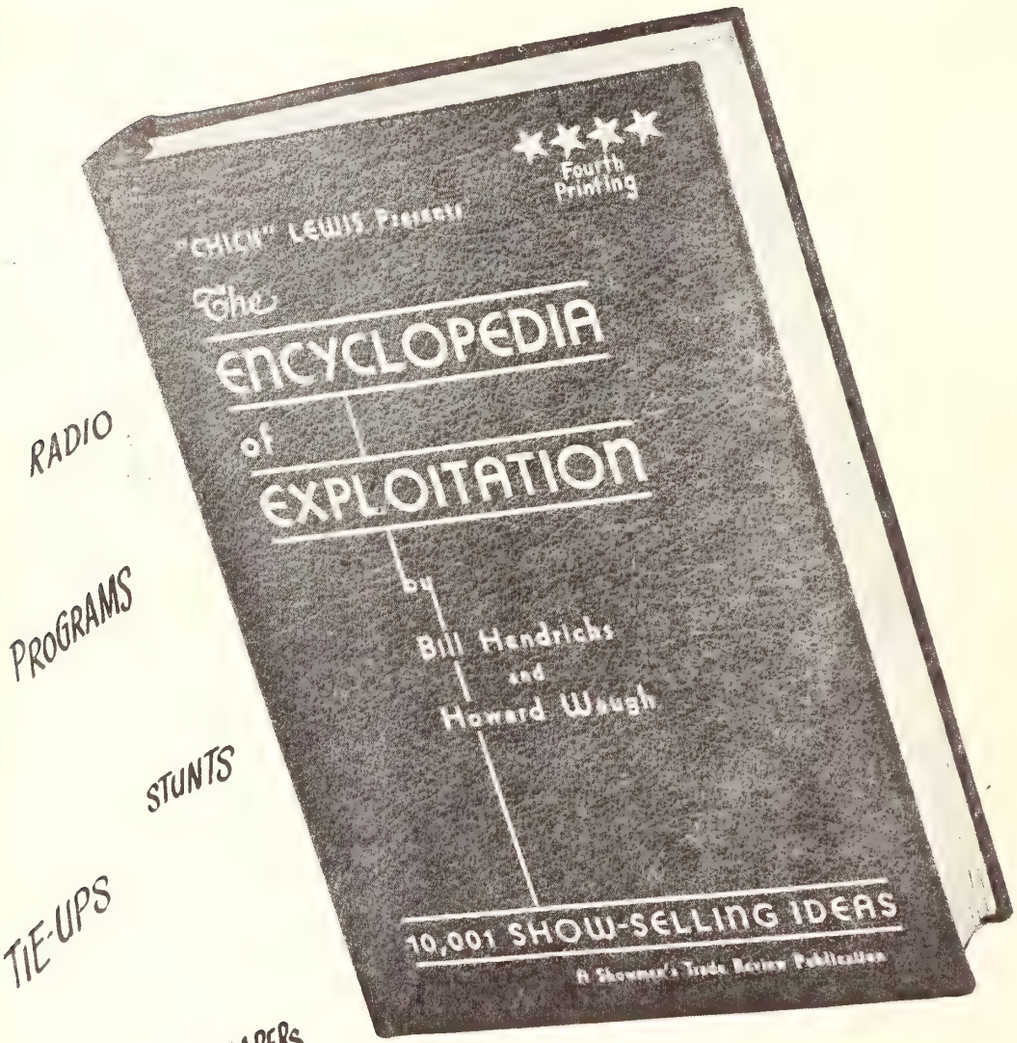
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SHOWMEN'S TRADE REVIEW

THE SERVICE PAPER OF THE MOTION PICTURE INDUSTRY

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PRODUCT GUIDES
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APRIL 12, 1947

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CHARLES E. 'CHICK' LEWIS
Editor and Publisher



James C. Clark (See Page 4)

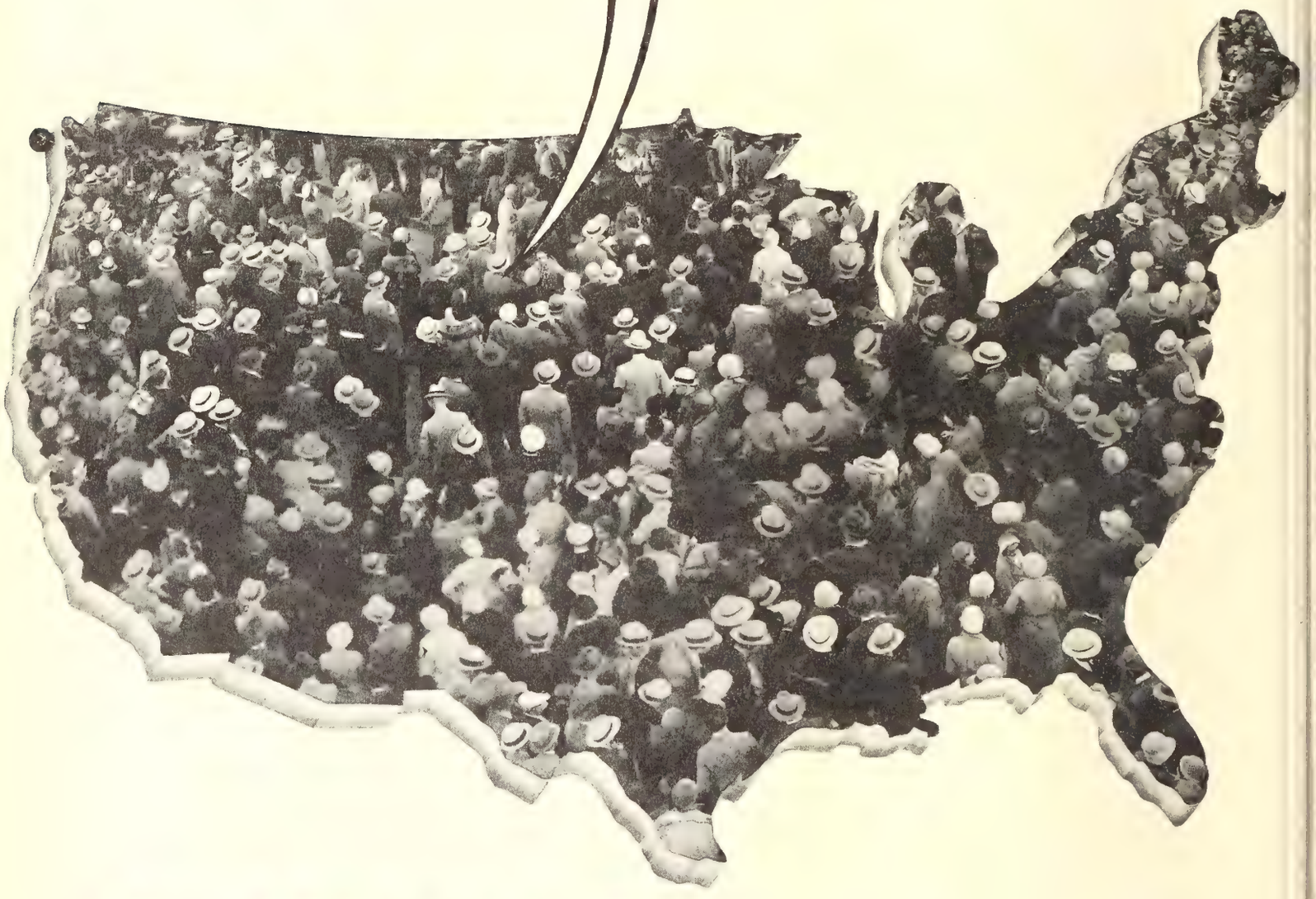
Judge Reed Stays Decree Clauses on Sales

(See Page 5)

Jackson Warns Exhibitors on Buying Films

(See Page 23)

"THIS IS THE YEAR OF THE YEARLING!"



ALL AMERICA AGREES...

Launched by an intensive Giant national advertising and promotion campaign in Magazines, Newspapers, Radio and Truck Posters, M-G-M's "The Yearling" will reach an estimated total of 1,561,000,000 impressions.

In Chicago it broke the M-G-M record for the house, running for 7 big weeks at the State-Lake Theatre. And now watch it repeat next in Houston, Washington, D. C., Cleveland, Portland.

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THE STR EDITORIAL PAGE

ASCAP Again

Instead of doing a lot of figuring on ways and means of increasing the music seat tax, ASCAP should go into reverse and give serious consideration to eliminating this charge altogether in all theatres save those presenting live talent or stage bands. Picture Theatre owners have no control of the music. Whatever is on the film delivered to them by the exchange comes out of the loud speakers.

Before the advent of sound, many exhibitors elected NOT to pay the ASCAP levy and had little trouble in keeping clear of violations. Now, however, they find themselves in the middle.

Someone has voiced the opinion that theatremen should not fight with ASCAP about the seat tax because if ASCAP so desired, it could "up" the charge to whatever amount it pleased. This prompts the thought that perhaps it would have been a good thing if ASCAP had boosted the charge, since theatremen might have gotten together in a real united front against the seat tax because these theatre fellows don't seem to rear up and fight back at "taps" until costs start to hurt.

But threats aside, either the charge is fair and justified or it is not. We feel that it is not justified. However, until some aggressive outfit tackles the problem it will go on being a steady drain on the exhibition branch of the industry. How come ATA hasn't given this some serious consideration? Or have they?

▲ ▲ ▲

Film Classics' Bernhard

Things are beginning to hum at Film Classics. Since Joe Bernhard took over, the company has taken on an energetic, going-places air and this trait is reflected in the attitude of all members of the organization.

It stood to reason that Film Classics was due to show some action when a man of Bernhard's stature and background went into the company. Running true to expectations, Film Classics soon evidenced that a definite course had been charted and the company appeared to be moving along toward a particular goal.

The industry can use an organization headed by Joe Bernhard and we predict that within a comparatively short span, Film Classics will be operating as a wholly-owned self-contained distributing organization that will prove a welcome source of supply for product of a type that is very necessary to thousands of theatres in this country.

Screen Guild Notes

Another "newcomer" in the industry is the Screen Guild outfit with Johnny Jones and Bob Lippert at the helm.

We liked the way the Screen Guild head men handled themselves right from the very beginning. Now the outfit is clicking along nicely, with each picture showing improvement in show values.

In the distribution end, they are backing up their exchanges with intelligent and sustained promotional work. The result, from observation in direct contact with Screen Guild exchanges, is that optimism is running high and sales are building.

The industry is fortunate to have this new blood, and theatremen will do well to lend such ventures encouragement. Failure to do so is failure to recognize the very evident fact that upon such new enterprises Mr. Average Theatre Owner must depend for his product requirements even more in the future than at present.

▲ ▲ ▲

A Fitting Tribute

Over at the Century Circuit, operating in and around New York, the memory of its founder is to be perpetuated through an annual A. H. Schwartz Showmanship Award.

Few men associated with the early years of this industry achieved a greater measure of respect and success and it is altogether fitting that the company he founded and guided for so many years, should honor his memory.

Al Hovell, who took over the reins after the passing of A. H., has carried on the fine traditions that were so much a part of Schwartz's method of doing business.

▲ ▲ ▲

The 'Family Trade'

One noticeable weakness in the program of cultivation of the U. S. market by British film producers is the lack of "family trade" appeal in the majority of pictures so far brought here.

The raves by newspaper critics over the "adult" quality of British product is helpful to the cause, but British producers would do well to realize that from here on, any great extension of bookings will depend on broadening of the appeal to the all-important "family trade" whose patronage is the very life-blood of the majority of theatres and has made the U. S. industry prosperous.

—"CHICK" LEWIS

WHAT'S NEWS

In the Film Industry This Week

INDUSTRY IN THE COURTHOUSE—Monday in Washington, D. C. Supreme Court Justice Stanley Reed, ignoring Government protests, signed an order staying application of all the sales clauses of the decree with the exception of that outlawing franchises, and staying the clause which would have revoked the consent decree and abolished arbitration.

Judge Reed's order insofar as Universal, United Artists, Columbia, RKO, Paramount, Warner Brothers and Loew's (MGM) are concerned, stays the clauses of the decree from those outlawing price and clearance fixing to those prohibiting conditions and establishing competitive bidding. (Specifically he stayed Decree Subdivision II, Paragraphs 1, 2, 3, 4, 6, 7, 8, 9 and a portion of Subdivision III, and Subdivision V.).

For 20th-Fox, which wanted only to stay competitive bidding and to keep arbitration, Judge Reed granted only that. (Subdivision II, Paragraph 8, and Subdivision V).

In Pittsburgh neighborhood Theatre Owner David R. Green, charging that his Beacon Theatre could not get first-run films due to monopoly, is suing Paramount, 20th-Fox, Warner Bros., Loew's (MGM), RKO, United Artists and affiliates for $450,000.

* * *

EXHIBITION—Police closed the Robin Theatre in St. Louis Wednesday. They closed it because they were advised that the house, which has operated without any major accidnt for 30 years, did not conform to a recently-adopted municipal building code. What's worrying exhibitors there is that if owners Arthur F. D. Kalbfell and Marie K. Wimberly can't get an injunction to prevent the city authorities from keeping the place closed, several other theatres in St. Louis which may not meet the code in minor respects may be shut down also.

But out in the Twin Cities of Minneapolis and St. Paul, exhibitors were getting worried about the amount of fine product that was being doubled and while St. Paul exhibitors were thinking it over their colleagues in Minneapolis agreed individually not to double any top product which had played the first-run Orpheum, Radio City and State.

In Chicago, Balaban and Katz were experimenting with "The Razor's Edge" and "It's a Wonderful Life," both high percentage pictures, as single features in their B houses.

And speaking of high percentage pictures, the Georgia Theatres, finding that percentages on "The Jolson Story" were out of line as far as it was concerned, insisted on buying the film on a "high" flat rental basis.

In New York conversations between the Independent Theatre Owners of America and national Allied continued with a possible affiliation in mind.

In Washington, D. C, the Commissioners who dropped an amusement admission tax idea were considering raising theatre licenses.

* * *

DISTRIBUTION—United Artists, which seems to be after theatres now as showcases, closed production contracts this week with Sam Coslow, Edward Small-Robert Young, and Ed Gross. George Roth moved into the spot of executive vice-president of Four Continent Films, Inc., replacing Daniel Frankel who went to a new 16-mm. corporation formed jointly by Paramount International and 20th Century-Fox International to serve 16-mm. theatres abroad. Eagle-Lion President Arthur B. Krim, on his way to Hollywood after a trip to England, announced that E-L product would have preferred playing time from dark Africa to snow-capped Switzerland as a result of recently-concluded deals.

* * *

LEGISLATION—New Jersey appeared to have passed an act authorizing its seacoast county communities to levy a 10 per cent amusement tax if they wished but late this week there was some doubt as to whether the measure had actually passed with reports circulating that some Senators who were recorded as having voted in favor claiming that they had actually voted against and that their votes were incorrectly recorded. Elsewhere the legislative front was quiet. (P. 5).

* * *

PRODUCTION—Darryl Zanuck, listening to what is going on in the nation ,announced that he would produce an anti-communist picture entitled "The Iron Curtain" which would name Russia, probably deal with foreign-agent activities in the United States and would be in the semi-documentary vein of "The House on 92nd St.," and "Boomerang." Sol Siegel will produce.

In New York members of labor unions, educators and religious organizations met to talk over plans for production and distribution of films which would have social and educational significance.

* * *

GENERAL—The nation's telephone strike late this week did not appear to have affected exhibition but did hamper distribution and production. (P. 5). The motion picture division of the Edison Foundation met to discuss raising its $400,000 share of a $2,500,000 fund. St. Louis went in favor of daylight saving time; Granite, Macomb, Ill., didn't.

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The News Spotlight



WILLIAM CAGNEY who starts off his 1947 $7,900,000 program this month with Saroyan's "Time of Your Life." Others are "The Stray Lamb," "A Lion is in the Streets."



RUTGERS NIELSON . . . to newspapermen "30" means the end. To him it means only the beginning as Ampa gets ready to celebrate. (P. 36).



JOSEPH WOLFE, former Treasury Department worker, now comptroller for National Screen Service.

James C. Clark

(The Man on the Cover)

Elected president this week of National Film Distributors, Inc., new company which will handle physical distribution nationally of Selznick Releasing Organization's product as well as the product of other producers. Clark entered the industry in 1917 with the Electric Film Company, Philadelphia. Since that time he has been closely associated with both distribution and exhibition. After serving with First National and other companies, he formed Clark Film Delivery which later was merged with Horlacher Delivery Service and the company became known as Highway Express Lines, Inc., of which he is president.

NATIONAL NEWSREEL

Salesmen Plan Union

Reports are current in Los Angeles that the film salesmen in that territory are planning a union and that a representative will be sent east to confer with AFL and CIO officials on the matter. This movement is an outgrowth of the Motion Picture Salesmen's Club which was originally organized as a strictly social group.

Fla. Night Club Rule May Boost 16-mm. Trade

The 16-mm.-field got another boost this week from the Florida Attorney General, and exhibitors forsaw a new form of competition.

Attorney General Thomas J. Watson at Tallahassee ruled that bars, cocktail lounges, etc., were not required to pay any special license for showing motion pictures in their establishments, provided they made no admission charge because of the pictures. If the picture were merely for entertainment of their patrons, its okay, Watson ruled. The request for the petition originated in the Pensacola area which is served, out of New Orleans.

New Orleans film row sources said the ruling would probably help the growing 16-mm. distributors, but expressed doubt that any 35-mm. exchange would book into such establishments in competition with established houses. In the New Orleans area, only one drive-in sandwich and beer stand, in a neighborhood area, was giving free movies with the ham-on-rye and beer. The practice has been in effect several months, and apparently has not injured suburbans in the immediate vicinity.

Decree Defendants Win All Requested Stays from Court

Eight defendants in the motion picture industry anti-trust suit won a solid though temporary victory this week when U. S. Supreme Court Justice Stanley Reed Monday signed an order granting them all the stays on the decree they requested, despite the objections of the Department of Justice.

Justice Reed's stay order, insofar as seven defendants—RKO, Paramount, Warner Bros., Loew's (MGM), Columbia, United Artists, Universal—are concerned, holds up compulsory application of all the sales sections of the decree, with the exception of that applying to franchises, and allows the defendants to continue arbitration.

In the stay order for 20th Century-Fox, which disagreed with the other seven on the scope of the stay, Justice Reed granted it what it asked—a stay on competitive bidding and the right to restore arbitration.

The Government opposition to the stay had been directed against stopping those decree paragraphs outlawing admission price fixing, clearances established by concert and the like. The Government reportedly had no objection to staying the clauses establishing competitive bidding, outlawing block-booking and giving an exhibitor a 20 per cent cancellation privilege on blind-buying.

Insofar as the seven defendants who united to present one order is concerned, Justice Reed's stay prevents them, until the Supreme Court rules on the appeals they have filed, from being compelled to observe the following decree provisions:

1) Outlawing fixing of theatre admissions by distributors.

2) Outlawing agreements among distributors and exhibitors to maintain or fix clearance systems.

3) Prohibiting clearance between non-competitive theatres or granting unreasonable clearance to competitive theatres.

4) Outlawing formula deals.

5) Preventing conditioning the sale of one picture upon the purchase of another and compelling a 20 per cent cancellation privilege on pictures bought without a trade showing.

6) Establishing competitive building when demanded by an exhibitor in a competitive area.

7) Preventing the refusal of "some run."

8) Compelling a distributor-exhibitor to own 95 per cent or more of a theatre before he could play his pictures in it on his own terms without first offering the film for bidding to exhibitors in the same competitive area.

9) Abolishing arbitration.

Won't Stop Films

The most important aspect of the stay at present seemed to be that distributors-exhibitors who do not own the required 95 per cent of their theatres will be able to continue playing their pictures in them at their own terms until the stay elapses.

The stay does not apply to any of the theatre sections of the decree which outline the requirements for ownership, prevent expansion, order the dissolution of pools and the like.

Legal circles agreed that while Justice Reed's order prevents the defendants from being forced to abide by any of the stayed sections of the decree, it does not prevent them from voluntarily putting any one or more of them into effect.

As an illustration, 20th Century-Fox, Paramount, MGM and RKO have already experimented with competitive bidding in certain areas.

Telephone Strike Has Little Effect On Attendance; Hinders Production

The nation's first coast-to-coast telephone strike went into its fifth day this week without appearing to have affected theatre attendance to any marked degree though it did upset the routine conduct of the distributing business and hampered production on the west coast and on location in many instances.

Reports gathered from exhibition centers late in the week showed that people had continued to go to theatres despite curtailed phone services and the only effect it seemed to have on theatres was to prevent calling up the box-office to learn the name of the feature and what time it went on. Some managers were inclined to consider this development in the nature of a blessing, especially since their grosses were running at a normal level.

Some Inconvenience

Smaller theatres in some instances were inconvenienced on last minute booking changes when phone service was hard to get and telegraph service apparently had slowed down under the increased volume of business.

In the east, western Pennsylvania appeared to be most severely hit with the service confined to what dial service remained and emergency long distance calls handled by skeleton staffs.

St. Louis reported that the strike had halted all toll calls and had cut off film exchanges from all but 90 theatres in an area of some 500 or more houses.

Detroit and the surrounding area, hampered by floods in addition to the strike, noticed several closed houses, especially at Flint, Mich.

Ohio reported litle effect with the dial system working and long distance accepting emergency calls without question. Switchboards at the Columbus Palace, Grand, Ohio and Broad continued to operate since their operators were regular theatre employes.

The home offices themselves were hampered on their regular long distance phone calls but

(Continued on Page 6)

20 Legislatures Adjourn; Few Adverse Bills Passed

With the industry organizing for an all-out fight in remaining states, a total of 20 state legislatures have adjourned, the vast majority without passing restrictive measures aimed at the motion picture industry. Latest legislature to wind up its activities was that of Kansas. A tax bill similar to the one passed in New York was defeated in the Kansas legislature. Other recent adjournments include the legislatures of Arizona, Oregon, Delaware, Nevada, Georgia and Oklahoma.

Up to now the only legislature to approve—with no strings attached—a bill aimed at the entertainment field is New York. Prior to its adjournment, the Oregon legislature passed a three per cent general sales tax, which includes a levy on theatre tickets. Before the measure becomes law, however, it must be approved by a state-wide referendum.

In addition to those already mentioned states in which legislatures have adjourned also include Arkansas, Indiana, Montana, New Mexico, North Dakota, South Dakota, Utah, Washington, Tennessee, Wyoming and West Virginia.

Legislation this week included:

(Continued on Page 6)

Anti-Dualling

Alarmed at what seemed to be the increasing amount of dualling on to-product in the Twin Cities, independent theatre owners of Minneapolis this week were reported to have agreed not to double bill any pictures which had their first-run at the city's top houses—the loop Orpheum, Radio City and the State. The agreement was said to have been reached informally and more as a result of discussion. Each theatre will act individually and not in concert. Individual St. Paul exhibitors are said to be considering similar action in an effort to halt what they consider a dangerous double-bill tendency.

Building Code Closes Robin

St. Louis police Wednesday night had closed the 30-year-old Robin Theatre, acting upon instructions of the city counselor who said that the fire marshal had advised him that the house, which has been safely operated since its building, did not meet certain requirements of the newly-adopted city building code.

The police acted as Owner Arthur F. D. Kalbfell and Marie K. Wimberly had failed to get the circuit court to issue a temporary order restraining police and city authorities from interfering with the operation of the theatre. Should the court refuse an injunction when the case comes up for trial and argument, a precedent may be established making the code retroactive to buildings erected before its adoption and similar closing of several other St. Louis houses may follow.

Decree Defendants Win Stays

(*Continued from Page* 5)

From available information they may continue their experiment despite the stay. Universal, which is seeking to maintain a block-booking system, apparently indicated in New York Wednesday that it might establish competitive bidding in some territories where the exhibitors had demanded it. Columbia will stick to block booking an informed source said. The same latitude applies to abiding by the clauses on price fixing, clearance, etc.

Lawyers also pointed out that the stay is no protection against damage suits for acts which are illegal or may be found to be illegal. Should the stay cover a decree clause prohibiting an act which is illegal, the stay itself does not make the act legal and any defendant indulging in it could find himself sued by an injured party for damages.

The chief advantage of the stay order was summed up by one defendant's lawyer who said:

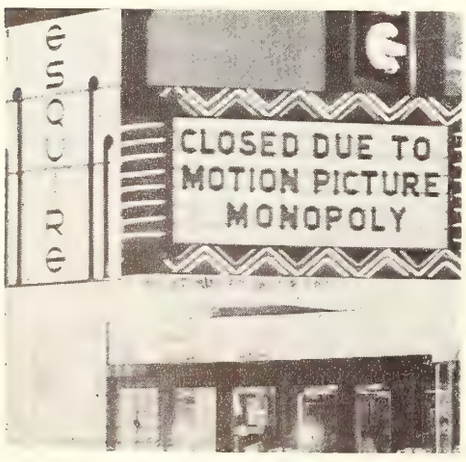
"We started out working in a situation where no matter what we did we were open to a contempt citation. . . . You wouldn't be in too good a position going to the Supreme Court with a couple of contempt citations behind you." The stay, he added, allowed the defendants to try to work out the terms of the decree without a contempt threat continually before them.

Justice Reed's stay is until May 20, 1945 and its continuance after that date is conditioned upon the fact that all appeals will be "docketed" in the high court prior to that day. This is routine, it was agreed, since "docketing" appears to mean filing of the case's minutes and exhibits to support arguments.

In New York lawyers were agreed that the Supreme Court could refuse to take jurisdiction on the appeals, but doubt this would happen. Universal Attorney Thomas Turner Cooke summed up when he said:

"The appeal is one of right and they (the Court) do dismiss about half such appeals. But I don't think they will in this case. There are too many questions involved."

His sentiments were echoed elsewhere with some observers stating that appeal presented new problems to the court and might even show that the decree was contrary to the copyright law in some respect.



IT'S AN OPEN AND SHUT MATTER. Claiming that a "motion picture trust" prevented it from getting sufficient first-runs for normal operation, the Cape Girardeau, Mo., Esquire bought newspaper space to tell the public it had closed and would open only for such periods as it could get first-runs for. House was open Easter Week with Paramount's "Suddenly It's Spring."

Phone Strike Has Little Effect on Attendance

(*Continued from Page* 5)

otherwise reported no great inconvenience. Twentieth Century-Fox's was the first switchboard to go out altogether due to some technical reasons and the home office was without phone service to spots in New York even for several hours one day this week.

But in Hollywood the strike hit production with some impact since companies on location could not be contacted.

Columbia, in particular, caught it because "Assigned to Treasury" is being shot with units scattered from Shanghai to Cairo.

Warner Bros. studios said that location trips being planned before the communications tie-up would possibly be postponed until the strike was settled. Central Casting Corporation, which ordinarily refuses calls from anyone except the person calling, relaxed its rules. Its 4,500 adult extras, who normally 'phone daily between 4 p.m. and 6 p.m., were reached at first by daily radio broadcasts of studio work calls.

Scott R. Dunlap's "The Hunted" company cancelled its location jaunt for Monogram's Allied Artists setup, and instead worked on interiors at the studio. William Boyd filed application with the Federal Communications Commission for an emergency permit to start a short-wave connection between his troupe and General Service Studios. Republic used motorcycles to contact Gene Autry's "Robin Hood of Texas" company and Monte Hale-Adrian Booth troupe, "Along the Oregon Trail."

Warners also revealed that their Humphrey Bogart picture, "Treasure of the Sierra Madre" would use telegraph service for its reports to Burbank. Eagle-Lion was in a muddle trying to reach Noreen Nash in Mexico City for added scenes in "Red Stallion."

20 Legislatures Adjourn; Few Adverse Bills Passed

(*Continued from Page* 5)

Pennsylvania—A proposal to have all public toilets and urinals self-flushing or flushed by foot; a law requiring the Star Spangled Banner to be played at all performances or meetings in a public place; a bill to regulate ticket scalping and to establish a $50 annual fee for ticket resales agents. (The Pennsylvania State Association of Boroughs at is annual meeting in Harrisburg, went on record as favoring an amendment to borough codes to authorize councils to license and regulate motion pictures, amusements, etc., and legislation to permit boroughs to tax any source of revenue now not taxed by the state).

Illinois—A new bill to regulate the resale of tickets and providing regulations for the business.

Connecticut—House Judiciary Committee passed H. B. 170 setting up statutory daylight saving time in that state.

Jersey Exhibitors to Take City Tax War to Governor

Organized New Jersey exhibitors stood ready this week to take their fight against the bill which would authorize sea coast cities in that state to levy a 10 per cent amusement tax to Governor Alfred E. Driscoll and ask him to veto it. The exhibitors were waiting to see what would come out of the legislative confusion before acting. Early reports were to the effect that the bill had passed the Senate after passing the Assembly, but some Senators who were recorded as voting in favor of the measure were denying having done so and claiming their vote had been incorrectly recorded.

The exhibitors, organized into the Federation of New Jersey Theatres, an organization which brings together circuits as well as independents, were welded into a solid block representing some 400 theatres. Though their campaign was reportedly well-directed, it ran into a road block which apparently loomed in the needs of some communities in New Jersey for additional taxes.

The enabling act itself was amended this week in the lower house so that it would apply only to the seashore counties—Monmouth, Atlantic, Ocean, Cape May—on the theory that these coast counties suffered most severely from Atlantic storms and should have added revenue. The bill gathered added popularity when its backers reportedly whispered that it would bear mostly upon the summer resort residents, a statement which ignored the fact the tax will also fall on year-round residents.

If Governor Driscoll signs the bill, residents of seacoast fourth-class communities and up may place a tax on their amusement admissions through a referendum. This would enable Atlantic City, Cape May, Asbury Park, Wildwood, etc., to establish such a tax.

ITO-Allied Discuss Merger

Discussion of a proposed affiliation of Independent Theatre Owners of New York with National Allied was resumed at a luncheon meeting Wednesday in New York, with representatives of ITOA and Allied announcing at its conclusion that "amicable discussion" of the subject had taken place and would continue.


WHAT
THIS COUNTRY
NEEDS IS
MORE
FARMERS'
Daughters!

THE SNAPPIEST STORY ABOUT TH
since The Farmers Daughter

—She hitched her heart to a fighting mar
on the rugged road from cornfield to Con-
gress!...*Everybody* will love this laughing
love story of the girl who ran a glowing
romance into a spectacular career!



ARMER'S DAUGHTER

ent to Town!



ner's Daughter"

WITH **CHARLES BICKFORD**

ROSE HOBART · TOM POWERS

A DORE SCHARY Production

Directed by H. C. POTTER · Written by ALLEN RIVKIN and LAURA KERR

RKO SHOWMANSHIP IN ADVERTISING!

Delivering a terrific DOUBLE-PLAY seat-selling punch to national magazine advertising for a big dramatic comedy by running both pictorial-type ads and COMIC-TYPE ADS... plus the use of comic type ads in the comic or magazine sections of 118 leading Sunday newspapers, to a total of 102,310,984 CIRCULATION!



NATIONAL NEWSREEL

Columbia Plans to Bring 'Jolson' Back to B'way

Columbia this week was planning to bring "The Jolson Story" back on Broadway at top prices after it had concluded its last subsequent run in the metropolitan area as an experiment to see if the picture could still hold up for a long-run engagement.

If this works, an informed source said, Columbia will then try for a repeat run in the subsequent run houses of a major New York circuit. The circuit, when queried, said it had made no plans along those lines.

The Columbia experiment, which would open the film at around $1.40 top in the Victoria Theatre, is a test with other situations in the country in mind. In Oklahoma City, where the picture played 14 weeks, it concluded its subsequent runs and then was brought back downtown to the Home Theatre for regular first-run prices, a report stated. The date for the Victoria opening on Broadway has not been officially set but is expected to be in May.

Gets Preferred Time for E-L U. S. Films in England

Preferred playing time for Eagle-Lion American product over one of the two Rank circuits in England as well as in Rank houses elsewhere and playing time in France, North Africa, Belgium and Switzerland through arrangement with (French) Gaumont was announced by Eagle-Lion President Arthur B. Krim upon his return to New York from abroad last week.

Krim departed almost immediately for Hollywood, where he will be joined by Vice-President and General Sales Manager Alfred W. Schwalberg to discuss increased American production for the 1947-48 season, which, along, with an increase of English-made imports, is said to be part of the forthcoming program. On English product Krim indicated he might increase the imports from the present five to 10.

Rites for Richard Foy, Brother of Bryan Foy

Funeral service for Richard E. Foy, 42-year-old son of the late Eddie Foy and brother of Bryan Foy, Eagle-Lion production chief, were held in New Rochelle, Thursday. Foy, who had been manager of the Dallas Palace, died in that city of cerebral hemorrhage. He is survived by, in addition to Bryan, by three other brothers—Charlie, Hollywood night club owner; Eddie Foy, Jr., radio star; Irving Foy, Albuquerque, N. M., theatre manager, and two sisters, Madalien Foy O'Donnell of Dallas and Mary Foy Litel of Hollywood.

No Deals for Taylor

Doubt that independent production would be a generally successful business in the future was expressed in New York last week by Screen Star Robert Taylor who said he liked working at MGM and had not gone in for participating deals in independent production because "I wasn't too convinced . . . and I'm still not too convinced that independent production will be a continued success." Taylor was interviewed in New York with his wife Barbara Stanwyck.

'Jolson Story' on Flat Rental

That the 59-house circuit operated by the Georgia Theatres Company, dominant chain in that state, bought and is playing Columbia's "The Jolson Story" on a flat rental basis was confirmed in Atlanta this week.

The circuit's president, William Jenkins, told Showmen's Trade Review that the picture had been bought on a "high flat rental" basis and said the plan had been worked out in instances when the percentages asked had been in his estimation impossible to meet with a profit. Jenkins said the same policy had been worked out in connection with other important pictures, but that flat rentals were the exception with the circuit. In instances where the percentage deals appeared unreasonable, he intimated, the high flat rental had been tried.

"They want to sell the pictures," he said, "and we want to play them, so we worked out a deal."

Speaking of "The Jolson Story" Booker H. P. Rhodes in his instructions to managers wrote:

"This in my opinion is one of the outstanding attractions of the year. We want to extend the run to get every dollar possible."

'Hal Roach Comedy Carnival' Offers Splittable 2-Comedy Package Deal

By ANN LEWIS
Hollywood Bureau

A package deal which will offer two comedies whose total running time will not exceed 100 minutes and which can be played either as a double-comedy bill or split up into two single-feature comedies, was described in Hollywood last week by Hal Roach before the producer left for New York.

The packages, to be known as the "Hal Roach Comedy Carnival," will get under way with "Curley" and "The Fabulous Joe" and should be out by next spring. The pair will be sold together on all runs and while possibly they will be played as duals on first-runs, subsequent-run exhibitors can use them as 50-minute single features. Roach believes this is the only way to meet what he terms the "length obstacle" in connection with comedies.

"I am 100 per cent in favor of feature-length comedies," he says, "but I say that variations of a story concept are insufficient to keep up a steady pace for a very long time."

"A comedy producer," he continued, "has to fight the length obstacle. He has to convince an exhibitor that just because his feature isn't an hour and a half long it's still good.

"The shortness is vital, though, because comedy has to move fast—and padding hurts. Theatremen can pack 'em in with a short-running comedy feature, leaving the audience wanting more."

Roach believes that his idea will cause a change in feature running times from one hour and 20 minutes on an average to 40 to 50 minutes. He says the average audience doesn't like to sit through double-length features.

"We are building a commodity that is scarce," Roach added, saying that his product would be in Cinecolor and that he hoped to reestablish a pure comedy studio giving birth to comedy writers, whom, he says, have become almost extinct. "Many people in this game forget that family audiences are the big item at the box-offices and it is to them that such fare will appeal."

Mid-South Exhibitors Are Suspicious of Bidding

Exhibitors in the midsouth around Memphis are hesitating to make any public comment on competitive bidding, but a check to date shows that most of them are suspicious of it and believe it will be used to boost film rentals, which they declare are already too high.

In addition there has been a tendency on the part of exhibitors in the smaller areas to say that if bidding raises rents, they will turn to reissues and less important product.

One exhibitor told Showmen's Trade Review: "If the distributors think they're going to see-saw me back and forth on film rentals they've got another think coming. I'll go to playing dogs instead of their highly-touted pictures, most of which don't draw worth a damn in the small towns anyway. If I have to, I'll play dogs or old reissues."

In addition there is the general impression that high pressuring has been too prevalent in the selling end of the film business. One exhibitor, who would not permit his name to be used, claimed that rentals had jumped as high as 50 per cent.

"A salesman rushes in," he said, "and throws a contract down in front of you calling for some terrifically high rental on a picture. 'Sign this,' he says, 'I've got to get right out for Memphis'."

Another exhibitor, the head of a small town chain, suspicions that the distributors are egging up prospective competition against him in his towns so there will be more than one theatre bidding on product. "I'm damned sure one exchange is doing this," he snorted.

Within 3 Per Cent

Employment in the Eight Federal Reserve District which consist of the St. Louis, Louisville, Memphis, Evansville, Ind., and Little Rock areas, is within three per cent of the anticipated post-war level and only six per cent below wartime peak, the Federal Reserve Bank of St. Louis reported this week. Total employment in these areas was 1,219,000 or 50,000 less than had been expected under conditions of full time peace employment.

NATIONAL NEWSREEL

Johnston Announces MPA Committee Appointments

Motion Picture Association President Eric Johnston last week announced appointment of the following committees:

Executive Committee—Eric Johnston, chairman; Barney Balaban, Paramount; Nate J. Blumberg, Universal; Jack Cohn, Columbia; Ned E. Depinet, RKO; Robert W. Perkins, Warners'; Nicholas M. Schenck, Loew's; Spyros P. Skouras, 20th-Fox.

Finance Committee—George Borthwick, chairman; Barney Balaban, Paramount; Nicholas M. Schenck, Loew's; Spyros P. Skouras, 20th-Fox.

Membership Committee—Jack Cohn, chairman; Ned E. Depinet, RKO; Joseph H. Hazen, Hal Wallis.

International Relations Committee—Spyros P. Skouras, chairman; Barney Balaban, Paramount; Jack Cohn, Columbia; Arthur M. Loew, Loew's; Philip Reisman, RKO; Samuel Schneider, Warners; Joseph H. Seidelman, Universal.

Theatre Executive Committee—Joseph Vogel, chairman; Leonard H. Goldenson, Paramount; Harry Kalmine, Warners; Malcolm Kingsberg, RKO; Dan Michalove, 20th-Fox.

Title Committee—Adolph Schimel, chairman, Universal; Peggy Bleakley, William Cagney; Lowell V. Calvert, Hunt Stromberg; Edward A. Golden, Miriam Howell, Samuel Goldwyn; Albert S. Howson, Warner; Hannah J. Kass, Columbia; Edwin P. Kilroe, 20th-Fox; Katherine McKee, Reliance Pictures; William A. Orr, Loew's; Grace Rosenfield, Hal Roach; Irene Scott, Paramount; Kenneth B. Umbreit, RKO; Franklin Waldheim, Walt Disney; William M. Weiss, Terrytoons.

Law Committee—Austin C. Keough, Paramount; Walter L. Brown, Electrical Research; Otto E. Koegel, 20th-Fox; Lawrence Morris, RCA; Robert W. Perkins, Warners; Charles D. Prutzman, Universal; J. Robert Rubin, Loew's; Charles Schwartz, Columbia; Gordon E. Youngman, RKO.

Copyright Committee—Edwin P. Kilroe, chairman; David O. Decker, Loew's; Morris Ebenstein, Warner; Irving Moross, Calumbia; James S. Polk, Paramount; Adolph Schimel, Universal; Kenneth B. Umbreit, RKO.

Statistical Research Committee—Donald A. Henderson, chairman, 20th-Fox; Wilbur B. England, RKO; Leo Handel, Loew's; W. Stewart McDonald, Warners; C. C. Moskowitz, Loew's; John J. O'Connor, Universal; Robert W. Perkins, Warners; Paul Raibourn, Paramount; Charles M. Reagan, Paramount; A. Schneider, Columbia; Joseph H. Seidelman, Universal; Murray Silverstone, 20th-Fox; John M. Whitaker, RKO; Mortimer Wormser, Columbia.

Educational Services Committee—John M. Whitaker, chairman, RKO; Ulric Bell, 20th-Fox; E. W. Hammons, Educational; Joseph H. Hazen, Hal Wallis; Hal Hode, Columbia; John J. O'Connor, Universal; Paul Raibourn, Paramount; Lawrence Tipton, Warners; Joseph Vogel, Loew's.

Community Relations Committee—Ned E. Depinet, chairman, RKO; Miss Hettie Gray Baker, 20th-Fox; Maurice Bergman, Universal; Harry Goldberg, Warners; Hal Hode, Columbia; Claude F. Lee, Paramount; Herman Robbins, National Screen; Henderson M. Richey, Loew's

Solicitations Committee—Barney Balaban, chairman, Paramount; Donald A. Henderson, 20th-Fox; W. Stewart McDonald, Warners; Charles C. Moskowitz, Loew's; John J. O'Connor, Universal; Abe Schneider, Columbia; John M. Whitaker, RKO.

Advertising Advisory Council—Charles Schlaifer, chairman, 20th-Fox; Maurice Bergman, Universal; Mort Blumenstock, Warners; Howard Dietz, Loew's; S. Barret McCormick, RKO; Curtis Mitchell, Paramount; Benjamin H. Serkowich, Columbia.

UA Board Approves Three New Production Contracts

Directors of United Artists, gathered in their first meeting since the company became wholly owned by Mary Pickford and Charles Chaplin, Tuesday approved three production contracts and were reported to have discussed plans to acquire showcases in several cities. The company has already leased the Shubert Broadway in New York.

Production contracts approved were with: Sam Coslow for a series of five name musicals; with Edward Small and Robert Young for two pictures starring Young to be produced within 18 months, the first of which will be "The Lovers"; with Ed Gross and associates for filming the Literary Guild selection, "Mrs. Mike."

Pennies Count in Penna.

Joe Emashowski's New Larksville Theatre, in the little Pennsylvania mining village of that name, raised prices from 20 cents to 22 cents this spring, and found that business dropped off an average of $50 a week. Subsequently the opposition, the Lark Theatre, raised admissions from 20 cents to 25 cents—and since then the New Larksville has been doing land-office business.

Picture People

Howard Dietz, who, incidentally will be toastmaster at the Associated Motion Picture Advertisers' 30th anniversary dinner-dance on April 23, was elected to the directors of the George "Junior Republic" association, an outfit founded 52 years ago to develop a sense of self-government and citizenship in the teen-age boy and girl.

Universal-International's Director of Advertising and Publicity **John Joseph** is back at his Santa Monica home after a hospital siege to repair a smashed heel bone which resulted from a fall in his home several weeks ago. He ought to be back to the studio soon on crutches.

Monogram General Sales Manager **Morey Goldstein** is all set for the eastern regional meeting to be held Saturday and Sunday at the Warwick Hotel in New York. While Goldstein is handing it to the boys here, **Jack Schlaifer,** Monogram director of sales, will conduct a similar meeting at Chicago Blackstone.

MGM Production Executives **E. J. Mannix** is back in Hollywood after visiting the home office. **Ben Goetz,** in charge of MGM's British production, should be back on British shores soon.

Warner Bros. Short Subject Sales Manager **Norman H. Moray** is touring the country on sales meetings with stops in Kansas City, Dallas, Memphis and New Orleans. The last named town provides headache powders free of charge, according to report.

Universal-International Eastern Director of Advertising and Publicity **Maurice Bergman** presided over the company's advertising meet at the Astor in New York this week.

Paramount President **Barney Balaban** is getting around quite a bit these days on behalf of the United Jewish Appeal. So far he's covered Cleveland, Cincinnati, Detroit, Chicago.

'Carnegie Hall' Bows May 2

"Carnegie Hall" will hold its world premiere in New York on May 2 with the picture playing the small Park Avenue Theatre on a reserved seat basis and the large Winter Garden on an unreserved seat basis, day-and-date.

'Other Love' Opens April 30

American premiere of Enterprise's "The Other Love" which received its world first showing in London, will take place in the Rivoli Theatre at New York, April 30.

Gov't Is Seen Relaxing New Theatre Restrictions

While Housing Expeditor Frank Creedon this week in Washington , D. C., emphasized that relaxation of non-housing building controls is not now contemplated, there was growing evidence that the Govermnent is letting a few of its building bars down. Just before control over construction passed to the Office of the Housing Expeditor, the Civilian Production Administration approved the building of two new theatres as "essential" to the community. Although CPA previously had stated that theatres "may" be approved for this reason, in actual practice it was seldom done.

Approved as "essential community facilities" were a $35,000 theatre in New Albany, Miss., and an $11,000 stand in Little Valley, N. Y. Also receiving the green light from CPA were nine other proposed theatres.

Also of interest to showmen was the fact that five of approvals went to stands which "will be owned or leased by veterans of World War II, for the conduct of businesses to which the veterans will devote their activities and of which they own more than 50 per cent." These proposed theatres, which CPA also termed "reasonably essential," went to applicants in Hollandale, Miss.; Putney, Ga.; Oklahoma City, Okla.; Seekonk, Mass., and Tuscaloosa, Ala. Other approvals were for theatres in Des Arc, Ark.; Farmersville, Calif., and Atlanta, Ga.

'Born to Kill' Barred From Ohio by Censors

RKO's "Born to Kill" this week was rejected in its entirety by the Ohio Board of Censors. The move, astonishing in that it is the first time in several years that product from a major studio has been entirely rejected by the Ohio Board, is not necessarily final, since the film can be reconsidered if RKO files an appeal with the Board.

In New York RKO offices said that the prints were being shipped into Ohio without being held up but whether an appeal would be taken or not would depend upon the decision of Executive Vice-President Ned Depinet. Chicago police censors had previously rejected the picture.

Join to Handle 16-mm. Films

Paramount International and 20th Century-Fox International this week announced that they had joined hands to form a new corporation which would distribute 16-mm. for theatrical purposes in foreign countries where lack of standard equipment and facilities prevented regular showing of 35-mm. films. The formal announcement confirms reports about such plans which were first published almost a year ago. Dr. Daniel Frankel, formerly with Four Continent Films, will be general manager; Emanuel D. Silverstone is president.

MGM's May Releases

MGM will release "High Barbaree," "Undercover Maisie" and a reprint, "The Great Waltz" in May it was announced this week.

Singles in B & K 'B' Houses

Balaban and Katz are booking "The Razor's Edge" and "It's a Wonderful Life" as single features in their Chicago B houses some of which have been dualling.

SELLING THE PICTURE

100 Rocky Mt. Previews Set on WB's 'Cheyenne'

More than 100 pre-release showings of "Cheyenne," Warner Bros. production starring Dennis Morgan, Jane Wyman, Janis Paige and Bruce Bennett, are being arranged in the Denver-Salt Lake City territories for the latter part of next month coincident with the world premiere sendoff of the picture in Cheyenne, Wyoming.

The plan, initiated by Mort Blumenstock, Warner vice-president in charge of advertising and publicity, on his recent western trip, calls for a world premiere on May 22 at Fox's Lincoln Theatre in Cheyenne, followed immediately by scores of day-and-date engagements, to be known as the Rocky Mountain Empire Preview of "Cheyenne," in Fox Intermountain, Publix, Gibraltar and other circuit and independent houses throughout Wyoming, Colorado, Utah, New Mexico and other western states.

Abe Kronenberg, head of the Warner special events department, has been sent to Denver by Blumenstock to start work on the advance campaign. Dick Stephens, western field representative, will work with Kronenberg.

Roy Haines, Warner's western division sales manager, was in Denver last week conferring with E. A. Bell, local branch manager, and Frank Ricketson, Jr., president of Fox Intermountain, as well as with other circuit operators, on the special engagements of "Cheyenne" for that area.

Century Drive Based on Candy, Soft Drink Sales

For the first time in Century Theatres' sales drive history, the Timberdoodle campaign, which began March 22 for a ten-week period, is being conducted around the merchandising of candy and soft drink products at theatres, according to Leslie R. Schwartz, head of Andrews, Inc., Century's merchandising division.

Unique in that it requires theatre managers to point their showmanship in a slightly different direction while at the same time continuing their patron-drawing exploitation efforts, the drive is expected to give rise to new methods of merchandising in theatres.

Four-day Lake Placid vacations at Century's Timberdoodle Lodge are in store for winners who will include the district manager, the four theatre managers and the two assistant managers who have topped their quotas by the greatest percentage.

Third 'Ramrod' Star Set For Personal Appearances

Enterprise has completed arrangements for Don DeFore to make a series of personal appearances in connection with key city openings of Harry Sherman's "Ramrod." First will be at the Palace Theatre in Chicago for a four-day stand beginning April 25.

DeFore is the third "Ramrod" star to engage in personal hypos for the western. Joel McCrea will fly to San Francisco for the film's bow there on the 17th, and Veronica Lake and Director Andre de Toth will join DeFore.

Teen-Agers Pick Coming Stars

United Detroit Theatres scored another "first" in its "New Faces Screening" of "The Red House" for 23 teen-age editors of Detroit school papers at the Broadway Capitol Theatre. Purpose of preview was to get the reaction of the youths to the new screen personalities in the picture—Allene Roberts, leading lady, Julie London and Rory Calhoun.

The youthful editors wrote reviews of the film with a brief item giving their reasons for their selection of players likely to become stars. Their reports showed unusual talents and were remarkably well written, according to Alice Gorham of United Detroit Theatres.

Crack Walnut in Elbow Hollow and See 'Brunette'

Managing Director Rube Wolf of the Paramount Theatre, Los Angeles, took a cue from the picture in his promotion for Paramount's Bob Hope film, "My Favorite Brunette," and emerged with a sure-fire crowd-collector and inspirer of laughs. The character played by Lon Chaney in the picture has the habit of cracking walnuts in the hollow of his elbow. Wolf transformed the habit into an exploitation stunt in the theatre's lobby, where he placed a picture of Chaney in character and a sign reading: "How strong are you? If you can crack a walnut in the hollow of your elbow you will be our guest to see 'My Favorite Brunette'." On a table was a supply of walnuts.

The walnuts were contributed without cost by the Walnut Association of Southern California, which also distributed several hundred cards with picture and theatre credits in the grocery stores or the city.

The gag drew a goodly audience throughout its duration and caused a great deal of laughter. The Paramount Theatre's publicist, Bob Holt, aided Manager Wolf in the campaign.



MOST UNUSUAL. This lobby display on MGM's "The Yearling," created by Tommy Delbridge, manager of Loew's Nashville, Tenn., was most unusual in that it also plugged coming attractions and featured a calendar of MGM stars.

Record Nat'l Campaign For 'Alexander' Reissue

The record eight-day radio promotion arranged by Harry Brand's studio publicity staff for 20th-Fox's "Alexander's Ragtime Band" is part of an advertising, publicity, exploitation and radio campaign staged by Charles Schlaifer's New York department which, for intensity and far-reaching effectiveness, may well establish a standard for the handling of reissues by the industry.

The campaign sparks some 40 key city openings of the Irving Berlin film musical scheduled for first-run theatres during the next two weeks.

The policy of long-range planning was put into effect when it was decided to release the film. Extra emphasis was to be placed on the Irving Berlin name and the 28 songs in the film, while the star's names and other aspects of the production were to be exploited to their fullest possibilities.

The radio promotion began April 6 and included several outstanding programs, with the picture getting plugs via guest appearances and tributes every day for eight days.

The national campaign has been designed to capitalize on every promotional aspect of the picture. New accessories have been created; a new press book, devised for practical and showman-wise use is now in the exchanges for all-around campaign help; while new and eye-catching posters in all sizes are available for extensive billboard coverage.

New ads, conceived with the intention of reaching the new audience which has grown up since the picture was released, and also bringing a refresher message to those who will want to see it again, are available in all sizes and types for any and every engagement. The cooperative campaign is as extensive and far-reaching as any used on the company's top releases for the year.

Publicity-wise, the nation's newspapers and magazines have been serviced with a wealth of stories and art, with special exploitation stuff. Special kits and material have been made available to the field staff for maximum strategic use.

AA's Perfume Tieup

Allied Artists has effected an exploitation tieup with Esme of Paris for advertising displays of On 5th Avenue perfume in publicizing Roy Del Ruth's "It Happened on 5th Avenue," just going into national pre-release showings.

SELLING THE PICTURE

Sensationalism Keys Campaign



LIVELY, to say the least, is this illuminating front on "Open City," designed by Manager Ross McCausland for the Dallas Telenews Theatre, which changed policy from straight newsreel to showing features early this year.

Manager Ross McCausland of the Dallas Telenews Theatre has changed the policy of his theatre's advertising and publicity from that of just a newsreel theatre to that of a house privileged to show outstanding foreign films in his city so that the theatre has been able to hold these films from two to three weeks longer than the original estimated playing time.

The success of the policy is based largely on sensationalism in the designing of his theatre fronts, as may be seen from the example shown on this page in connection with "Open City" and which also has included sensationalism in newspaper advertising, not easy to accomplish with a limited budget and with space limitations as set forth by the advertising departments of the Dallas newspapers.

McCausland also has cultivated Dallas newspapermen, columnists, radio commentators, etc., to the extent that the pictures so far booked into his theatre have received more than their share of mention in the space available for motion picture comment. All of these facts add up to good showmanship which, in the case of "Open City," brought the theatre three weeks of record-breaking business, which might have been partially expected in a city with a large Italian-speaking population, but which is a remarkable achievement for Dallas.

Army Truck, Bomb Display Plug 'Beginning or End'

Cornerstone of the campaign put on by Guy Hevia, Reade Theatres city manager in Morristown, N. J., for MGM's "The Beginning or the End," was the use of an Army Recruiting Service truck, properly bannered, for three days in advance and on the opening day, at no cost to the theatre. The truck traveled the streets of Morristown and adjacent communities in a radius of 50 miles five hours daily.

Secondary highlight was a large bomb display in the lobby of the Community Theatre a week in advance. Another excellent attention-getter was an inquiring reporter stunt set up on main corners, with theatre passes to persons giving their opinion on the atom bomb.

Outdoor advertising included 50 special window cards in Morristown's business district and in Madison, Chatham, Morris Plains and adjacent areas; 10 special standee cards in downtown locations; 2,000 teaser heralds; 2,000 bottle and doorknob hangers, and a 24x82-inch sign displayed over cash registers in Morristown's large Acme Market.

A large setpiece was displayed in the library and in the schools a week in advance; 100 teaser letters were sent to a picked list of professional persons; Hevia gave a talk on the merits of the picture at a Kiwanis Club luncheon; local daily, for the first time, gave editorial space to a motion picture; it also gave the film feature stories, as did out-of-town weeklies; 10,000 programs were mailed to the theatre's entire mailing list.

Reade, Station WAAT in 10-Week Talent Quest

The Walter Reade Theatres in New Jersey and Radio Station WAAT will conduct a 10-week talent quest on the stages of Reade Theatres in Asbury Park, Long Branch, Red Bank, Morristown, and Plainfield beginning Wednesday, April 15.

Every Sunday, the winners of the past week's quest will appear over WAAT at 9:00 p.m. From these the radio audience via mail will select those who are to appear on the semi-finals and finals, which will be held on the eleventh, twelfth and thirteenth week of this series.

Monogram-Koret Tieup

Tieup between Monogram and Koret Clothes on latest Teen-Agers film, "Sarge Goes to College," will carry ads during coming three months in long list of national magazines, including *Seventeen, Charm, Glamour, Mlle., Today's Woman* and *Californian.*

Record Shop Tieup Nets Jolson Plug

Through one tieup for Columbia's "The Jolson Story," Manager Ed May of Wometco's Rosetta Theatre, Miami, Fla., got promotion for his showing of the picture through three channels. Tieup was with the Holiday Shop which carried a display for the attraction in its window, loaned an automatic record player and two sets of Jolson song records, and announced the showing of the film and its Jolson records and albums twice daily over its radio program on WGBS.

May played the records continuously in front of his new soda-snack bar from 10 A.M. to 10 P.M., thus entertaining refreshment customers and serving as a sidewalk ballyhoo. The soda-snack bar is said to be the first of its kind in a theatre and May distributed 10,000 heralds as a plug for the theatre as well as for the snack bar.

May used gag cards on automobiles in used car lots and on those parked near the theatre: "Got to sell this car to get money to see 'The Jolson Story'."

Ushers Wore Hearts

Signs in the shape of hearts imprinted with "see the picture" were worn by all the theatre personnel at the 43rd Street Theatre, Long Island City, N. Y., for the showing of "The Secret Heart." A series of hearts spelling out the title were strung across the lobby while a larger heart on each end plugged cast and playdate. An idea of Manager Sid Baker's.

Jolley's Original Idea Scores

With the opposition yet to play "To Each His Own," for which Olivia de Havilland won her Academy Award, alert Manager Mel Jolley of the Marks Theatre, Oshawa, Ontario, seized the opportunity to capitalize on the star's award when he played Universal-International's "The Dark Mirror," another picture in which Olivia stars.

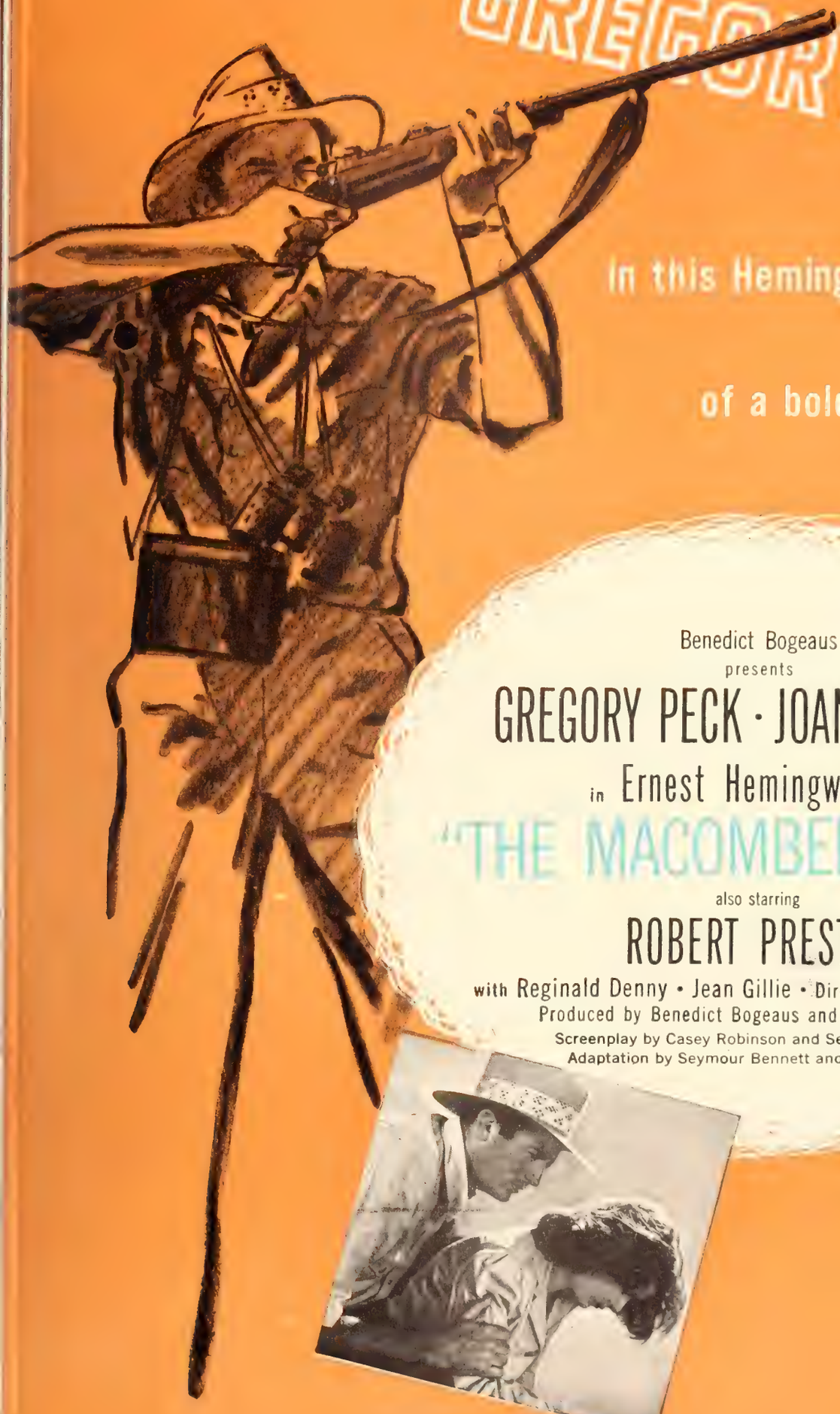
Not only did Jolley want his patrons to know that the Academy Award winner was coming to his theatre; he also wanted to impress upon them the picture's title. So he had the information printed in reverse (white letters, dark background) on government postal cards which he mailed to local residents. A small, white strip at the bottom of the card (white lettering on black) asked the holder to "hold in front of a mirror." When this was done, the "backward" copy became "forward" and readable. Heralds of a similar nature were also distributed.

Here is greatness

GREGORY PECK

In this Hemingway story classic

of a bold and violent love!



Benedict Bogeaus

presents

GREGORY PECK · JOAN BENNETT

in Ernest Hemingway's

"THE MACOMBER AFFAIR"

also starring

ROBERT PRESTON

with Reginald Denny • Jean Gillie • Directed by ZOLTAN KORDA

Produced by Benedict Bogeaus and Casey Robinson

Screenplay by Casey Robinson and Seymour Bennett

Adaptation by Seymour Bennett and Frank Arnold

Opening in 35 key spots starting April 10!

Released thru UA

SELLING THE PICTURE

Lofthus Demonstrates Value Of Cooperative Advertising

Most theatre managers are convinced of the value of cooperative advertising and many of them put their conviction into practice, but it is doubtful if many believe in it so thoroughly and practice it so consistently as Norman Lofthus, manager of Warners' California Theatre in Santa Barbara. One of his most successful cooperative ad tie-ups was with radio station KDB and a Santa Barbara jeweler on "Hollywood Hilites," a movie quiz broadcast in which tunes from motion pictures were played with the audience invited to identify them. Winner's award was a month of free shows at the California and a dine-and-dance evening at the Restaurante El Paseo. Show was sponsored by the jeweler for a year, 15 minutes daily for a few months and then increased to thirty minutes.

For its second year "Hollywood Hilites" was sold to Firestone's Ready-to-Wear shop which added a $25 merchandise order to the contest winner's award. Lofthus recently renewed with Firestone as sponsor of the show and observed its second anniversary several weeks ago. To exploit the occasion with a big send-off, Lofthus employed the following cooperative promotion:

Installed in the lobby of the California Theatre for a period of two weeks, was a display of the "Hollywood Hilites" show over station KBD and sponsored by the ready-to-wear shop. Center of the display was a microphone with ribbons leading to the movie quiz sign, the awards for the winner, and to signs for the three cooperating merchants—the theatre, Firestone and the El Paseo Restaurant.

Window displays on the anniversary program were carried for a week by station KBD, for two weeks by the ready-to-wear shop and in a large window of the theatre fronting on an important business street.

All city and inter-city buses carried cards advertising the show for a month ahead; 20 teaser spot announcements of the birthday party show were used for two weeks in advance. KDB carried copy on the show in its direct mail advertising, 1,000 circulars being distributed. Station also devoted a portion of the column it edits in the local newspaper to "Holly wood Hilites."



BIRTHDAY PARTY broadcast from studios of KDB, Santa Barbara, Calif., showing Irving Firestone cutting cake with Don Roberts looking on. Fin Hollinger, manager of KDB, and Norman W. Lofthus. manager of the California Theatre, are shown shaking hands. It's all a part of the cooperative advertising tieup explained in the story.

The "Erskine Johnson in Hollywood" radio program originating in Hollywood carried commercials on the "Hollywood Hilites" in four consecutive broadcasts.

Climax of the second birthday party was the cutting of cake (*see cut*) at the KDB studios by Manager Lofthus; Fin Hollinger, manager of the radio station; Irving Firestone, owner of the ready-to-wear shop, and Don Roberts, proprietor of the El Paseo Restaurant.

In all of the stunts advertising the program, the Calfornia Theatre came in for extensive exploitation, with the entire cost to the theatre for the campaign and for all the programs being a month of passes for each program—which Manager Lofthus regards as infinitesimal in comparison to the value received. He also believes that his fellow managers can use similar cooperative advertising in most situations.



HE DIED LAUGHING at Senator Claghorn in "It's a Joke, Son," or at least that's what the sign on the stretcher says. Street ballyhoo, one of the oldest in the book and still one of the most effective, was used during the showing of the Eagle-Lion film at the Esquire Theatre, Toledo, Ohio. The poor "victim" doesn't rate much sympathy—even the youngster at the left is more frightened by the camera than the "corpse" alongside him.

Strolling Usher Ballyhoo Again Proves Its Value

Street ballyhoo in exploitation campaigns has proved its value time and again. And it worked with unusual success for Manager Saul Renick of Century's Rialto Theatre, Brooklyn, N. Y., and his assistant, Bill White, because they tied it up with a double bill consisting of MGM's "No Leave, No Love" and 20th-Fox's "White Tie and Tails."

Of course, theatre ushers took part in the activity. One, who was dressed as a Marine, carried this sign on his back: "I'm AWOL because when there's 'No Leave, No Love'" Both signs carried theatre and playdate credits.

The ushers, because of their contrasting attire, drew much attention which reflected creditably at the Rialto box-office.

A Wonderful Life for Ushers Who Exploited It

It was a "wonderful life" for the ushers of the Strand Theatre in Plainfield, N. J.—or so passersby glancing into the lobby must have thought—just before that stand showed RKO Radio's "It's a Wonderful Life," for the staff members were lolling about the lobby, playing checkers, reading magazines and playing soft music on the victrola. And they received their pay while enjoying the recreation!

It was all an exploitation stunt evolved by the fertile imagination of Murry Meinberg, city manager in Plainfield for Walter Reade Theatres, to attract public attention to his coming attraction. Near the idle ushers was a special 40x60-inch card with this copy: "So what, if the boss does catch me! 'It's a Wonderful Life.' I can't get into any more trouble than—Jimmy Stewart in 'It's a Wonderful Life' at this theatre starting (playdate) for one week." This lobby stunt was kept up for an entire week and aroused a lot of interest.

Personal Ad Used

Manager Meinberg took the following ad in the personal column of the Plainfield *Courier* for a week prior to the opening of the picture: "Is your last name Bailey? If it is, we have a wonderful surprise for you. Call Plainfield 6-2103" which, of course, was the theatre's phone number. Whenever any one phoned in answer to the ad he was asked if he could prove that his name was Bailey. If he could he was given a pass to see the film. If he couldn't he was told that he had missed a chance to get free tickets to the show. The theatre received more than 200 phone calls, but as only 30 Baileys could prove their name only 30 passes were given away.

A pre-campaign stunt was a 40x60 lobby card in five languages reading: "Say it in any language you like, It's Still a Wonderful Life." Five special window cards and three 30x40 blowups were displayed in prominent store windows.



PERFUME GIVEAWAY. Five thousand samples of Scheherazade cologne, "inspired by Yvonne de Carlo," star of Universal-International's "Song of Scheherazade," were distributed by Loew's Criterion Theatre, New York, in its campaign on the picture. A large easel sign in the lobby offered the samples to the first 5000 ladies to enter the theatre. Samples were also distributed in restaurants, night clubs and in the Times Square area. Tieup was handled by Jerry Sager, the theatre's publicist, and Henry Shamp, assistant manager.

The hottest name on any marquee today is

GREGORY PECK

making his own kind of love in the kind of story that only Hemingway could write!



Benedict Bogeaus
presents

GREGORY PECK
JOAN BENNETT

in

Ernest Hemingway's

"THE MACOMBER AFFAIR"

Also Starring

ROBERT PRESTON

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Produced by
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Directed by
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Screenplay by Casey Robinson and Seymour Bennett
Adaptation by Seymour Bennett and Frank Arnold

Opening in 35 key spots starting April 10!

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SELLING THE PICTURE

A Leading Showmanship Campaign of 1947

IT HAPPENED ON FIFTH AVENUE

(Monogram)

30 Millions See Monogram's 'Fifth Ave' Caravan During 31-day Trek Through 14 States

Everyone knows that a parade is one of the best methods by which a motion picture may be well publicized. And everyone knows, too, that an impressive campaign for a big picture tends to make that picture a bigger one from the box-office point of view. So Lou Lifton's Monogram publicity boys and girls established a campaign for Allied Artists' "It Happened on Fifth Avenue," based on these two eternal verities of the motion picture publicity field, and set up one enormously long parade, made up of a flock of smaller parades, which altogether took in 59 key cities across 14 states and 3,850 miles of territory from New York to Los Angeles. It is estimated that 30 million persons saw one or more of these parade activities during the trek of three Fifth Avenue open-top buses on their cross-country journey.

The three buses, 25-year-old veterans of New York's passenger traffic, had been discarded by the Fifth Avenue Coach Company in line with its policy of using only single-deck buses in the future. But since they were used in the picture, it was decided to acquire them for other pictures which Hollywood would make and at the same time send them on a trip to Hollywood, preceded by two men charged with the duty of beating publicity drums in advance of the caravan's arrival. Another man and an aide rode with the buses, one of which was fitted as an office, and all of which were gaily bedecked with banners proclaiming the purpose of the trip and with colored photo-enlargements of the stars of the film.

Free Rides for 8000

In their 31-day trip from New York to Los Angeles the buses extended free rides to about 8000 persons. Some were youngsters from hospitals, clinics, etc. Others were representatives from high school and college groups. In Ottawa, Kansas, schools closed entirely during the time the buses were available to ride the youngsters around town, with the school principal and the daily newspaper editor interested and enthusiastic riders on the ancient vehicles.

Charities in some towns profited by tying up with local parades of the vehicles.

More than 1,000,000 handbills were distributed in advance of the cavalcade's arrival in towns along the route to California and thousands of autographed photos of Gale Storm, star of the picture, were given away during the trip through the first few states.

Stories and photos of the glamorized buses reached the columns of 180 newspapers, with feature articles on the buses and the picture itself used as follow-ups after the furore created by their presence in town had subsided.

Little gift phials of a perfume from a famous Fifth Avenue perfumer were given to thousands of ladies during the trip as part of a national tieup with the picture, and a brand of cigarets asked to bracket mention of its tastiness with reference to the picture in advertising in 100 college newspapers. Fifth Avenue concerns sought special arrangements to put their own advertising cards in the spaces above seats in the buses on their cross-country trip.

Some interesting facts about the trip itself included the information that an attempt was made to attain an average speed of 15 miles an hour, but even this rate of acceleration caused a breakdown of one of the nine-ton crates in the hills of Pennsylvania. A new motor rushed from New York City to Harrisburg enabled the caravan to proceed, but the breakdown itself served to gain even more newspaper attention to the trip.

The general publicity scheme along the route was to have a public reception at the Governor's mansion, at City Hall, etc.; by civic dignitaries, radio commentators, etc.; appearance at the campuses of schools and colleges and then the inevitable parade through town, accompanied by a local band and with every public figure attainable riding atop one of the buses during the parade.

Another excellent source of newspaper publicity during the trip was the human interest yarn, such as about the many couples who did at least part of their courting in New York City atop one of the buses. Or, as was the case in Hopedale, Ohio, where a woman pleaded to have her five-year old son taken for a ride so that he could always state that he had ridden on one of the old Fifth Avenue buses, which she remembered so fondly from her own days

(Continued on Next Page)









Gale Storm participated in making "It Happened on Fifth Avenue" as a star and also as a part time publicist. Upper left she breaks a bottle of champagne on the guard of one of the buses as the cross-country journey starts and, upper right, she poses with President Steve Broidy on the Monogram lot as the buses arrived in Hollywood. Center photo shows one of the buses stranded in the middle of the desert, 18 miles west of Yuma and, below, on the University of Missouri campus, indicating the interest shown in the trek. Scenes like that at the right were repeated time and again as the buses made their way across the continent.

SELLING THE PICTURE

Joice Paramount-Gov't Liaison Man in Capital

Under a new policy inaugurated early this week in Paramount's publicity and advertising department, a special representative has been named to act as liaison between the company and such government departments as the army, navy, postoffice, etc., in Washington, in addition to having charge of exploiting Paramount pictures in the Washington area which includes Roanoke, Richmond and Baltimore.

J. M. Joice, formerly Paramount's special representative in Cleveland, was named its government contact man in Washington. He was installed in his new post by Earle W. Sweigert, the company's mideastern sales manager.

One of Joice's first responsibilities as special representative will be to work out details with the post office department on a cooperative campaign on "Blaze of Noon," which deals with the birth and early days of the United States airmail service.

31-Day '5th Ave' Caravan Trek Viewed by Millions

(Continued from Preceding Page)

in New York. In Sapulpa, Oklahoma, everyone on the local newspaper stopped work and demanded to be taken for a ride, with resulting publicity and photos nearly flooding the newspaper later.

One of the buses broke down in the desert, 18 miles east of Yuma. It was stranded all night, but next morning newspaper photographers and reporters made the forlorn appearance of the ancient equippage the subject of feature yarns for syndicate distribution.

When the vehicle reached Los Angeles they were greeted at City Hall by civic dignitaries and the President of the Los Angeles Downtown Business Men's Association as spokesman for a ceremony at which Mayor Fletcher Bowron assisted Gale Storm in tacking on three brand new California license plates, signifying movieland's adoption of the buses, to be seen in the future only on the nation's motion picture screens.



LADIES, LOOK! Would any woman refuse to reply to the Warner press book question, 'Would you keep your mouth shut if you were Nora Prentiss?" when, by answering, she might win one of these 35 prizes? Advertising and Publicity Director Nick Falzone is calling the attention of Manager Joe Octaviano of the Stamford Theatre, Stamford, Conn., to the number and quality of the prizes in the lobby display.

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'Oscars' Stressed in 'Best Years' Campaign

The four-week, many-faceted exploitation campaign [illegible] gave the film the largest first week's gross for Providence or any other theatre in the state, according to reports from that city.

The picture opened the day after the Motion Picture Academy had bestowed [illegible] "Oscars." Feeling certain it would get the best picture award, Morton spotted ads playing up the winning of the coveted honor in 15 suburban Rhode Island newspapers to appear the morning of the Award announcement. "The Best Years" was given first place, and the 15 papers carried wire news stories to that effect, several of them on the front page. The ads and the news stories combined to make a high-class spot news promotion feature.

A letter-writing contest on what listeners considered the best years of their lives was aired over radio station WEAN with $100 in prizes for the 13 best letters. All plugs carried picture and theatre credit, and without cost to the theatre.

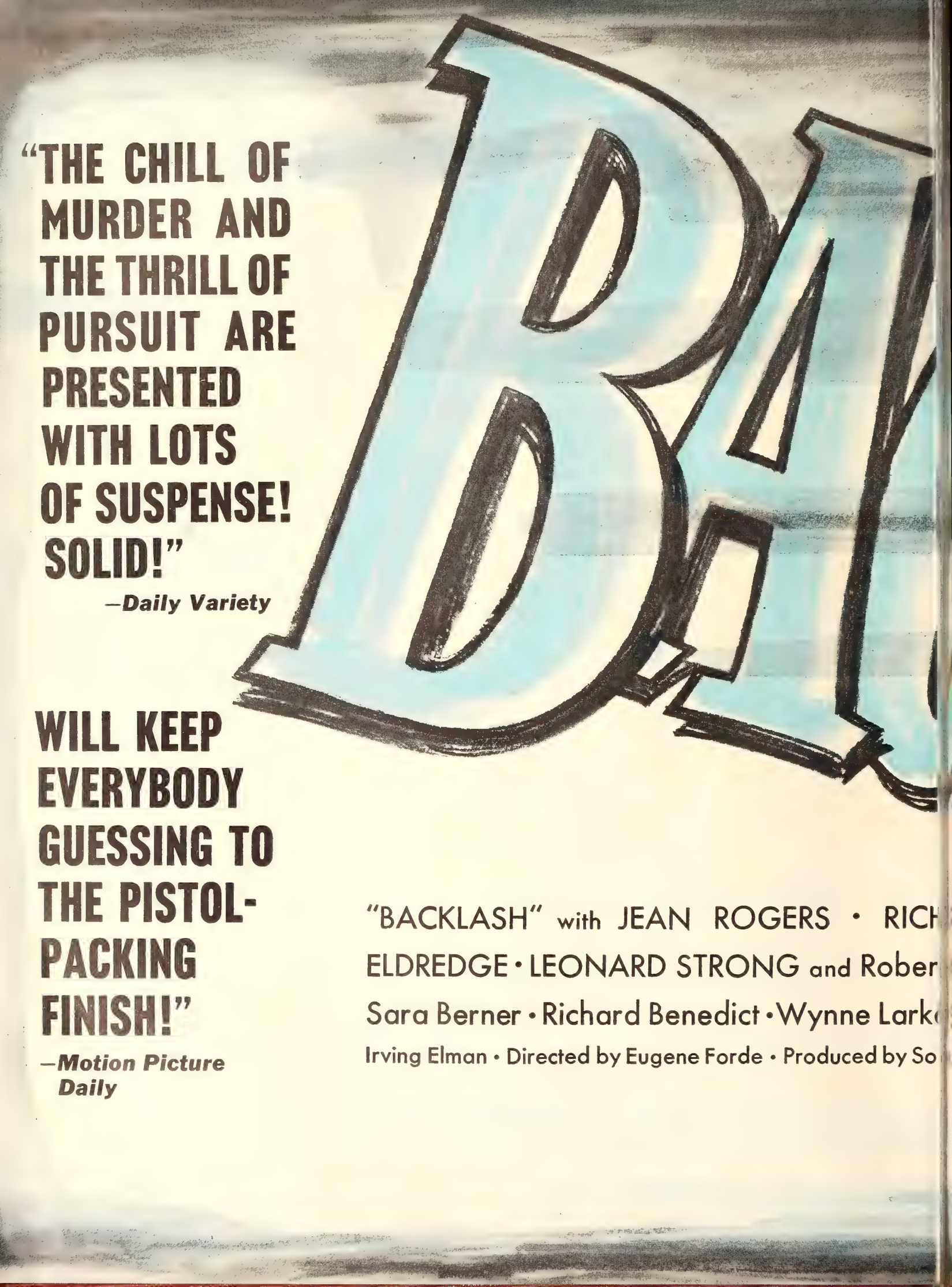
The Rhode Island Congress of Parent Teachers magazine paid high tribute to the picture three weeks in advance and mailed copies to every member of the organization. Women's clubs and men's clubs were contacted and supplied with hundreds of heralds which they distributed to their members. The heralds were also distributed in better stores and shopping areas. The entire Providence public library system, including nine branches, were supplied with bookmarks carrying picture and theatre credits.

Attractive window displays were numerous. A week ahead five downtown restaurants were supplied with menus imprinted with "Best Years" information. The teaser newspaper campaign was started three weeks prior to the opening, as were the radio spot announcements.

Four weeks in advance a large setpiece plugging the five stars of the film—all smiling their best—was set up in the lobby.



PLAYS UP STARS. This lobby setpiece playing up the stars of Samuel Goldwyn's "The Best Years of Our Lives"—all showing their best smiles—was employed by Bill Morton, publicity director of the RKO Albee Theatre, Providence, R. I., in the theatre's lobby for three weeks in advance of the opening, and got the once-over from practically every person entering the lobby.

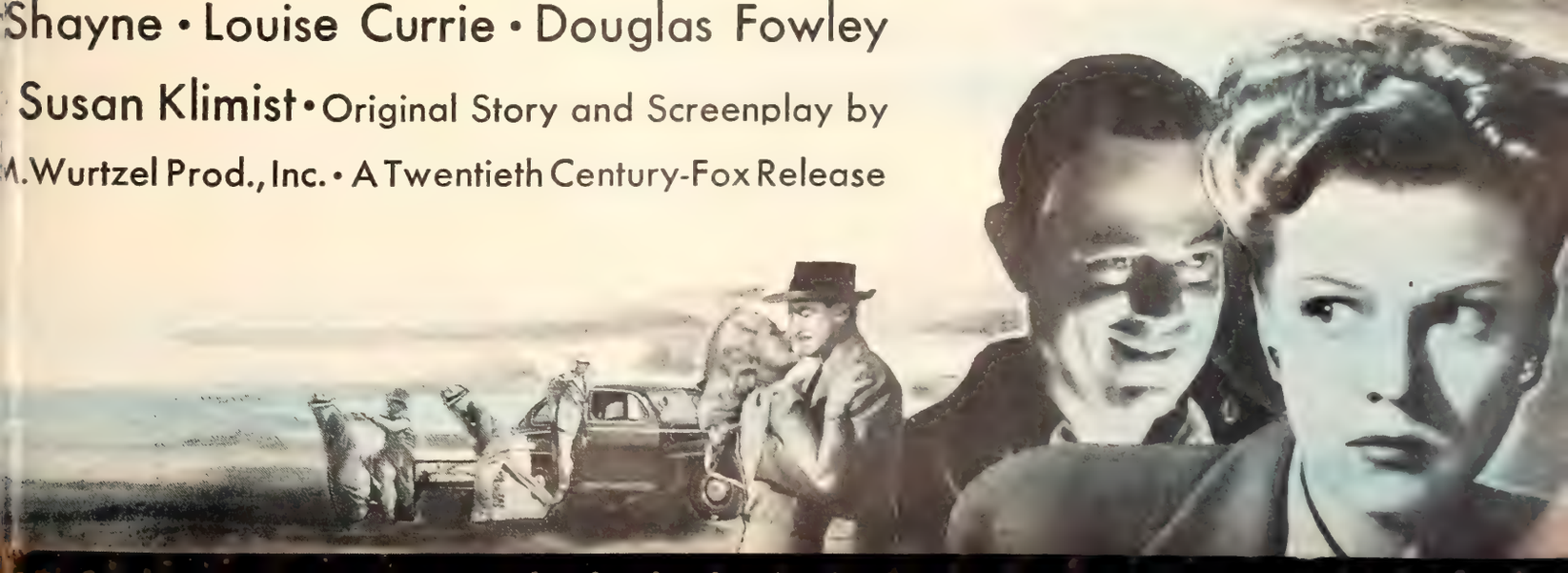

"THE CHILL OF MURDER AND THE THRILL OF PURSUIT ARE PRESENTED WITH LOTS OF SUSPENSE! SOLID!"
—Daily Variety
BA
WILL KEEP EVERYBODY GUESSING TO THE PISTOL-PACKING FINISH!"
—Motion Picture Daily
"BACKLASH" with JEAN ROGERS • RICH
ELDREDGE • LEONARD STRONG and Rober
Sara Berner • Richard Benedict • Wynne Lark
Irving Elman • Directed by Eugene Forde • Produced by So

"MURDER STORY WITH GOOD PRODUCTION VALUE AND SMART DIRECTION!"

—Film Daily

CRASH

ARD TRAVIS • LARRY BLAKE • JOHN
Shayne • Louise Currie • Douglas Fowley
Susan Klimist • Original Story and Screenplay by
M. Wurtzel Prod., Inc. • A Twentieth Century-Fox Release



THE BOX OFFICE SLANT

Shoot to Kill

Screen Guild Drama 63 mins.

AUDIENCE SLANT: (Adult) Crooked politicians and their underworld activities are the theme of this melodrama that should entertain those who enjoy this type of film fare.

BOX-OFFICE SLANT: Should prove acceptable on practically any program as a second feature.

Cast: Russell Wade, Susan Walters, Edmund MacDonald, Douglas Blackley, Vince Barnett, Nestor Paiva, Douglas Trowbridge, Harry Brown, Ted Hecht, Harry Cheshire, Robert Riordan, Joe Devlin, Eddie Foster, Frank O'Conner, Sammy Stein, Gene Rodgers. Credits: Produced and directed by William Berke. Original screenplay by Edwin V. Westrate. Photography, Benjamin Kline.

Plot: The police chase a car in which they believe a crook is to be found. Car crashes over an embankment and in it the police find the assistant district attorney, his wife and the crook. At the hospital the wife, the only one found alive, tells the story of her husband's crooked ambitions; how she got a job with him in order to clear the name of her real husband, the crook, whom the district attorney had framed in order to promote goodwill for himself. Through her evidence the entire gang is rounded up.

Comment: Again utilizing the flashback type of story, this picture concerns crooked politicians and their henchmen, a familiar theme that evidently has a following. It should make an acceptable feature on practically any program for it has been well directed by William Berke and has capable performances by most of the cast. There are a few thrilling chases at the opening and closing of the picture, and in the interim interest is held by the plot involvements. Edmund MacDonald plays the heavy, the crooked Assistant District Attorney clearing his way for his own promotion; and Douglas Blackley does well in the role of the framed crook. Russell Wade, always outstanding in any part he handles, is again just that with his delineation of the newspaperman. In smaller roles are Vince Barnett, Ted Hecht and Harry Brown. Susan Walters has the feminine lead.

That's My Man

Republic Drama 104 mins.

AUDIENCE SLANT: (Adult) Except for being slightly overlong, this is a heart warming, exciting and entertaining film. The racing sequences at the conclusion are guaranteed to make audiences' pulses pound.

BOX-OFFICE SLANT: Should do very well everywhere. Cast names are strong and word-of-mouth approval is certain. Borzage's name is important, too. Extra exploitation effort should be expended to get the most out of it.

Cast: Don Ameche, Catherine McLeod, Roscoe Karns, John Ridgely, Kitty Irish, Joe Frisco, Gregory Marshall, Dorothy Adams, Frankie Darro, Hampton J. Scott, John Miljan, William B. Davidson, Joe Hernandez and Gallant Man. Credits: Produced and directed by Frank Borzage. Written by Steve Fisher and Bradley King. Musical direction by Cy Feuer, from a score by Hans Salter. Photography, Tony Gaudio.

Plot: The fabulous story of a man, a horse, the man's family and his obsession with gambling. The man has a theory that any thoroughbred will win races if loved and cared for. He buys a three-week-old colt, quits his job, makes friends with a cab driver, and meets the girl he eventually marries the day the colt wins his first race. Then it is a story of success with everything the man touches. Dice, cards, horse racing bring him a beautiful home and keep him away from the birth of his son. His wife leaves him, the horse is retired after never having lost a race and he loses everything. Unable to find him again, the wife takes the horse out of retirement and enters him in the Hollywood Gold Cup, knowing that her husband will be present to see the race. Against almost overwhelming odds the horse comes from behind to win, and the couple and their son are reunited.

Comment: "That's My Man" has been lavishly produced, sensitively directed from an excellent screenplay, and perfectly played by an excellent cast. To all this add some of the most exciting horseracing scenes ever filmed and there eventuates a fine, heartwarming, exciting film with potentialities for top box-office grosses. The picture's opening sequences move along at a merry rate, with the romance between Don Ameche and Catherine McLeod developing nicely and at the same time deftly placing seeds of the conflict that will later develop between the couple. The story is told in flashback as taxi-driver Roscoe Karns picks up turf sports writer Joe Frisco and they start talking about the big Hollywood Gold Cup race that day. Karns likes Gallant Man, owned by Don Ameche and his wife, Miss McLeod. Frisco argues that the horse hasn't a chance and then Karns explains why it is that he believes in the great racer's chances. He tells Frisco about the day he had picked up Ameche and a three-week-old colt, rode both around town looking for a place for them to stay and how Miss McLeod shared her quarters with the colt, with Ameche forced to return to control the unruly animal. He tells of their growing affection, marriage, birth of their son and Ameche's obsession for gambling and how that obsession caused their separation; how Ameche retired Gallant Man as an undefeated champion and how the wife brought the horse out of retirement to bring Ameche back to her. The enormously exciting racing sequences at the conclusion are certain to make audiences' collective pulses pound. Ameche is always the competent actor and does some of his best work here. Miss McLeod has matured amazingly in acting ability since her first screen appearance in "I've Always Loved You," and in this picture reaches heights of acting that her earlier appearance promised. Joe Frisco, too, in the comparatively few minutes he is on the screen, actually "takes over" with his natural comic flair. During the middle sequences the picture slows down considerably, and probably could have been improved with tighter editing. But as a whole it is good, solid, meaty entertainment that is certain to please all types of adult audiences. With intelligent, resourceful and energetic exploitation it can do very much better than average business.

Last Frontier Uprising

Republic Western with Music 65 mins. (Trucolor)

AUDIENCE SLANT: (Family) Fair-to-middling western, with music, that lacks sufficient action and suffers from mediocre color job.

BOX-OFFICE SLANT: Should do well for action houses, with color acting as added magnet to fans.

Cast: Monte Hale, Adrian Booth, James Taggart, Roy Barcroft, Tom London, Philip Van Zandt, Edmund Cobb, John Ince, Frank O'Connor, Foy Willing and the Riders of the Purple Sage. Credits: Associate producer, Louis Gray. Director, Lesley Selander. Screenplay, Harvey Gates, based on an original story by Jerome Adlum. Photography, Bud Thackery.

Plot: Two old pals meet down Texas way when a young lady's horses are put up for bidding. One, who has been north some years, represents the U. S. government; the other is a local boy who is being hoodwinked by two unsavory characters. The villains make the local boy think his old buddy is crooked, and it takes a last-ditch gun fight between the old buddy and the crooks to make things turn out right.

Comment: The Trucolor is not up to par in this Monte Hale-Adrian Booth co-starrer, being hazy at a number of points and lacking sharp delineation. The picture also suffers from lack of sufficient action and a hackneyed plot. Monte Hale and Adrian Booth make a good co-starring team, although Miss Booth is a trifle hard at times. Best performance is rendered by a beautifully trained dog that steals every foot of film in which he appears. Foy Willing and his musical crew make a worthwhile contribution to the musical end, with their numbers being in the sure-fire hillbilly tune league. Exhibitors should do well with this film, despite its shortcomings, with the Trucolor an added inducement to prospective patrons.

Yankee Fakir

Republic Comedy 71 mins.

AUDIENCE SLANT: (Family) A nice plot idea, but excessive footage and loose direction mar its entertainment values except, perhaps, for the least discriminating audiences.

BOX-OFFICE SLANT: Obviously intended for double bills and that's about the only place where it is suitable. Strong main feature needed.

Cast: Douglas Fowley, Joan Woodbury, Clem Bevans, Ransom Sherman, Frank Reicher, Marc Lawrence, Walter Soderling, Eula Guy, Forrest Taylor, Elinor Appleton, Peter Michael, Elspeth Dudgeon, Ernest Adams, Tommy Bernard. Credits: Produced and directed by W. Lee Wilder. Screenplay by Richard S. Conway, from a story by Mindret Lord. Photography, Robert W. Pittack.

Plot: Two traveling pitchmen obtain rooms in the home of a girl whose father, a border patrolman, has been murdered by smugglers. When they start asking questions they are framed and put in jail. They conceive the idea of having an out-of-town friend pose as a millionaire uncle of one of them, whom then offers $50,000 as a prize for the person who exposes the worst character in town.

BOX-OFFICE SLANTS

The whole town pitches in in an attempt to win. but it is not until the girl's young brother notices a clue on the person of the leading banker that the murderer is exposed and the young man awarded the prize, which in lieu of the $50,000 has become the share of one in the pitchmen's wagon. The other marries the daughter.

Comment: While there was a nice plot idea contained in this story it has been so over-written and loosely directed as to lose whatever entertainment value it might have had, except for the least discriminating audiences. The acting of Douglas Fowley, Joan Woodbury. Clem Bevans and young Tommy Bernard is creditable, but the others in the cast appear to be going through a routine for which they had been paid, and the sooner finished with it the better. "Yankee Fakir" might have been a good, light comedy with overtones of suspense had it been better written. directed and edited. As it is, it is much too long and only fair entertainment. With the product shortage still acute in some sections, however, it will fill in as a supporting feature on some double-bill programs.

Jewels of Brandenburg

20th-Fox Drama 64 mins.

AUDIENCE SLANT: (Adult) Fairly entertaining, modestly produced postwar adventure story.

BOX-OFFICE SLANT: Good for supporting niche in double-feature situations.

Cast: Richard Travis, Micheline Cheirel, Leonard Strong, Carol Thurston, Lewis Russell, Louis Mercier, Fernando Alvarado, Eugene Borden, Ralfe Harolde, Otto Reichow, Harro Meller. Credits: Produced by Sol M. Wurtzel. Directed by Eugene Forde. Original story by Irving Cummings, Jr. and Robert G. North. Screenplay by Irving Elman, Irving Cummings, Jr. and Robert G. North. Photography, Benjamin Kline.

Plot: The famous Jewels of Brandenburg have been stolen and the American occupational authorities are responsible for them. American officials assign a young man who had worked for OSS during the war to their recovery. With the aid of a young girl and her brother he is successful in his mission.

Comment: "Jewels of Brandenburg" is a sort of confused affair, evidently based on an idea having to do with the actual theft of the Hesse Crown Jewels by an American Wac officer and others during the war. It bears little relation to the actual theft. but purports to show that a super-criminal has affected the fictional theft. He is taken in by the American investigator and meets his just deserts as the picture closes. There is little that is really thrilling here, despite the situations devised to provide thrills. Juveniles may like it and some adults may be mildly amused. The picture is suitable for a supporting niche on double-feature programs.

The Man Within

(Reviewed in London)

(Technicolor)

Rank Costume Drama 85 mins.

AUDIENCE SLANT: (Adult) A rousing romantic adventure which, when shortened and shorn of an offensive sequence, has much to offer popular audiences.

BOX-OFFICE SLANT: With a fine, menacing performance from Michael Redgrave and a liberal helping of romance and adventure, enhanced by excellent Technicolor, this can well be a "sleeper."

Cast: Michael Redgrave, Jean Kent, Joan Greenwood, Richard Attenborough, Francis L. Sullivan, Felix Aylmer, Ronald Shiner, Ernest Thesiger, Basil Sydney, David Horne, Ralph Truman, Allan Jeayes and others. Credits: From the novel by Graham Greene. Produced by Muriel and Sydney Box. Director, Bernard Knowles. Presented by J. Arthur Rank.

Plot: Outwardly a weakling and a coward, Richard Attenborough goes to sea with Michael Redgrave, his guardian, but fails to get on with the crew. He discovers they are smugglers and after being flogged reveals their plans to the police. They are trapped while Attenborough escapes ashore. Hunted by Redgrave and the police, he finds refuge with Joan Greenwood for whom he forms a strong attachment. At the smugglers' trial he gives evidence against them. but through local loyalty to them they are freed and seek Attenborough. Redgrave, though puzzled by the boy's actions, has faith in him and is convinced of the *man within* when Attenborough accepts responsibility for a murder to save him.

Comment: There is much excellent material in this picture which has been beautifully photographed in Technicolor, but before it can be considered for American audiences it must be cut and an offensive and unnecessary sequence removed. This romantic adventure is embellished with brutal beatings, torture scenes and floggings, and Sydney Box has produced with an eye on the box-office. In the role of the menacing guardian, Michael Redgrave turns in a performance which is likely to enhance his growing popularity considerably. Richard Attenborough is excellent as the youth with the coward exterior. Joan Greenwood is an appealing heroine while Jean Kent's sensuous mistress of the prosecuting counsel who offers Attenborough her love in return for his evidence is likely to be cut by American censors.

Dark Delusion

MGM Drama 90 mins.

AUDIENCE SLANT: (Family) Another addition to the series about Blair General Hospital, its staff, and the problems of one of them. Satisfactory entertainment.

BOX-OFFICE SLANT: Wherever this "doctor" series has been popular this should do nicely. Good cast names.

Cast: Lionel Barrymore, James Craig, Lucille Bremer, Jayne Meadows, Warner Anderson, Henry Stephenson, Alma Kruger, Keye Luke, Art Baker, Lester Matthews, Marie Blake, Ben Lessy, Geraldine Wall, Nell Craig, George Reed, Mary Currier. Credits: Directed by Willis Goldbeck. Produced by Carey Wilson. Original screenpay by Jack Andrews and Harry Ruskin, based on the characters created by Max Brand. Photography, Charles Rosher.

Plot: A doctor in Blair General Hospital constantly is the subject of complaints from patients because of his outspoken manner and lack of willingness to "coddle" the wealthier ones. Assigned to relieve a practicing physician in a fashionable suburb, he makes an issue of the fact that he will not sign commitment papers for an apparently insane girl. He wins the girl's confidence, hides her in the house he occupies, discovers the cause of her aberration, performs an operation and cures her.

Comment: Another in the long series of successful pictures dealing with the inhabitants of Blair General Hospital, there is, as usual, a promising young doctor who will go to any extreme to confirm his diagnosis of a patient's [illegible] patient's illness [illegible] Lucille Bremer, the charms of James Craig and Lionel Barrymore is again the crusty old head of the hospital. There are some light comedy touches to relieve the gravity of deadly serious [illegible] and a demonstration of narcosynthesis induced by an intravenous injection of a drug that might be the [illegible] tation if the ethics of the practitioners can be overcome in some local situations. The picture moves smoothly, is interesting throughout, well produced and directed and generally capably acted. Will fit in satisfactorily in almost any type of situation.

Violence

Monogram Drama 72 mins.

AUDIENCE SLANT: (Adult) This expose of the prejudiced groups preaching hatred and violence is a good, suspenseful entertaining drama for average audiences.

BOX-OFFICE SLANT: With such a timely and important subject for its theme, this picture has the kind of exploitation possibilities that can result in satisfactory returns at the box-office.

Cast: Nancy Coleman, Michael O'Shea, Sheldon Leonard, Peter Whitney, Emory Parnell, Pierre Watkin, Frank Reicher, Cay Forrester, John Hamilton, Richard Irving, Carol Donne, Jimmy Clark, William Gould. Credits: Produced by Jack Bernhard and Bernard Brandt. Directed by Jack Bernhard. Original story and screenplay by Stanley Rubin and Louis Lantz. Photography, Henry Sharp. A Bernhard-Brandt Production.

Plot: An FBI man and a woman news photographer are working to get the inside story of a prejudiced organization. The young woman, after the killing of a veteran by the leader of the group, sets out with proof of their activities, but she has an accident and becomes an amnesia victim. The FBI man helps her and when she recovers they work to break up the ring.

Comment: This expose of the type of rackets that have cropped up in recent years, preaching racial and religious hate and violence, is a good suspenseful drama that has enough tense, stirring moments to entertain the average patron. Plot is built around the very timely and top-important subject, veteran housing. And this makes the picture so absorbing that one forgets to notice the slowness of its pace. From the title one would believe there was going to be quite a bit of violence, but this is actually held down to a minor riot and the murder of a patriotic American caught investigating the organization's activities. Fine performances make most of the situations believable, especially Sheldon Leonard's and Peter Whitney's. Nancy Coleman does all right in the leading feminine role, although one becomes quite conscious of her mannerisms in her delineation of the amnesia victim. Michael O'Shea, Emory Parnell and Frank Reicher are others who contribute good performances. Jack Bernhard and Bernard Brandt produced, with the former also handling the directorial reins.

Fun on a Weekend

United Artists Comedy 93 mins.

AUDIENCE SLANT: (Adult) Pure lightweight, escapist entertainment that will

(*Continued on Page 22*)

Box



Republic's Great Money Hit!

JOHN WAYNE'S

JOHN WAYNE · GAIL RUSSELL

Angel and the BADMAN

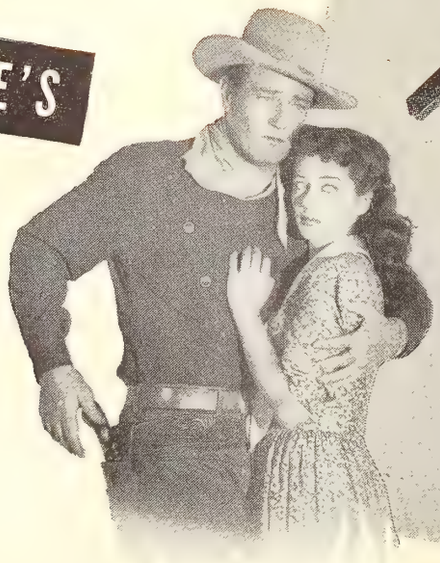
with

HARRY CAREY · BRUCE CABOT

IRENE RICH · TOM POWERS

Written and Directed by James Edward Grant

A JOHN WAYNE Production



A REPUBLIC PICTURE

Office Angel!

NEW YORK . . . . . Hold Over 5th Week
SAN FRANCISCO . . Hold Over 3 Weeks
BALTIMORE . . . . . Hold Over 3 Weeks
NEW ORLEANS . . . Move Over 3 Weeks
CHARLOTTE . . . . . Move Over 2 Weeks
PORTLAND, Ore. . . Hold Over 2 Weeks
BOSTON . . . . . Move Over 3 Weeks
OAKLAND . . . . . Move Over 2 Weeks
OKLAHOMA CITY . Move Over 2 Weeks
DENVER . . . . . Move Over 2 Weeks
ST. LOUIS . . . . . Hold Over 2 Weeks
MILWAUKEE . . . . . Hold Over 2 Weeks
KANSAS CITY . . . . . Sensational 3 Theatre Premiere
HOUSTON . . . . . Terrific Opening Business

REPUBLIC PICTURES

FIRST PRODUCER - STAR PICTURE

BOX-OFFICE SLANTS

Fun on a Weekend

(*Continued from Page* 19)

furnish a considerable quota of laugh- provoking material for average audiences.

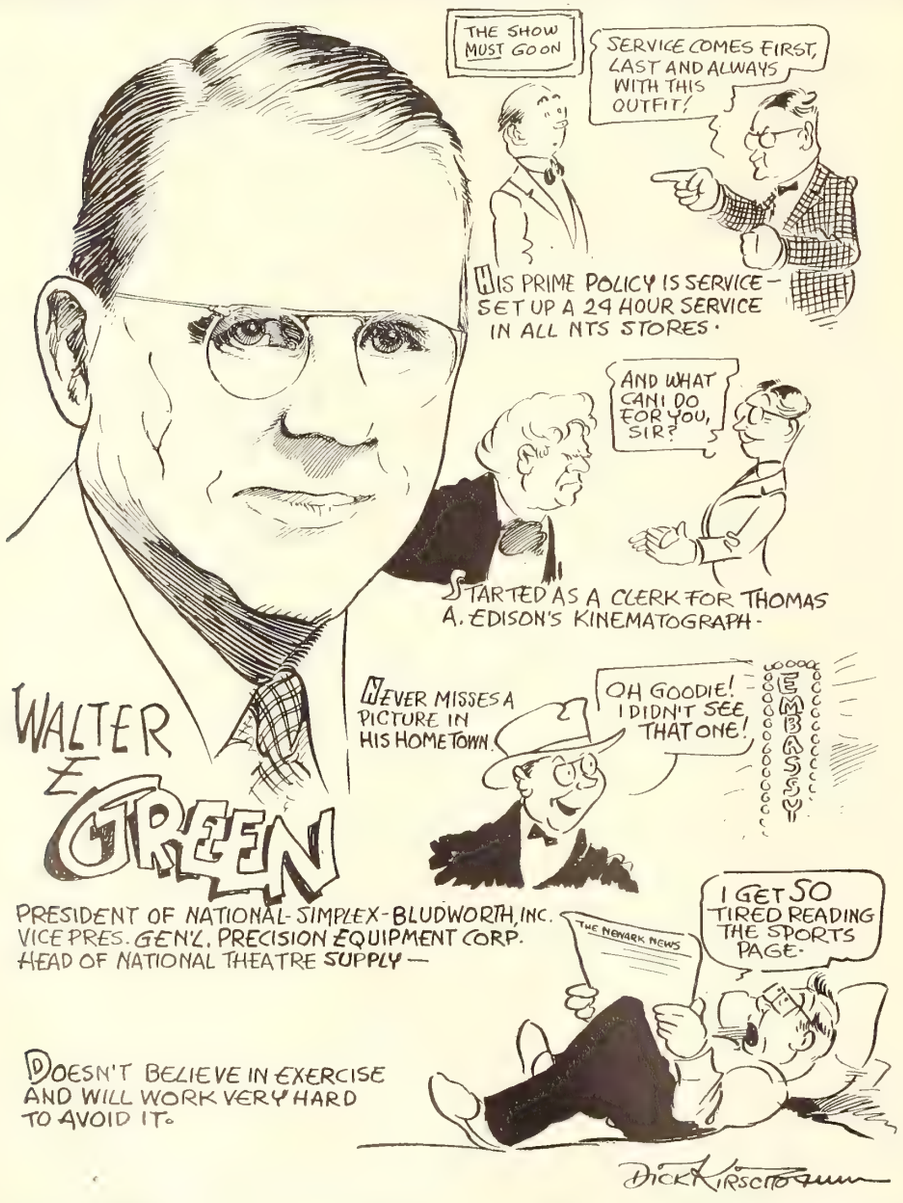
BOX-OFFICE SLANT: Whether it can stand alone, top another feature or play in support will depend on basic audience tastes in various situations. The Bracken and Lane names, however, and some of those in the supporting cast, should have a beneficial effect at the box-office.

Cast: Eddie Bracken, Priscilla Lane, Tom Conway, Allen Jenkins, Arthur Treacher, Clarence Kolb, Alma Kruger, Russell Hicks, Fritz Feld, Richard Hageman, Lester Allen, Bill Kennedy. **Credits:** Produced and directed by Andrew Stone. Original screenplay by Andrew Stone. Associate producer, Don McElwaine. Photography, Paul Ivano. Art direction, Rudi Feld. Musical direction, Virginia Stone. Conductor and arranger, Lucien Caillet.

Plot: Eddie Bracken and Priscilla Lane, who meet on a Florida beach, are broke and hungry. Seeking a solution to their desperate plight, the couple determine to transform themselves from tramps to tycoons before sundown. Through super-confidence, they make contacts with wealthy people as they pose as Mr. and Mrs. Peterson Price Porterhouse III, of the Wall Street firm of that name. Naturally enough, they get into some risky but hilarious situations, but all ends well.

Comment: By the time it completes its runs throughout the country, "Fun on a Weekend" will have furnished a considerable quota of laugh-provoking material for average audiences. It is the sort of comedy that even discriminating patrons cannot criticize too severely, for despite the fact that its theme is somewhat improbable, the manner in which it is treated and the performances of the principals are such that, for the most part, the situations and the problems of the boy and girl, amusing as they are, do acquire a semblance of believability and thus incur audience sympathy. Andrew Stone carved out quite a task for himself, since he not only produced the picture but also wrote the screenplay and directed it. The result is support for the adage that too many cooks spoil the broth, for in his personal handling of the film he has succeeded in writing a humorous script, has competently guided his players and has produced the affair in a lavish manner. The picture might have been even better had it been more liberally edited here and there; but on the whole it succeeds well as pure, lightweight, escapist entertainment. In a film of this kind performances are not considered in the award-winning manner, but there is no doubt that just as good trouping is required for dramatic effect so is it necessary for the effective projection of comedy, and successful in this regard is Eddie Bracken, with competent support from Priscilla Lane, Tom Conway, Allen Jenkins, Arthur Treacher, Clarence Kolb, Fritz Feld and others. Whether "Fun on a Weekend" can stand alone, top another feature or play in support will depend on audience tastes in various situations. The Bracken and Lane names, however, and some of those in the supporting cast, should have a beneficial effect at the box-office.

SHOWMEN'S SILHOUETTES by Dick Kirschbaum



Next Week ..... **JULES LEVEY**

Homesteaders of Paradise Valley

Republic **Western** **58 mins.**

AUDIENCE SLANT: (Family) Red Ryder and Little Beaver make Paradise Valley safe and sound for the Homesteaders, defeating a group of sly land promoters in the bargain.

BOX-OFFICE SLANT: Good wherever the Red Ryder series or westerns are popular.

Cast: Allan Lane, Bobby Blake, Martha Wentworth, Ann Todd, Gene Stutenroth, John James, Mauritz Hugo, Emmett Vogan, Milton Kibbee, Tom London, Edythe Elliott, George Chesebro, Edward Cassidy. **Credits:** Associate producer, Sidney Picker. Directed by R. G. Springsteen. Original screenplay by Earle Snell, based on Fred Harman's NEA comic strip. Photographed by Alfred Keller.

Plot: Red Ryder and Little Beaver lead a group of homesteaders into Paradise Valley, where they insure a water supply by damming a river. Promoters covet the valley, intending to build their own dam and then supply water to those needing it at exorbitant rates. Ryder and Little Beaver uncover the scheme and send the promoters to jail when evidence indicates that many of the settlers have been swindled.

Comment: Except for the newly discovered fact that Allan Lane blinks his eyes when he shoots, this is on a par with others in the Red Ryder series and should fill in satisfactorily wherever westerns are popular. There is plenty of action, including hard riding, gun fights and fisticuffs, with the redoubtable Red Ryder always coming out on top, sometimes with the active aid of Little Beaver.

PRC April Releases

Four pictures to be released by PRC during April include "Three on a Ticket" (5), West to Glory" (12), "Philo Vance's Gamble" (12) and "The Big Fix" (19). Also on the April schedule are six westerns, "Frontier Fighters," "Raiders of Red Gap," "Panhandle Trail," "Code of the Plans," "Thundergap Outlaws" and "Shootin' Irons."

THEATRE MANAGEMENT

Theatre Executive Holds Work Key to Success

In an inspirting talk addressed to the home office force of Corpus Christi Theatres, company theatre managers and their staffs, Bruce L. Collins, vice-president of the organization stressed the importance and dignity of work. While he made no direct application to theatre managers and theatre workers in his remarks, its implication is directly applicable to those who heard him—from executives, managers clear down the line of employes—everyone involved in the operation of motion picture theatres.

Work, and more work, as he did not directly say but implied is the keystone of the sucessful operation of a theatre as in any other line. Said Collins, in part:

"This fear of work is widespread except among those people who have learned the basic truth of the centuries; that life is a grindstone, and whether it grinds a man down or polishes him depends upon the stuff he is made of.

"We must look upon the human individual as material—some kind of material that is rubbed up against the grindstone of life. This material is either destroyed or it resists and fights back to gain a greater polish and advance through this resistance.

"Look at the men and women who turn in the largest income tax returns each year to the government and you are looking at men and women who were self-made. They gained fame and fortune through their own efforts—hard work, consistent work, outstanding work, work that was never really considered work in the disagreeable sense of the word, but fun, good sport and the means to get ahead.

"Bismarck . . . once said: 'There is one rule which expresses the best rule of life: Work! Without work, life is empty, useless and unhappy. To the youth on the threshhold of life I have not one word but three words of advice to offer: Work, work, work'."

Check Fire Extinguishers

Fire aboard a ship in New York harbor recently cost considerably more than necessary because fire extinguishers were not in working order. The fire spread rapidly and cost nearly $500,000. Check your own extinguishers to make sure they are fully charged, ready for use at an instant's notice.

Keep the Lobby Clean

An unkempt lobby, littered with trash, is no inducement to patronage. See that yours is kept clean at all times.

University Tie-in

The Vogue Theatre in Denver has tied in with the University of Denver for the showing of a number of unusual films. Students can buy tickets at the University while regular patrons can purchase them at the box-office. Students seeing the films are required to write reviews on them. For the first week under the arrangements the pictures were "Grand Illusion" and "In Which We Serve."



The Brass Tacks of Efficient Picture Theatre Management*

WATCH YOUR STEP WHEN BUYING FILM

By Jack Jackson

I don't recollect the name of that Greek runner who raced from the plains of Marathon to advise of the Persian victory over General Miltiades, but the guy couldn't have borne more important advice than I do when I attempt to impress upon fellow theatremen who are sitting in on this talk-fest the absolute "must" character of accurate information as to attendance expectancy of pictures which are to be bought under deals with the distributor. In the immediate future, more than at any time in the past, this kind of intelligent buying is going to be the acid test of a theatreman's qualification to succeed in operating his own or his employer's house.

It is going to be a particularly important matter that you line up the prospects of box-office returns on the big pictures that will be offered by the salesmen who take their orders on the kind of deal demanded from the swivel-chair sales policymakers of New York and Hollywood.

The whole history of this business is one of "precedent." Once some new angle of percentage or preferred time gets set in a house, all hell can't bust the combination, and every buy the exhibitor makes thereafter—no matter who the distributor—he's always asked to conform to the "formula" of that precedent which was set when he got wheedled into signing on the dotted line for some world-shaking super-special.

Nowadays, the distributors are asking for deals on certain "special" pictures that make it look like we theatremen stole pictures in the old days—because there are propositions made, in all seriousness, that darn near treble the first audacious percentage demands proffered in the "good old days" when the groundwork—precedent—was being set for today's propositions on these "big" pictures.

Asked for Deals That Are Out of This World

I have just come through a series of sessions of film-buying discussions and have listened to branch managers, salesmanagers and a smattering of "salesmen joe's" trying to make like they were nonchalant as they asked for deals that are just out of this world (and which they are entitled to get—I suppose—if the exhibitor is sucker enough to be too ignorant to figure the potential "take" of pictures of a given class under the particular conditions obtaining).

Let me give you an idea:

The representatives of a distributor outfit sat at my desk a few days ago and laid out the kind of deal they were told to get on a certain "big" picture, and the proposition when boiled down in relation to the potential take at my theatre could get the distributor as much as 66 per cent of the receipts. (No, I'm not kidding! That actually happened, and the boys asked for the 66 per cent with the same aplomb with which a fellow would ask for a side dish of enchilade at a Mexican Fiesta).

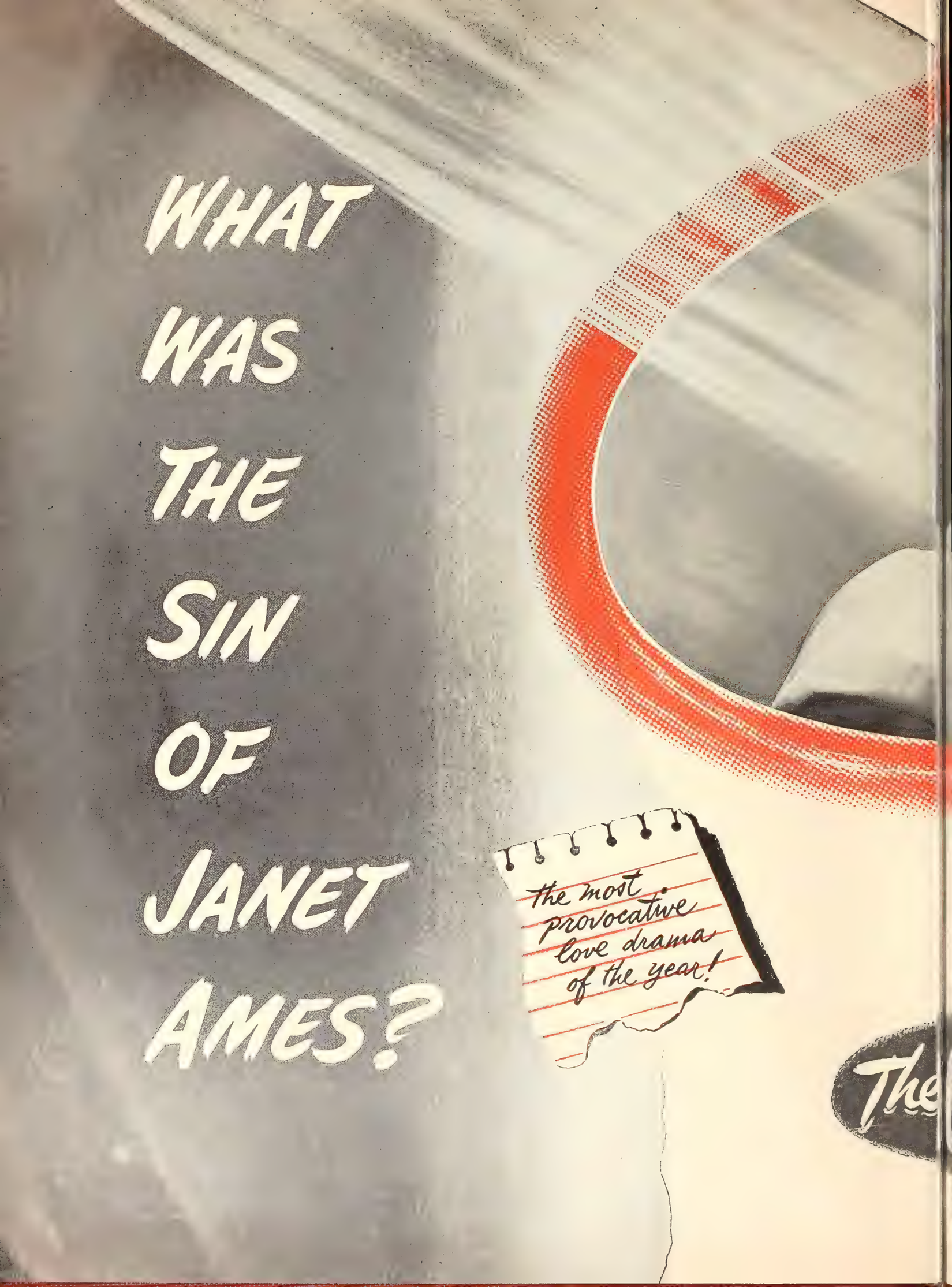
While I know you'll be flabbergasted and that you'll have difficulty believing that statement, you'll be still more astounded when I tell you that I buy SECOND RUN and that the picture involved had already played a four-week extended run engagement during its initial showing in the city some six weeks previously.

I tell you the exact details of this proffered deal in order to impress upon you the necessity for us theatremen to know with some accuracy the potential draw of a given picture under certain conditions at our own theatres. Otherwise there's sure trouble ahead in the form of a disastrous booking or series of bookings that could take all the profits from a run and at the same time set precedents that will be millstones around our necks as long as we buy for that particular theatre.

The proposition referred to above was proved to be far out of line with any possible reasoning—from the theatre's standpoint—by the simple expedient of consulting the

(Continued on Page 26)

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WHAT WAS THE SIN OF JANET AMES?
the most provocative love drama of the year!
The



COLUMBIA PICTURES
presents

ROSALIND RUSSELL ☆ MELVYN DOUGLAS

Guilt of Janet Ames

with SID CAESAR · BETSY BLAIR · NINA FOCH

Screenplay by Louella MacFarlane, Allen Rivkin, Devery Freeman

Directed by HENRY LEVIN

THEATRE MANAGEMENT

Jackson Warns Exhibitors to Watch Step in Deals on Film

(*Continued from Page 23*)

records. These showed that the picture during its initial run in the city played to more than 20 per cent of the total population of the city.

Now every survey ever made in or for this industry indicates that an attendance expectancy of 20 per cent is extravagant. When a film reaches that figure through an extended first-run engagement there is little but gleanings left for the second and subsequent runs.

Now just because the distributor has succeeded in getting the butter, cream, milk—and skimmings too—for the first run on some big attraction, don't think that the subsequent run exhibitor automatically is in the position of being able to buy that film for "a price." It doesn't work out that way, and unless you are up on your toes you'll get the show for a figure that will mean hard scratching with most, if not all, of the fruits of your labors being drained off by the rental.

Still using the example cited above, the performance chart for that particular film for the city in which I buy indicates a drop of 80 per cent in gross and attendance when the first week's business is compared with the fourth. Any expectancy for a second run, 45 days later, to gross in excess of 15 per cent of its opening week would be plain silly. Such a gross would not meet the expenses—much less film and advertising expense—of my theatre.

Knowing Your Figures

So you see what I mean by this emphasis on knowing your figures and the necessity of keeping close tabs on pictures that are going to be offered you. Otherwise—well, figure what could have happened to me were I to have gone for the deal offered on this picture I've been talking about.

Now, a bit of filling in of the background to emphasize how the ante for rentals keeps on going up—thus making it more important now than ever to be prepared with proper knowledge of your situation when making film deals.

I can remember when a distributor considered 25 per cent to be a swell deal, and I well remember my introduction to Frank Drew of Cleveland shortly after he was credited with fathering—and successfully nursing to maturity a 30 per cent deal. I can also recall Bob Mochrie when he was Philadelphia branch manager for Warner Bros. and how he used to playfully duck his head and shield his face with his arm when he would tell you: "I was told to ask for 35 on this one."

Well it's a long way from that initial percentage of 25 per cent to the 66 per cent I mentioned up there above. But both figures are accurate as given you—I sat there and heard them both.

This case spoken about is something that I'd like to just laugh off and forget about. But I've been around the business and I know how these things get around. If a proposition of 66 per cent was put up to me, the same thing is going to happen elsewhere around this business. Sales Policies, you know, are made in home offices!

So don't say I didn't bring up the subject of the importance of being earnest about figures of potential draw and also about knowing your situation forwards and backwards.

. . . I just found out the name of that Greek athlete that carried the bad news of the Persian victory. He was called Hermes. I don't know how much out of breath he got in carrying the message, but I know that I'm hoping I've reached you with the reminder that there's some fancy figuring in the wind and so you'd better be prepared.

Heck's Theatre Record

Webb Heck of the Warner Bros. Opera House in Frederick, Md., has a new theatre record of his own, having spent 57 of his 70 years with that theatre. He started working at the Opera House in 1890, and has been property man, scenic artist, makeup man and stage manager. He's seen the best of the actors and actresses of his day, for Frederick was once a stop for most of the big New York shows. He recalls when the Opera House was rented on a night-to-night basis for a fee of $10 "if the gross exceeded that figure."

Snooty Theatre Aide Hurts Chain's Assets

Conversation with an irate patron of one of the biggest chain's deluxe theatres in Brooklyn, N. Y. indicates that carelessness on the part of one of the assistant managers of the theatre has undone (at least for the patron concerned) considerable of the chain's institutional advertising and publicity concerning the comfort, courtesy, etc., supposedly available at that theatre.

It happened that the patron's wife had said something to this effect, "Let's go to the Blank Theatre tonight," and the patron, usually being an agreeable, placid soul just went up to the box-office and bought tickets, without realizing that he had seen one of the pictures previously. After waiting on line in the lobby for about an half hour they met friends and conversation about the show developed the information that the patron had seen the film.

In the normal course of events he asked for a refund and the aforesaid assistant manager subjected the gentleman to such an exhaustive inquiry as to where he had seen the picture before, when, etc., the patron later explained, that he would have been made to feel more or less like a thief, if he hadn't been so mad at the supercilious manner of the assistant manager. After an exchange of expletives he finally got his money but has stated he will never return to that blankety-blank theatre again.

'Nuff said?

Who Was That?

After seeing a picture, many patrons are impressed by certain performances and thus want to know who the player is. Why not place the cast of characters in a conspicuous place in the lobby where it can easily be referred to as patrons leave?

No Nylon Shops

Columbus, Ohio, theatres apparently weren't going into any fancy merchandising stunts to bolster a sag in box-office receipts. Reports to the effect that theatres in some areas might put in nylon shops, cosmetic counters and the like, led to a check-up here with the result that about all the consideration Ohio showmen had given the extra profits situation was to look a bit more keenly at the candy and popcorn counter.

Staff Efficiency Prevents Panic in N. Y. Lyric Fire

A fire recently in the balcony of the Lyric Theatre, New York, might have ended in disaster had it not been for the ability of Manager Jesse Kaye and his employes to handle the situation quickly and efficiently.



Jesse Kaye

Upon discovering the fire, Kaye immediately turn on the house lights, then announced from the stage that there was a slight disturbance in the balcony and requested the audience to leave the theatre. There was no disorder or panic and ushers quickly put out the blaze with fire extinguishers and hose lines. The fire was completely out by the time the fire department arrived on the scene.

After receiving fire department approval, Kaye immediately roped off three rows of balcony seats and invited the audience to return to see the remainder of the picture or accept passes. Not one refund was made or requested.

Further demonstration of the efficiency of the Lyric staff was evidenced in repairing the damage. Kaye immediately sent telegrams to his maintenance help which normally would have the following day (Sunday) off. The theatre closed at 4 A. M. Sunday morning and by the time it opened again at 9 A. M., the damage was completely repaired and new flooring had been installed.

Manager Kaye said the speed and efficiency with which the fire and the damage were handled could be attributed to having approved fire extinguishers and other fire fighting equipment in the theatre and to weekly meetings of the managers of all the theatres in the Lyric chain where problems such as fire protection are discussed.

Check Screen Color

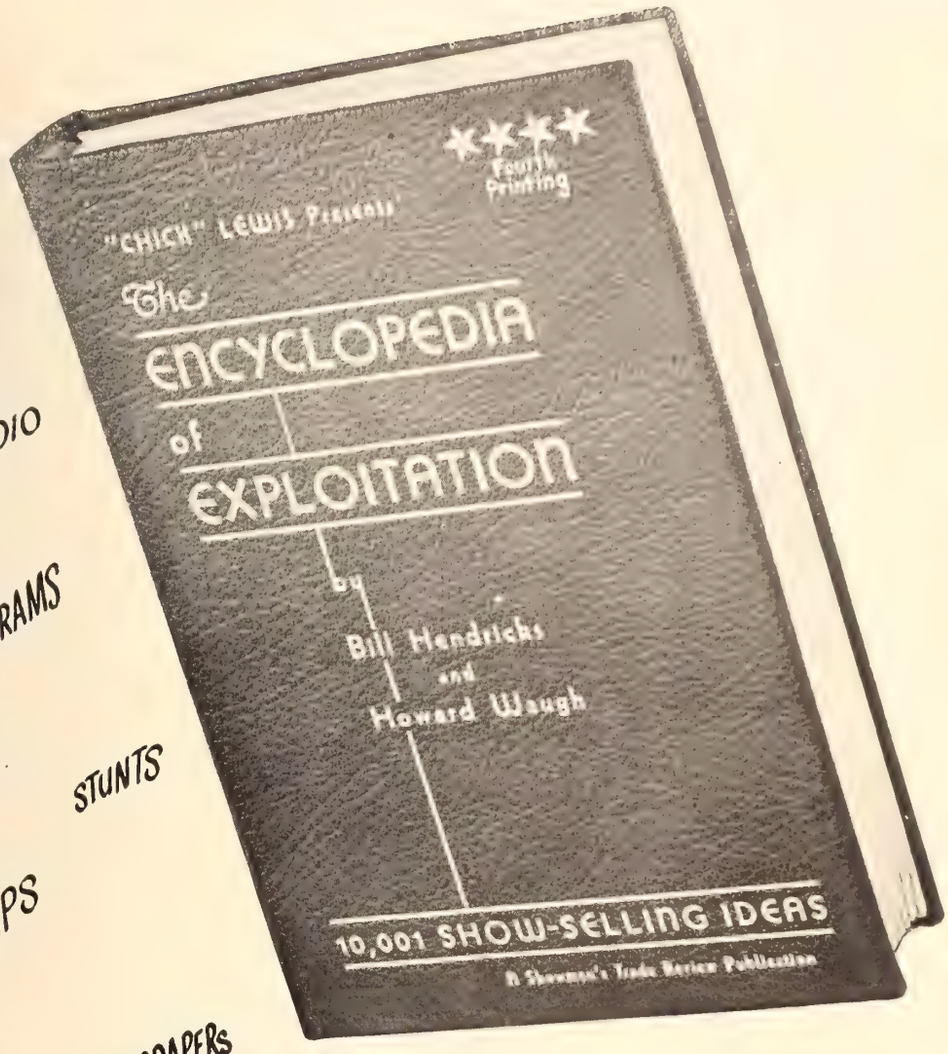
A good way to check the color of the screen to determine if the full amount of projected light is reflected is to place a white paper against the screen and then have light projected on it. If the screen shows yellow in comparison or indicates an accumulation of dirt, full projection light value is not being received and the screen should be cleaned.

Longer Days—Less Light

Now that the days are getting longer it is wise to check on the time schedule for turning on outside lights, including marquee lighting. Turn them on in time, but not too soon.

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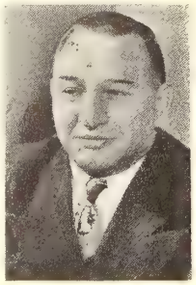
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REGIONAL NEWSREEL

WASHINGTON

The testimonial dinner at the Mayflower Hotel on March 31, honoring Sam Wheeler's appointment as general sales manager for Film Classics was a fine tribute to a local showman, attracting almost 300, with many coming in from out-of-town for the occasion. Alvin Newmyer, counsel for Variety Club Tent No. 11, served as toastmaster, and Fred Kogod, of K-B Theatres, was chairman of the committee which arranged the affair.



Sam Wheeler

Jack Goldberg, MGM sales manager, recently promoted to manager of the Albany exchange, was given a farewell reception by the Pep Club, where he was presented with a gold pencil from the Pep Club and an onyx pen set from the local salesmen. The reception also served as a welcome to Jerry Adams, former assistant manager at the San Francisco office of MGM, and now branch manager of the local exchange.

K-B's Senator Theatre celebrated its fifth anniversary during this week.

"Seeds of Destiny," Army documentary film dealing with the plight of Europe's children, will be shown with "Citizen Saint" the story of Mother Cabrini, at Constitution Hall on April 12-14.

Washington Commissioners abandoned the idea of a 10 per cent amusement tax and are planning to broaden the District income tax law instead.

Wade Skinner, secretary to John J. Payette, Warner general zone manager, will leave in a few weeks for a two-week training jaunt with the Organized Naval Reserve.

Sol Sorkin, of RKO Keith's; George Crouch, of Warner Bros. Theatres; and Frank Boucher of K-B Theatres, sponsored the April 5 Easter Open House in the Variety Club rooms.

Visitors at the local MGM Exchange were J. J. Maloney, of Pittsburgh, and Sally Gold, MGM booker from Chicago.

Newcomer to MGM is Helen Pruett, who will work for Tom Baldridge in the Promotion Dept.

Mr. and Mrs. J. E. Fontaine are grandparents of a baby girl, born to their daughter, Jean, in Spokane, Washington. Fontaine is mid-Atlantic division manager for Selznick Releasing Organization.

HARRISBURG

Local movie columnists received, together with considerable literature on the beauties of Brooklyn, cards designating them as honorary citizens of that borough, all apropos of the picture, "It Happened in Brooklyn," current at Loew's Regent.

Employes ad staffs of Harrisburg theatres contributed a total of $419.15 to the Red Cross drive, it was reported by Jack O'Rear, who headed the drive.

A new screen has been installed at the Colonial under the supervision of Herman Nowitsky, Fabian-W and V maintenance director.

J. Foster Hack is new at the Colonial. He succeeds Charles Crouse, doorman for a number of years, who retired.

Mrs. O'Rear, wife of Manager Jack O'Rear, is expected next week to return from an extended trip through the south and southwest. She wrote of fishing in Gulfport, Miss., and leaving for New Orleans, La.

Dan Barr is new at Loew's Regent, according to Sam Gilman, manager.

Harry Chertcoff, owner of the Chetco chain which includes six neighborhoods in Harrisburg and nearby suburbs, has instituted a new and interesting advertising set-up for daily papers. Under the heading "Now playing at your friendly theatre," he lists each of the six houses, its current attraction and the stars, in box-enclosed type. The theatre names will stand, and the copy changed daily on the features.

Sam Gilman, manager of Loew's Regent, sent telegrams to local newspaper columnists announcing his second annual Springtime Cartoon Carnival Saturday, April 12. A post-Easter treat is Sam's description, as he announced the advance ticket sale. All seats will be 30 cents for the two-hour show which will start at 9 a.m.

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Too Many Whodunits

Members of parent and school organizations in Vancouver, B. C., blame the decided slump in juvenile attendance at the movies for the post six months to too many whodunit and psychological films. Reason for the slump was said due to the fact that parents have been keeping their children away from the theatres because of the type of product shown.

MILWAUKEE

William Benjamin and his Screen Guild organization are now settled down in the newly-remodelled offices on Milwaukee's film row. Benjamin is one of the real pioneers of the distribution field, having sold films and supervised sales abroad as well as in many sections of the United States. During a career that started in 1913, Benjamin has been associated with nine companies, including his present association with Screen Guild as manager for Wisconsin and upper Michigan.



Wm. Benjamin

The Varsity Theatre at Menasha, Wis., has a new manager in Robert Hoffman who succeeds Clement F. Mannebach, resigned. The latter had been connected with the theatre in Menasha since 1942.

In its drive to educate the car-driving public to take the keys out of the car when parking, the Milwaukee police department had a movie short produced, showing what will happen if keys are left in the car. The film "Take Keys Out of Car" was shown at the Fox Wisconsin Theatre at the request of Police Chief Polcyn.

A new company of theatre owners has been incorporated at Palmyra, Wis., as The Myra Theatre Company of Palmyra. The officers of the new corporation are John L. McCarthy, James P. McCarthy and Edward J. Boyle. Seven hundred shares of stock have been issued at a par value of $100 each. The new house is expected to open in April, as The Palmyra Theatre.

The new 800-seat theatre to be constructed for Jack Braunagel in Two Rivers, Wis., is to be 60x150, with living quarters for the Braunagel family on the second floor. The lobby, it is reported, is to be a spacious one, large enough to permit standing room for several hundred persons. The business quarters of the theatre will have about 600 square feet of floor space, with large space for the theatre's confectionery. A feature of the house will be the new push-back seats. Also a "black light," said to be invisible, is to be used along the carpeting to guide patrons to seats.

The push back seats, for which the Towne Theatre, Milwaukee, had been waiting for several months are now in use, and patrons like them, says Jack Heineman, manager.

There is no indication of the authorities relenting in the matter of showing "The Outlaw," which had been on the screen only part of a week before being withdrawn. It is understood that the matter has by no means been dropped by the distributors.

The new 410-seat Crivits Theatre in Crivits, Wis., was opened to the public in March. This house is equipped with the latest in projection and other equipment. The owners are Andrew Rebarchik, John Banaszak and Edward Krodecki. Many new features were incorporated in its design, including a cry room.

News has come to film row that Nick Frank,

(*Continued on Page* 30)

JACK CARSON

HIS VERY OWN! VERY SPECIAL! VERY BIG ROMANCE!

FULL OF SONGS YOU'LL BE WHISTLING— AND GALS YOU'LL BE WHISTLING AT!

"WOULD YOU BELIEVE ME"
"IF YOU ARE COMING BACK TO ME"
"HAPPY ME"



it's a Breezy Lesson in easy Lovin'!

CO-STARRING

ROBERT HUTTON
MARTHA VICKERS
JANIS PAIGE



"LOVE and LEARN"

WARNER PICTURE

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Screen Play by Eugene Conrad, Francis Swann and I.A.L. Diamond • Adapted from a Story by Harry Sauber • Musical Score Composed and Adapted by Max Steiner

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THE NEXT WARNER RELEASE IS "LOVE and LEARN"

TWEET, TWEET. IT'S SPRING, IT'S LOVE-TIME. LEARN ALL ABOUT IT!

REGIONAL NEWSREEL

(*Continued from Page 28*)

manager of Ozaukee Theatre (Fox Wisconsin) at Port Washington, Wis., intends to resign and move to Fond du Lac, Wis. It is not known what his future activities will be.

DETROIT

Earl J. Hudson, head of the United Detroit Theatres, returned to Detroit Monday (7) after a three-week vacation in Phoenix, Ariz. Always the showman, he wrote billings of the various sights on post cards which he mailed to his friends.

Practically every large theatre in Detroit opened their doors to the Detroit Council of Churches for Tre Ore services Good Friday.

Manny Pearson, from the Cleveland office of United Artists, was in town last week to aid in the special preview for teen-agers of "Red House."

The Michigan Showman's Association raised nearly $500 to aid a father and his five children who were unable to find a home. The father is out of work and was about to lose aid from the welfare. The true spirit of Easter.

The Paradise Theatre, which will be closed for repairs during the Cancer Fund drive here, opened the drive Easter Saturday, taking collections for a week. Lionel Hampton's Band furnished special music for the fund-raising.

Two young Detroiters, graduates of "Radio Schoolhouse" which broadcasts from the stage of the Broadway Capital Theatre here every Sunday morning, have roles in MGM's picture "It Happened in Brooklyn," currently playing at the Palms Theatre. The two starlets are Billy Roy and Joan Elmes. Joan returned to the Radio Schoolhouse broadcast Sunday (6). She is on a two-week vacation from the MGM school.

CLEVELAND

Walter E. Green, president of National Theatre Supply Company, will conduct a district sales meeting here April 25-6-7 at the Statler Hotel. This, the first postwar company district meeting, is the forerunner of others to follow. Purpose of the gathering is said to be to discuss the availability of products used in the building and equipping of theatres. Accompanying Green from New York will be Vice-President Oscar Oldknow, and J. W. Servies, assistant to President Green. Managers scheduled to be present are: W. C. Jervis, Pittsburgh, R. W. Dassow, Chicago; A. J. Lawson, Milwaukee; B. N. Peterson, Indianapolis; A. C. Schuyler, Des Moines; J. H. Kelly, Cincinnati; Clarence Williamson, Detroit and Frank Masek, Cleveland.

Grover C. Schaefer, former Republic vice-president and now district representative for Selznick Releasing Organization, was in town during the past week to announce the appointment of Leonard Mishkind as SRO sales representative in the Cleveland exchange area. Mishkind is well known here having been for many years with Republic Pictures. SRO offices are being opened in 530 Film Bldg. Physical distribution and inspection will be handled by E. S. Johnson and L. C. Gross of Central Shipping Terminal.

Oscar Kantor, Warner city salesman, heads the Salesmen's Club of Cleveland as president in the second year of its organization. He succeeds Leonard Mishkind. Elected on the slate to serve with Kantor are Frank Belles, RKO, as first vice-president; Aaron Wayne, Paramount, as second vice-president; Edwin R. Bergman, PRC, as treasurer, and Justin Spiegel, PRC, as secretary.

Warner Club will hold its annual spring party April 21. It will be a dinner dance at the Alpine Village.

Max Cohen, U-I branch manager, spent the Easter week-end in Washington, D. C., with his family. Mrs. Cohen expects to return with her husband to make preparations to move into the Fairhill Road apartment they were lucky enough to snare.

J. Maxwell Joice, Paramount exploiteer covering Cleveland and Detroit during the past seven years, left town last week to take over his new assignment in Washington, D. C. He will have charge of exploitation in Washington, Baltimore, Richmond, Norfolk and Roanoke. James Levine was transferred here from Pittsburgh as his successor, with William Brooker of Philadelphia office taking over for Levine in Pittsburgh.

The City Council in meeting last Monday, voted a resolution regretting the death of George W. Erdmann, for 21 years secretary of the Cleveland Motion Picture Exhibitors Association. And the flag over the East 21st St. police station, opposite Erdmann's office, was at half mast for two days.



THEATREMAN HONORED ON 50TH BIRTHDAY. Elas M. Loew, well-known independent theatre operator, was honored by prominent film executives at a 50th birthday dinner given recently at the Hotel Statler in Boston. In the group above are (l-r) Mr. Loew; Tiny Rogovin, Columbia district manager; Abe Weiner, Universal; Morris Wolf, MGM district manager; Al Kane, Paramount district manager; Tim O'Toole, Columbia manager in Conecticut; John Dervin, United Artists manager, and Herman Rivkin, Monogram vice-president. Loew received a ship's clock as a memento of the occasion.

PHILADELPHIA

Associates and friends of Sidney E. Samuelson, general manager of the Allied Independent Theatre Owners of eastern Pennsylvania, have banded together to give him a testimonial dinner at the Warwick Hotel in Philadelphia on May 5. Chairman of the affair is Jack Greenberg.



Sidney Samuelson

Bill Brooker, Paramount exploitation man, has been relieved of the Washington territory and will divide his time between Philadelphia and Pittsburgh. His secretary, Ruth Mitosky, has just returned from a Miami vacation.

Selma Matthews, 20th Century-Fox bookers' stenographer, is mighty proud of that new engagement ring she is sporting these days.

Invitations to the S-W Poplar Theatre reopening were sent out to the usual newspaper and radio critics and other city dignitaries to attend the initial performance. The policy of the Poplar will be to show all foreign pictures, the first of which was an all-Russian combination of the USSR's latest in motion pictures. As a gesture of good-will, an invitation was mailed to Joseph Stalin. No reply has as yet been received.

The rumor that Stanley Kositsky, Columbia salesman, resigned to take a similar post with PRC-Eagle-Lion, was evidently false. Stanley is still on the payroll at Columbia.

City police scared away thieves who attempted to rob the Studio Theatre recently. Willie Goldberg was greatly relieved after the episode was over.

Mrs. Virginia Everhart, head inspectress at RKO, resigned last week after 18 years of service.

Friends of Johnny Bachman were surprised last week to learn of his resignation as branch manager for Warners in Charlotte.

The Pennsylvania Academy of Fine Arts, in association with the Fox Theatre and 20th Century, held an exhibit of original paintings by Robert Benney, Dean Cornwell, Douglass Crockwell, and John Falter, especially created for "The Late George Apley."

DENVER

An enthusiastic convention, devoted to matters of how to better their theatre operation, was held by about 80 Fox Intermountain managers and headquarters personnel. The meeting was held at the Brown Palace Hotel, Denver; and in attendance were Charles Skouras, president National Theatres; Tom Page, his assistant; George Bowser, general manager, Fox West Coast Agency Corp.; and from National Theatres—Harry Cox, treasurer; Edward Zabel, film buying advisor; John Bertero, legal counsel; William Lyris, candy department; A. J. Krapp-

(*Continued on Page 32*)

UNIVERSAL-INTERNATIONAL



Announces

that prints of "The Egg and I" are available

in our exchanges for screenings.....



From the Best-Selling Book by Betty MacDonald

Produced and Written for the Screen by CHESTER ERSKINE and FRED F. FINKLEHOFFE Directed by CHESTER ERSKINE A UNIVERSAL-INTERNATIONAL PICTURE

REGIONAL NEWSREEL

LONDON OBSERVATIONS

Producers Continue to Press for Quota, Exhibitors Will Fight It; Tariff Expected to Slow Imports

By JOCK MacGREGOR

Returning to London from America, I must admit to a certain shame for those fellow countrymen who loudly proclaim that Hollywood is finished and that only British films are worth while. Invariably one finds that those holding that view work for the producers of the worst cinematic junk.



MacGregor

Having relied on quota to establish themselves, a certain school of producers, lead by Sir Alexander Korda, now strongly press for discontinuance of the renters' liabilities.

Government officials support the idea, maintaining that it is to help the producer. The showman will fight it. Such a move would put them all in the hands of the Korda-Rank set-ups which would be further strengthened through American producers withdrawing from the tussle for studio space.

Though the goverment will not place restrictions on the importation of foreign films, the national budget, due this month, may impose a tariff on them. This will be based on their earnings. By this means, the flow of film dollars would be slowed and the critics appeased. Such legislation would make the import of lesser subjects uneconomic.

* * *

After J. Arthur Rank's regrets that he presented "The Wicked Lady," it is surprising that Sydney Box should come out with a sequence which is as unnecessary as it is unpleasant in his first Technicolor subject, "The Man Within." After a passionate embrace with open-mouth kisses, Jean Kent as the prosecuting lawyer's mistress offers herself if a witness will give the right evidence.

* * *

Sir Sidney W. Harris, CB, CVO, formerly an Under Secretary of the Home Office, has been appointed President of the British Board of Film Censors. This board is appointed by the trade, but its employes must not be connected with the trade. Its rulings are generally accepted and upheld by local authorities throughout the country.

Both Sir Sidney and the secretary, Brooke Wilkinson, are over 70 and it is felt that the BBFC could do with some young blood.

* * *

I hear Otto Belle's health has been troubling him and that he may have to give up 20th-Fox's Managing Directorship for employment with the firm in a better climate.

* * *

"Cage of Nightingales," J. Arthur Rank's first dubbed French film, is playing the GB Circuit with equal billing with UI's "White Tie and Tails." The managers have made a big effort publicizing it and the reception has been good.

* * *

Having bade farewell to Ann Todd both in Hollywood and New York, it was fitting that thanks to air travel, I was able to welcome her to London. Ann has been completely won by Hollywood and was very touched by Paramount's gift of new clothes for her to wear home.

Restricted by the government to spending $40 a day, a British star visiting Hollywood has to scrounge on friends to make ends meet. Since the people making these trips are earning valuable dollars to say nothing of the way they enhance their popularity for future English pictures, the policy should be amended.

* * *

Hollywood bound is Dick Richards, the popular critic of the 3,000,000 circulation "Sunday Pictorial." Recently demobbed from the Army, this is his first trip to the U. S.

During my own visit to America my London office has become a sort of replica of the Collyer mansion, with press releases, magazines, and photographs piling up.

I find one publicist laments the shortage of paper. I would venture one economy would be to revert to the prewar system of special releases for the trade press. Hollywood does it and now that most press departmets have been strengthened it should be done here.

* * *

World distribution rights to Canada's bilingual feature, "Whispering City" with Helmut Dantine and Paul Lukas, have been acquired by J. Arthur Rank.

British Film Producers' Association Monthly Meeting revealed that they are now prepared accept the studio unions' request for a 44 hour week with negotiations continuing on overtime. Other decisions included the forming of a committee to deal with film festivals and the sending of representative to Berlin for conferences between British and American film interests and the respective commission control officials.

Incidentally the British producers are fighting to get their quota proposals accepted by the Government in toto. Lobbying of members of parliament and editors has started. They would be wise to remember that by fighting the exhibitor they may well make an enemy of him—an enemy who will respect his liabilities, but will show not one British film more than he need.

Turtles as Pluggers

Charlie Call, manager of Century's Bliss in Sunyside, L. I., dreamed up a smart stunt to plug "Blue Skies" using nine small turtles as a come-on. On the back of each turtle Charlie painted a letter from the title of the picture, and arranged an aquarium in which the reptiles were free to dash about. He then posted the following copy above the aquarium:

"Look! Win a Free Pass to See Irving Berlin's 'Blue Skies' With Bing Crosby and Fred Astaire. Rules Are Simple: When the Turtles Assemble Themselves to Read 'Blue Skies,' Just Notify the Doorman."

(*Continued from Page 30*)

man, merchandising manager. Frank H. Ricketson, president of Fox Intermountain Theatres, presided at the sessions. Richard Fowler, vice-president Coca Cola Co., and Palmer Hoyt, editor-publisher the Denver Post, made the principal talks by non-theatrical folks. The group inspected the newly-erected quonset hut type Fox Aurora Theatre in Aurora, a Denver suburb.

Manley Popper Co. has found offices on film row at 2161 Broadway, Arlie Beery, their representative here, will be manager.

Edward J. Mapel, owner of the Gem, is running for reelection as city councilman.

William Hastings, manager of the Orpheum, after running into blizzard weather on his vacation and business trip east, is mighty happy to be back in Denver.

Two youths held up the Broadway boxoffice and forced Mrs. Lena Moser, cashier, to hand over $100, with which they fled. They scared Mrs. Moser so that she fainted.

Joe Stallman has sold the Summit, Harrison, Neb., to the Maier Theatre Co.

Herman Wobber, division manager for 20th Century-Fox, was in town a few days in conferences with James Dugan, branch manager.

The Black Hills Amusement Co., with headquarters in Deadwood, S. D., is starting on a chain-wide theatre redecoration. Their theatres include the Pace, Gordon, Neb.; Pace, Chadron, Neb.; Belle, Belle Fourche, S. D.; Isis and Deadwood, Deadwood, S. D.; Hot Springs, Hot Springs, S. D.; Homestake, Lead, S. D.; Rex and Elk, Rapid City, S. D., and the Majestic, S. D. The job was let to the Hart Theatrical Decorating and Display.

OMAHA

Regional meetings of the Allied Independent Theatre Owners of Nebraska and Iowa were held at Red Oak, Ia., and Harlan, Ia., Oky Goodman, Villisca, was chairman of the Red Oak meeting, President Howard E. Brookings of the one at Harlan.

Esther Ouaas, Universal head inspectress who has been ailing three months, has been ordered by her doctor to quit work.

Frank Simek, Ashland exhibitor, is vacationing at Hot Springs, Ark.

Phil Monsky, Universal salesman, underwent an operation at Methodist Hospital.

Normal Nelson, MGM steno, leaves to make her home at Annapolis, Md.

Joan Scott, 10, daughter of the 20th-Fox branch manager, Joe Scott, is in St. Catherine's Hospital following an operation.

Mr. and Mrs. Carl Johnson, Red Oak, returned from a Hot Springs (Ark.) vacation.

Carl Reese, United Artists salesman who has been in the hospital, is back on the job.

Lewis Blumberg, assistant to the general manager of Prestige Pictures, stopped here.

The Max McCoys' have a third child, Tom Michael. Max is a Paramount booker.

MGM Cashier Helen Baum has revealed that her wedding date with Wayne Kennison will be May 3.

President Howard Brookings of the Iowa and Nebraska AITO says two all-industry gatherings will be held at the association's big meeting here May 5-6. One will be a May 5 luncheon at the Fontenelle Hotel; the other a night club festival at the Stork Club just across the river.

Joe Kinsky, former Tri-States boss here, now is treasurer of the Radiant Valley Development

REGIONAL NEWSREEL

Corporation, Landover, Md.

Latest theatres to sign up for Memorial Hospital children matinee benefits are: In Nebraska—Alexandria, Alexandria; Bee, Beamer; Mullen, Mullen; Exeter, Exeter; Rex, Fairmont; Vogue, Friend; Genoa, Genoa; Plaza, Humboldt; and Scribner, Scribner; Grand, Ravena; Lyric, St. Edward, Tecumseh, Tecumseh; Royal, Wisner; Strand, Newman, Grove; Castle, Newcastle; Leigh, Leigh; Coronado, Humphrey. Iowa—Dreamland, Carson; Globe, Griswold; Colonial, Hamburg; and Empress, Malvern.

Dee Parks, MGM information girl, is ill.

Majorie Gerlach, Paramount secretary, is back at work after an operation.

COLUMBUS

Bing Crosby was scheduled to be here this weekend for exhibition games between the Pittsburgh Pirates and the Columbus Red Birds, sponsored by the Columbus zoo which will get a portion of the proceeds for upkeep. Crosby is part owner of the Pirates.

Freddie Bartholmew and his wife, here for the former's personal appearance at the RKO Palace, suffered an attack of the flu and were hospitalized for several days.

Variety Club Tent No. 2 has discontinued for the spring and summer its Sunday night family parties which have been a successful feature for several years. Two new associate members were enrolled.

While George Halliday, Loew's Ohio projectionist, was on the sick list for several days Paul Damrin substituted for him.

First new automatic popcorn vending machine to be installed in Central Ohio was in the Columbia, a neighborhood house here.

Walter Kessler, manager of Loew's Ohio, has at last found a place to live. Martin C. Burnett, central division manager for Loew's, solved his housing problem by buying a home in suburban Westgate.

Leo Yassenoff, local theatre builder, received a request from Papeete, Tahiti, to build a theatre there. He turned it down.

The new Tipton Theatre in Huntington, W. Va., occupies the site of a former bus terminal which in turn occupied the site of the old Lyric Theatre which was torn down during the depression.

New Variety Club

R. J. O'Donnell, national chief barker of the Variety Clubs International announced that a group of industry people from San Francisco have petitioned the national tent for a charter for a Variety Club to be known as the Variety Club of Northern California with headquarters and club rooms in the Tivoli Building at 70 Eddy Street.

Petitioners, all closely identified with the industry, are: Abe Blumenfeld and Joseph Blumenfeld of the Blumenfeld Circuit; Roy Cooper, Neal East, Rotus Harvey, J. Leslie Jacobs, N. P. Jacobs, Herman Kersken, Jack Marpole, J. D. McNerney, R. A. McNeil, M. F. Naify, Jimmy O'Neil, William Parker, Homer Tegmeier, Jack Tillman and O. H. Watson.

The new tent will be officially inaugurated at an industry banquet to be held in San Francisco on May 10 and at which the national tent will be represented by Bob O'Donnell, Bill McCraw and "Chick" Lewis.

Two new big Civic Center structures here with a total of 20,700 seats will provide competition for local theatres. The $4,500,000 Veterans Memorial group will seat 14,000 in three auditoriums, while the multi-million dollar Temple of Goodwill will seat 5,900 more in several halls. The Memorial group will have facilities for ice shows, roller skating, hockey and other forms of entertainment. The Temple of Goodwill is a Protestant undertaking—a center for denominational and interdenominational events.

MEMPHIS

Oswald Jacoby, the bridge expert, was the guest this last week of M. A. Lightman, president of the Malco Circuit and himself a tournament bridge player of wide reputation.

Alvin (Pinky) Tipton of the Tipton Circuit out of Manila, Ark., was a visitor on Memphis film row last week.

Jimmie Gillespie, southwestern advertising director for 20th Century-Fox, has spent most of the last two weeks in Memphis with a weekend trip to Atlanta in between.

Members of Memphis Tent No. 20, Variety Club, will send a Pullman load of delegates to the national convention in Los Angeles, the Memphis car joining the Variety special at Kansas City. Meanwhile, the club is busy auctioning a Manley popcorn machine for its Mother's Milk Bank at John Gaston Hospital.

Jack Moore, steward at the Memphis Variety Club, has been suffering a severe attack of stomach ulcers but now thinks he is on the road to recovery.

David Flexer, president of the Flexer Circuit, has been in New York and will go directly from there to the Variety convention in Los Angeles.

Biill Kroeger, Portageville, Mo., exhibitor visited film row.

INDIANAPOLIS

Marjorie Main, Ma Kettle in "The Egg and I," arrived in Indianapolis Sunday afternoon and was presented with a Plymouth Rock hen appropriately named Ma Kettle by Miss Louise Myer, Lafayette, secretary of the Indiana State Poultry Association. She came to visit her brother and sister-in-law, and to help publicize "The Egg and I," her latest picture. She has a Hoosier twang and says she is proud of it. She is on her way East to hear a Fred Allen take-off on "The Egg and I" next Sunday. This is her first visit here in four years.

Mayor Tyndall announced he will proclaim Sunday, April 27, as the beginning of daylight saving time in Indianapolis. It will last until Sept. 28 under the mayor's proclamation.

Associated Theatre Owners of Indiana held a board meeting April 1 in the Hotel Antlers. The usual luncheon preceded the business meeting.

C. B. Wilson, Alexandria exhibitor, who has operated the Ritz for almost 30-years, has sold the house to R. S. Weilert who will personally manage it.

The New Washington, New Washington, Ind., is now operated by Elmer Hoehn and Samuel Giltner, partners. Giltner is an instructor in the Jeffersonville high school, and Hoehn is president of the Junior Board of Trade, Jeffersonville, Ky.

Andrew Anderson, Photoplay Theatres Cir-

(Continued on Page 34)



REGIONAL NEWSREEL

(Continued from Page 33)

cuit, Hartford, Ky., has recovered from a successful operation at the Lahey Clinic, Boston, and ready to go back on the job, heading his organization. His sister managed the company during his absence.

Bertha L. Hill, of the National Screen Service Corp. office staff, and James H. Benson, Hartford, Conn., will be married April 10, in the Indianapolis Congregational Church at a vespers ceremony.

Russell Brentlinger, RKO branch manager was a business visitor in Chicago, calling on circuit heads.

Carl Shalit, district manager of Columbia Pictures, was at the local branch several days in conference with Manager Guy Craig.

MGM District Manager Frank Hensler spent the week here on business.

Burdette N. Peterson, manager of National Theatre Supply Co., will attend the central district managers meeting of his company in Cleveland, O., April 25 to be held at the Hotel Cleveland.

Dorothy Bailey, general clerk at the Warner Bros. office, has been promoted to ledger clerk. Her successor is Betty Johns.

Sam Oshry, U-I city salesman for Indianapolis and Louisville, Ky., spent the week in Louisville calling on exhibitors.

Vernon Powell, has been appointed manager of the Crescent Theatre, Louisville, Ky. His brother, Jack Powell, has been placed in charge of the Shelmar. Both houses are operated by S. D. Weinburg.

Mrs. Jules Goldman, wife of Warners office manager, has gone to New York City to visit her parents there.

Tex Beneke, appearing at the Circle Theatre here with his orchestra, and members of his show, are being entertained at the local Variety Club, and making the club quarters their gathering place when off duty.

Jack Van Borssen, who operates the Savoy Theatre, Terre Haute, is recovering from a recent illness.

PRC District Manager Max Roth and Harry Mandell, district manager for Eagle-Lion, were business visitors during the week at the local branch.

Fred Dolle, head of the Fourth Avenue Amusement Co., and Mrs. Dolle, returned from their jaunt in Florida.

Joe Neger, branch manager for 20th-Fox in Milwaukee, called on his film row friends while here over the weekend.

Abe Kaufman, who operates the Fountain Theatre, Terre Haute, Ind., is looking forward to his trip to Los Angeles, Calif., where he will attend the national convention of Variety Clubs. Mrs. Kaufman and his son will accompany him on the trip.

Ben Sagalowsky, head of Fountain Square Theatres, will go to California with his wife and a party of friends. They will visit points of interest along the west coast.

William Passen, who operates the Amuzu Theatre, Jasonville, Ind., is engaged in promoting industrial activities and bringing new manufacturing plants to the city.

W. S. Conway, who operates the Irvin Theatre, Cannelton, Ind., has gone to Florida for a brief vacation.

Herbert Gaines, booker at Warner Bros. branch, will appear in the cast of "My Sister Eileen" now in rehearsal. The show will be given at the Kirshbaum Center early in May.



TENT 27 SCORES BIG HIT. Though it is one of the younger units of the Variety Clubs of America, Grand Rapids Tent 27 has reached mature stature in the prime work of the Clubs—which is raising money and providing means for helping the under-privileged children. Above, a group shot of the recent Board Meeting of the Grand Rapids Tent. Seated around the table are: Herb Boshoven; Harry Mimelstein; Irving Mack, National Representative, Chicago; Clive R. Waxman, Chief Barker; Orvis Connolly, Bill Sturgess, Jack Stewart; Walter Norris, Don Elliott, Ed K. Lane; Naman Frank; Herb Schilds; Leo J. Robinson. In cooperation with the Grand Rapids Press, Tent 27 sponsored a "youth day" special edition newspaper sale. The two-hour sale of the Variety-Press edition resulted in a fund of $22,000.00 for the club's main charity, the Youth Commonwealth, which includes a summer camp serving 500 youngsters during the ten-week camping period, as well as two recreation centers located in "problem" areas of Grand Rapids.

VANCOUVER

Changes in the Famous Players' Strand staff are: Jean Parks, head cashier, resigned to be married. Stella Shewack succeeds her, and in turn is followed by Irma Pahl, head usherette, as second cashier, Vicky Cooper is promoted to head usherette.

A check on current business here shows—"Although the second- third- and fourth-run houses have not suffered the turnstile slump currently hitting the distributor-controlled first-runs, their profits have been severely trimmed by a general increase in operating expenses." Not only have the rates on percentage pictures soared to a point where, in some cases, they are now out of reach of the indie operator, but all other operating costs have also sky-rocketed. Another reason for the drop in receipts is that the screen fans, forced to take a notch in their financial belts with the end of the easy-money period, are seeking their entertainment closer to their homes. In spite of this, most downtowners have hiked their admissions the past week, which is one of the reasons projectionists and all theatre employes are asking for increased wage scales.

Don McLean, former Eagle-Lion manager at Calgary and theatre manager here, has quit show business and is now with Engineer Building, Ltd., in Alberta. James McAllister, former Odeon theatre manager, is now advanceman for Royal Canadian Shows and will cover Western Canada for this midway outfit this summer.

Connie Brown, formerly at the Lux Theatre here, is now secretary to Al Mitchell at the uptown Plaza Theatre. Both are Odeon Circuit units.

Harry Page, Monogram manager for British Columbia, has returned from a trip covering interior towns and reports business good and plenty of co-operation on Monogram's Sweet 16 drive which extends to June 27. Page expects to be in the money he said.

Ivan Ackery, manager of the Orpheum, is beginning to think cupid is mad at him. Reason—five members of his staff are wearing diamonds, and wedding bells will soon be in order for the girls. And Ivan still a bachelor at that.

To prove that ace attractions bring in business even in lent and holy week "The Jolson Story" finished a record four weeks' business. Good Friday and Easter weekend gave all theatres outstanding grosses with plenty of ace attractions on the screens. "Sinbad the Sailor" at Orpheum the leader.

Meyer Chechik, president of Bay Theatres, Ltd., who operates the Bay and York Theatres in Vancouver, passed away in Montreal Jewish Hospital in his 70th year. His two sons, Benny and Max, are prominent members in the British Columbia show business.

The Lyric passed films up for a week playing the San Carlo Opera Company on stage for eight performances. Business very good. The Lyric follows with "Open City" on a reserved-seat basis at advanced prices.

A tiny can placed in the lobby of the Capitol Theatre, Prince Rupert, B. C., has collected $8,819.19 in pennies from patrons for the Red Cross Society in the past five years.

Cascade Drive-In Theatre at Burnaby, B. C., six miles from Vancouver, opened its 1947 season this week. Business was tops. It is the only drive-in theatre in Canada west of Toronto.

BUFFALO

Joe Miller joins the Film Classic staff in charge of sales supervision for the Buffalo and Albany territories. He was district manager for PRC for the past two years, and prior to that time with Columbia for 2 5years in the capacity of branch manager in Albany and Buffalo.

Leo Murphy, Buffalo Film Classics branch manager, has resigned.

Max Friedman, Warner Upstate film buyer, was in town.

Hilda Greenauer, Pam-O, has set May 31 as her wedding day.

Local F-9 and B-9 have issued invitations for their installation of officers festivities, scheduled to take place at the Markeen Hotel, April 14.

Jack Berne, MGM eastern sales manager, and Herman Ripps, district manager, were in town.

Congratulations to the Dick Haymans, Strand-

REGIONAL NEWSREEL

Cataract Theatres, Niagara Falls, upon the birth of their first child, a baby girl.

Lillian Webster, head inspectress at MGM, resigns after 21 years of service with the company.

Andrew Geitner, Geitner Theatre, Silver Creek, and his wife returned from their sojourn in California. Likewise the Mino Dykstra's returned from Florida.

Dick Geitner, son of Andy, has taken over the Lake Theatre in Brocton.

Joe Amandori, Park, Lackawanna, is negotiating for an open air theatre.

Mary Flynn, upstate booker in Albany, and Eleanor Paradeis, Pam-O, Buffalo, returned from a week spent at the PC Hotel, Dansville.

KANSAS CITY

United Film Service Co., Inc., which makes film ads and trailers, has been stopped in its expansion move by a ruling of the city plan commission. United sought rezoning of a South Troost area in order to obtain more ground for the $100,000 building it would build there. The commission ruled the company's operation would be more than regulations permit in the south zone.

Norman Moray, New York, general manager of short subjects for Warner Bros., on his annual trip around to the exchanges held a two-day meeting with salesmen and local officials of the company here last week. After the meetings here, including a luncheon at the Hotel Muehlebach, Moray took off for a meeting in Tulsa.

George Moore, owner of the Moore Theatre, Plainville, Kans., suffered a broken thigh recently when he tried to rescue a kitten from the ice underneath his automobile. He is hospitalized at Hayes, Kans., and is expected to be in a cast about five months. His condition calls for the services of a private nurse, but none was available in Hayes. Mary Carnie, wife of Bob Carnie, Paramount film salesman in Moore's area, has volunteered for the job. She is an ex-army nurse.

Film Classics, Inc., is now operating in its new quarters at 114 West 18th St., in the Popper's Supply building. L. F. Durland, manager, supervised the moveover from the old offices. John Cosentino, traveling auditor, was in town from the New York home office helping with the move.

The big news around the Paramount exchange is that the new inter-office phones are completely installed. Mrs. Maxine Harris has resigned from the contract department. Jim Castle, field exploitation man, was in town long enough to meet the favorite brunette from Houston, Tex., and see that she got aboard the Bob Hope special on the Santa Fe here at 2 a.m. Thursday.

The legislative committee of the Kansas Missouri Theatre Association is notifying members of the change in hearing on H.B. 250, which would require a regular fireman on duty in each theatre at all times of operation. The hearing originally was set for April 9, but has been set back and will be held April 30.

Exhibitors on film row last week included Paul Oetting, Lyric Theatre, Concordia, Mo.; Curtis Musgrave, Ritz Theatre, Minneapolis, Kans., and Columbian Theatre, Wamego, Kans.; Ray Miner, Miner Theatre, Moran, Kans.; and Walter Lovan, Park Theatre, El Dorado Springs, Mo.

Ora Karr, who has been manager of the Dickinson Theatre at Mission, Kans., has moved over to Wichita, Kans., to manage the Roxy Theatre of the Dickinson circuit. Earl Lane, manager of the Roxy, has gone to Rochester, Minn., for a check up at the Mayo Clinic. The new manager at the Dickinson, Mission, is Charles Davis.

The Electric Theatre in Kansas City, Kan., closed down matinees all last week for the installation of new seats. Jack Truitt, manager, has had 1,000 new seats installed on the main floor.

LOUISVILLE

The extremely bad weather coupled with the Lenten season took its toll in box-office receipts as reported throughout Kentucky. With the weather breaking and the Lenten season over, the prospects for improved business is good.

More and more local church groups are supplementing their regular church services with religious motion pictures. Also in great demand by the same groups are educational and recreational films of high calibre.

Maurice Reinking, operator of the Swan and Idaho Theatres in Terre Haute, Ind., passed away in Sarasota, Fla. Services were conducted in Terre Haute.

Mrs. J. F. Carnahan, who recently underwent an operation at the Jewish Hospital in Louisville, is recuperating at the home of her sister in Crothersville, Ind. Her husband owns the Manchester, Manchester, Ky., and is affiliated with the McKee, McKee, Ky., and other theatres in the state.

Sylvester Grove head of the Parkview Amusement Co., Louisville, is in Hot Springs, Ark., vacationing.

V. J. McKelski has announced plans for the building of a new deluxe theatre in West Baden, Indiana. The construction is scheduled to start immediately, with the earliest possible opening date contemplated. At present McKelski owns and operates the West Baden Theatre, which probably will be closed upon completion of the new structure.

Mrs. Danford Radcliffe is manager of the Majestic Theatre, Majestic, Ky., owned by Mrs. E. C. Lewis.

Complete new projection equipment has been purchased by J. F. Carnahan for his Manchester, Manchester, Ky. Also new projectors have been

(Continued on Page 36)

Blanks Add to Gift

A. H. Blank, head of Tri-States and Central States Theatre Corporations, and Mrs. Blank, have announced plans for the expansion of the Raymond Blank Memorial Hospital in Des Moines with two new additions costing $150,000. They were the donors of the present $300,000 hospital named in honor of their late son, Raymond Blank. The hospital was the first in Iowa to be devoted exclusively to the treatment of children and has been visited by pediatrics specialists from all over and praised as an outstanding children's hospital. One feature of the hospital which is being copied extensively in children's hospital construction elsewhere is the playroom with Walt Disney decorations. The two new additions to be constructed will provide for 35 more beds, larger living quarters for interns and physicians, a new milk laboratory, enlarged quarters for the physiotherapy department and a new operating room for minor surgery.



REGIONAL NEWSREEL

ordered by the Fourth Avenue Amusement Co. for the Strand at Lousville.

New sound will be installed in the Royal Theatre, Carrollton. The Royal is owned jointly by Mrs. Frances Wessell and Fred May, Jr.

Recent visitors included Joe Goldberg, Popular Pictures, Cincinnati, O.; Lyell Webb, Ritz, Burkesville, Ky.; M. C. Hughes, McKee, McKee, Ky.; William Kuhnsman, National Carbon Co., Fostoria, O.; V. J. McKelski, West Baden Theatre, West Baden, Ind.; Ray Coleman, Swan, Edmonton, Ky.; C. M. Caldwell, Caldwell Theatres, Cave City, Ky.; C. S. Caldwell, Lyric, Scottsville, Ky.; F. Carnahan, Manchester, Manchester, Ky.; Oscar Hopper, Arista, Lebanon, Ky.; Miss Bertha Wolf, Pastime, Owenton, Ky.; A. N. Miles, Eminence, Eminence, Ky.; Russell Phillips, Franklin, Greensburg, Ky.; W. Henry Collins, Springfield, Ky.

W. E. Carrell of the Falls City Theatre Equipment Co. was host to the Louisville Chapter of the Coast Guard League which held its regular monthly get together in his Little Theatre Auditorium. Carrell and his son are both members.

DES MOINES

A total of 77 exhibitors attended a meeting of the Allied-Independent Theatre Owners of Iowa and Nebraska held at Des Moines. Subjects discussed included local checkers and film rentals. Tim Evans of Clinton, secretary of the group, reported that 23 new members were added to the allied group. Evans said that the Iowa Allied group was now over the 200 figure, the largest number in its history.

Some 20 Iowa cities and towns have entered the Iowa safety contest in which Tri-States Theatre Corp. is offering a $1,000 cash prize to the town which does the best safety job, it was announced by G. Ralph Branton, general manager of Tri-States. In Des Moines the Junior Chamber of Commerce has started a program of some 600 vigilantes who are reporting to police all traffic violations.

The Sharon Theatre at New Sharon has reopened after being dark 10 days because of a flu epidemic. It was the first time in six years that the community has been without motion pictures.

Norma Gene Henry of MGM will marry Kenneth Aschim of the Orpheum Theatre on April 12. The couple will move to Omaha where Aschim is being transferred as treasurer of the Brandeis Theatre.

Bonnie Breese has joined the RKO exchange while a new biller at Warners is Gurneth Willier of Centerville, Ia.

The Paton Theatre at Paton, Ia., has been leased to V. E. Gorham who is overhauling the sound equipment and remodeling the theatre before reopening the house.

W. H. Cook of Logan has purchased a building at Churdan, Ia., and is planning on opening a new theatre in about three months.



AULD LANG SYNE. When Carl Niesse (left), veteran showman and president of the Vogue Theatre Co., Indianapolis, celebrated his thirty-fifth anniversary as a theatre owner and operator, a surprise visitor to offer congratulations and renew old acquaintance was Constantin Bakaleinikoff, musical director of the RKO studios. Niesse and Bakaleinikoff were associated 25 years ago at the Circle Theatre, Indianapolis.

CHARLOTTE

Tom Watson, RKO salesman, is being transferred to the New Orleans branch as a salesman and he is being replaced here by Bud Riley, who comes from the New Orleans RKO office.

Universal-International District Manager Pete Rosian, was in town for a few days.

C. M. King's new Rocky Theatre in Lowell, N. C., is scheduled to open on April 14. The theatre is modernistic and up-to-date in every respect.

Herman Meiselman's new suburban theatre, "The Manor," opened in Charlotte on Friday, April 11 featuring the second engagement in the country on U-I's "The Egg and I." Many prominent local men and women attended as guests of the theatre.

The Visulite Theatre in Charlotte held the Carolina premiere on "The Best Years of Our Lives" Easter Sunday followed by an extended run on the picture.

RKO Vice-President in Charge of Domestic Distribution Robert Mochrie was a recent Charlotte visitor, conferring with RKO Branch Manager Roby F. Branon.

Randolph Scott, the movie star, visited his mother in Charlotte this week. He flew here from the coast.

Mildred McWaters, Paramount cashier, and Sally Ledwell, secretary to Watt Parker, circuit operator, are visiting in Atlanta this week.

Everett Enterprises, Charlotte circuit, has just taken over the Parr and Imperial Theatres in Lancaster, S. C., from George Parr, effective June 1.

E. L. Swinson has sold the Paramount Theatre in La Grange, N. C., to the LaGrange Amusement Company.

TORONTO

Toronto theatres were all set for a big post-Lent week with special Easter programs when the rains came, the downpour lasting practically all through Friday and Saturday when new bills were getting under way. Easter Monday was almost a holiday, however, with banks, government offices, brokerage houses and many stores closed when exhibitors started to retrieve the lost weekend. Nearly all theatres ran Easter Monday matinees and quite a number staged morning cartoon shows as well.

Because Monday had been designated a government holiday, theatres in Ottawa, the nation's Capital, offered Sunday midnight shows which are permitted by municipal by-law only in conjunction with a weekend holiday. Famous Players and Odeon Theatres in Ottawa had also just made a permanent increase in prices from 2c to 5c per ticket.

Theatre Properties (Hamilton) Limited, To-

(*Continued on Page 38*)

AMPA to Celebrate 30th Birthday

(*See The New Spotlight*)

Something like 30 years ago to the day, a group of men whose weekly pay check came from rhapsodically strumming the lyre as to the lyrical qualities of motion pictures sat down at a table in Claridge's on Times Square.

Arthur James, former Hearst newspaperman, who had been in several phases of industry work, had an idea. From it resulted a new club—the Associated Motion Picture Advertisers, whose tongue-tripping title was soon shortened to Ampa.

Almost two weeks from now—April 23 to be press agently precise—the same club will sit down at a table again. This time in the Hotel Astor to celebrate its 30th anniversary with a dinner dance.

The affair will mark 30 years of progress through ups and downs since the volatile James—a character who reportedly walked out of a plush editorial job on a trade paper once because the publisher wanted to read one of his editorials before it appeared in print—guided its destinies for two presidential terms. Since that time the leadership has been held by P. G. Parsons, Paul Gulick, Paul Lazarus, Sr., C. L. Yearsley, John C. Flinn, Victor Shapiro, A. M. Botsford, Glendon Allvine, Walter Eberhard, Bruce Gallup, George Harvey, Edward Klein, Michael Simmons, Edward Finney, Hal Horne, William R. Ferguson, Gordon White, Ralph Rolan, Paul Lazarus, Jr., Leon J. Bamberger, Vincent Trotta, Louis Pollock, Maurice Bergman, Martin Starr, Dave Bader and Rutgers Neilson.

Since its inception it has also become famous for its Naked Truth dinners where no holds are barred, it has developed a relief fund, met the depression with an unemployment fund and gradually expanded its interests.

In the past year under Neilson. the club, by taking up its permanent luncheon headquarters in the Town Hall Club lost some of the nomadic appearance it had when it used to eat in several different Times Square restaurants. Neilson also developed a policy of bringing in as speakers men outside the industry itself in whose work the Ampa members had a vital interest.

In the past years Ben Cohen of the United Nations discussed newsreels, Douglas Leigh outdoor advertising, the press photographers president discussed news pictures (and told the boys a thing or two) and a luncheon honoring the fan magazine press was held.

The anniversary dinner dance marks another milestone in Ampa's life. It has money in the treasury now; its work both within and without the industry is well known, well enough known to rate a letter of congratulations from President Truman, Governor Dewey and Mayor O'Dwyer.

Greed! Gold! Glamour!

THE BELLS of San Fernando



with

Donald WOODS • Gloria WARREN
Shirley O'HARA • Anthony WARDE
Paul NEWLAN • Byron FOULGER
Monte BLUE • David LEONARD

Producer
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Associate Producer
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REGIONAL NEWSREEL

(Continued from Page 36)

ronto, a subsidiary of Canadian Odeon, has reported a net profit of $35,300, equal to 40.5 cents on common stock, for the 1946 year, compared with $29,009, equal to 39 cents per share, for the preceding year.

All preferred shares, having a seven per cent dividend, have been called for redemption by Marcus Loew's Theatres, Limited, which has Loew's and the Uptown Theatres in Toronto, the redemption rate for the $100 par-value stock being $115, plus accrued interest. The amount required for the 6,539 outstanding shares is $763,428 which is reported to be available out of the company's liquid reserve. The last annual report showed current assets of $936,194 against current liabilities at $125,445. The shares have been removed from the trading list of the Toronto Stock Exchange.

With H. M. Masters, general manager of Warner Bros., Toronto, on his way to England with his wife, emphasis is laid on the fact that it is a holiday voyage only without business developments in the offing.

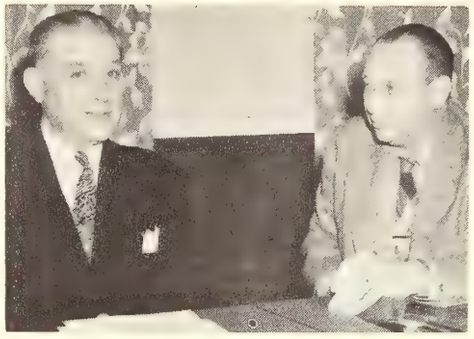
The Vaughan Theatre, which is being erected at Vaughan Road and St. Clair Ave. West, Toronto, by B. & F. Theatres, Limited, is approaching exterior completion. The circuit company is affiliated with Famous Players Canadian Corp.

Lloyd Mills is continuing to take a personal interest in the Belsize Theatre Teen-Age Community Club although he resigned as manager of the Toronto neighborhood house at the end of January to go into another line of business. With the co-operation of the new manager, Ralph Wilson, Mills works on the Teen-Age program as a community project.

PITTSBURGH

A son was born to Mr. and Mrs. Ernest Lieberman in the Montefiore Hospital here last week. Father operates the Smith Theatre, Barnesboro, Pa., and is a brother-in-law of Harry M. Kalmine, general manager of Warner Brothers Theatres.

R. V. McCalmont, president of Ri-Knox, Inc., which operates the Rialto Theatre, Mt. Oliver, Pittsburgh, is celebrating his 30th anniversary as a motion picture exhibitor. He started in the theatre business in Burgettstown, Pa., in 1917, later operating theatres in Mercer, Bridgeville and Knoxville, Pa.



CONFERENCE. Francis Bateman, Screen Guild's general sales manager, and W. J. "Dutch" Cammer, SG branch manager in Dallas, confer briefly while holding a sales meeting and setting quotas on a new group of SG pictures. Salesmen and bookers attended the meeting in Dallas.

The local office of the new Selznick Releasing Corporation will be situated in the Clark Building, downtown Pittsburgh, according to an announcement made by Eddie Fontaine, district manager for that organization, covering Philadelphia, Washington and this city. A local branch manager is expected to be installed within the near future.

All of Pittsburgh's baseball fans are eagerly looking forward to the opening game of the season here on April 18, which Bing Crosby, part owner of the local team, is expected to attend.

C. C. Kellenberg, sales manager for 20th Century-Fox, is ailing, having a badly infected elbow.

Helen Cousoulis, employe of the Manos Amusement Company in Greensburg, Pa., will be a May bride.

Goldie Mandel Sisser, who was married last summer, has resigned as booker for Paramount Pictures to assume home duties exclusively.

The new Roxy Theatre, Ford City, Pa., which is being constructed by the veteran theatre operator L. Hayes Garbarino, is expected to open within the next few weeks.

The two advanced admission price pictures now being shown in Pittsburgh, "Henry V" at the Art Cinema, and "The Best Years of Our Life" at Shea's Fulton Theatre, are doing excellent business. Each is now in its fourth week.

BOSTON

Employes at United Artists branch here were presently surprised by visits from Stars Jennifer Jones and Joseph Cotten who are in town for final shots of "A Portrait of Jennie." Final scene of the picture was shot at Graves Lighthouse down the bay.

Bob Shea, who was formerly in the United Artists accessory department here and is now a student at a local business school under the G.I. bill of rights, has announced his engagement to Miss Phyllis Traill of Everett. Wedding is set for Sept. 14.

United Artists District Manager Clayton Eastman made a hurried midweek trip to New Haven on company business.

John Derwin of United Artists and Mrs. Derwin have been spending several weeks at Hyannis on the Cape, cleaning up house for the summer season.

United Artists Eastern Division Manager Edward M. Schnitzer was due at the local exchange this week.

Arrangements have been made for a special train from New York to carry theatremen to Providence for the testimonial dinner to be tendered to Edward M. Fay, notable New England theatrical figure, at the Sheraton-Biltmore Hotel on April 21. The train of private club and parlor cars will leave New York City at 1 p.m. Monday, April 21, arriving in Providence at 4:30. Tickets for the dinner may be obtained from Chester Currie, Edward Reed and Russell Stapleton of Providence.

NEW ORLEANS

New Orleans exhibitors and those in the Gulf states area were enjoying the upturn of business which followed the dive attendance took for the Lenten season in this area. Grosses, which had been off as this heavily Catholic-populated area eschewed the theatre during the religious period, began to pick up Easter Saturday. Most neighborhood houses had closed Good Friday after pushing for added business Holy Thursday by booking reissues of "The Sign of the Cross."

Downtown, however, "The Best Years of Our Lives," playing day-and-date at the RKO Orpheum and the Liberty, didn't seem to feel any recession with lines waiting an hour and a quarter before show time to get in.

It looks like the city, too, won't have to go through the nuisance of daylight saving this year since the City Council supposedly wishes to follow the public mind in the matter and the public mind, as illustrated by ballots carried in the city's three daily newspapers, on the basis of early returns, indicate the citizens are two to one against pushing the clock up.

Daylight saving has been a perennial and bitter fight here with the antis insisting the warm weather made it impracticable and the pros countering with the temperatures of other large cities. Backed in financial circles in the past, it

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TRUCOLOR HIGHLIGHTS REPUBLIC REGIONAL MEETING. In his address at the first of a series of Republic regional sales meetings held in New York last week at the New York Athletic Club, President Herbert J. Yates highlighted the use of Trucolor in forthcoming productions by the company. With James R. Grainger presiding, the meeting was attended by eastern, New England and central division district and branch managers. Shown here are Walter L. Titus, Jr., southern division manager; Yates, and William Martin Saal, Yates' executive assistant.

EVERYBODY WHO'S ANYBODY IN SHOW BUSINESS SAYS "IT HAPPENED ON 5TH AVENUE" IS THE PICTURE TO SEE!

CONNIE BENNETT: *"brilliant!"*

JACK BENNY: *"excellent!"*

EDDIE CANTOR: *"swell!"*

FRANK CAPRA: *"wonderful!"*

CARY GRANT: *"immense!"*

BOB HOPE: *"happiness-loaded!"*

AL JOLSON: *"one of the best!"*

ORSON WELLES: *"a winner!"*



ALLIED ARTISTS PRODUCTIONS, INC. PRESENTS

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"IT HAPPENED ON 5TH AVENUE"



with GRANT MITCHELL · EDWARD BROPHY · EDWARD RYAN, Jr.

Produced and Directed by ROY DEL RUTH • Associate Producer, Joe Kaufman • Screenplay by Everett Freeman • Additional Dialogue by Vick Knight & Ben Markson • Story by Herbert Clyde Lewis & Frederick Stephani • Musical Score by Edward Ward • Music and Lyrics by Harry Revel & Paul Webster

REGIONAL NEWSREEL

(*Continued from Page 38*)
generally didn't get to first base until the war made it a must. This year the state legislature, due to other legislation which crowded the calendar, did not have time to act on the matter but the senate passed a resolution against using the advance time "anywhere in the state" and New Orleans labor came out against it, with a representative in the 80 unions totaling some $100,000 members. Exhibitors stayed in the background this time or failed to get into the fight.

If the city council does not act, daylight saving becomes effective automatically on April 27.

The Jan Theatre at Como, Missouri, slated for opening Tuesday (8).

Twentieth Century-Fox has a public relations job to do in Costa Rica as result of its promotion stunt on "Carnival in Costa Rica," reliable Latin-American sources in New Orleans indicated over the beauties selected, contend they aren't typical since they weren't selected from among the girls in the "upper classes."

Batesville, (Miss.) Theatre turned its house over to the army one night this week, for the gratis showing of "Decision," War Department movie being displayed in gulf states by the Memphis General Quartermaster Depot to next of kin of soldiers buried on foreign soil.

MINNEAPOLIS

A record turnout of at least 300 exhibitors from Minnesota, North Dakota, South Dakota and western Wisconsin is expected at the annual convention of North Central Allied at the Nicollet Hotel here on April 21-22. Mayor Hubert H. Humphrey of Minneapolis will hand the key to the city to visiting delegates at a luncheon at the Nicollet on opening day. An open forum for all exhibitors also has been scheduled for opening day. The second day's program has not been completely lined up yet, according to Stanley Kane, executive director of NCA. Organization plans for the Motion Picture Foundation will be outlined to exhibitors and representatives of every phase of the film industry sometime during the convention, according to Ben Berger, NCA president. Robert L. Wright, special assistant to the U. S. Attorney General, and principal prosecutor in the government's film anti-trust suit, will headline the agenda of convention speakers.

The Revilla Theatre, Renville, Minn., which has been closed since fire gutted the house Dec. 11, will reopen April 15.

Glenn Wood, head booker at Universal, was at the Mayo Clinic, Rochester, Minn., for a checkup.

Edward L. Hyman, vice-president of Paramount Theatres Service Corp., was in town for conferences with Harry B. French, president of Minnesota Amusement Co.

New on film row are Monica Prestegard, switchboard operator, at MGM, and Burton Waldron, salesman at Monogram.

Columbia Midwest Division Manager Ben Marcus was in town for a few days conferring with Hy Chapman, branch manager.

Plans are being mapped by Twin Cities independent exhibitors to oppose construction of drive-in theatres in the area. The exhibitors claim that the drive-in is unfair competition to the established year-round houses. Funds reportedly will be raised to finance the campaign to combat the drive-ins.

Ed Benjamin has been assigned by United Artists to handle publicity for "The Fabulous Dorseys" throughout the Minneapolis film zone. Benjamin formerly was Warner exploiteer in the territory and recently was on the sales staff of National Screen Service.

1 Aye, 2 Nays

St. Louis voters this week in a referendum came out in favor of daylight saving while two "neighboring" communities—Granite, Ill., and Macomb, Ill., came out emphatically against the measure.

As far as Granite is concerned, the fact that St. Louis will push the clock ahead may force it into the daylight saving line, despite the fact that its voters were 2,516 against daylight saving time as compared to 2,180 favoring it. Macomb never had a pushed-up clock but the city council had agreed to submit it to the voters who turned out 818 against and 803 for. The St. Louis vote showed 79.585 favoring daylight saving time and 60,629 against.



SALESMEN GET-TOGETHER. Film salesmen of the nation have formed a get-together link in the Colosseum of Motion Picture Salesmen of America, which organization's chief representatives held a meeting in Chicago last week. Above a view of the representatives at a business session. Reading from left to right: Edgar E. Schinn, Paramount, New Orleans; David Beznor, attorney, Milwaukee; Barry Goldman. Monogram, Washington, D. C.; D. J. Edele, Warner Bros., St. Louis; Frank Salley, RKO, Atlanta; A. M. Van Dyke, 20th-Fox, Chicago; N. Provencher, United Artists, Milwaukee; Ross Williams, United Artists, Cincinnati; Pat Halloran, Universal, Minneapolis; Richard Lange, Los Angeles; Floyd Bernard, 20th-Fox, San Francisco; Mel F. Keller, Warner Bros., Portland.

John Branton, chief barker of Northwest Variety Club, and Ben Blotcky, former chief barker, have been elected delegates to the national convention of Variety Clubs at Los Angeles, May 13-17.

V. H. Stevens and A. V. Stevens have purchased the Bluebird, St. Paul, Minn., from Ted Mann. Walter Whitmore and Victor Brooks have purchased the Star, Stanley, N. D., from D. W. Trisko. Keith Deluhery is the new owner of the Legion, Gaylord, Minn.

Leo Fallon has been named manager of the Franklin, Minneapolis neighborhood house. G. G. Waller is the new manager of the Prairie, Sun Prairie, Wis.

LOS ANGELES

Stony Goad has been put on the road for Screen Guild, with Charlie Wolcott temporarily replacing him as booker.

Progress is reported on the building of two houses in the territory. One is the Grove, Lemon Grove, which is owned by J. A. Van Gilsa; and the other is Kelly Norwood's Norwood Theatre, LaHabra. Both are tentatively set for openings around the first of June. Cooperative Theatres has been set as booking and buying agents for the theatres.

Roy Dickson, Cooperative manager, played host to Miss Lita Belasco, when she came to film row. Miss Belasco runs the Belasco, San Ysidro, which was just taken over for booking by Coop.

Sam Gardner was promoted from MGM resident manager to assistant to George Hickey, west coast sales manager. Tom Aspell, Jr., former Seattle manager for MGM, takes over Gardner's old spot. Larry Moran, local salesman, has been transferred to Portland; and Sammy Davis, who formerly served as L.A. reprint salesman, has been appointed MGM branch manager at Seattle.

Marty Solomon, genial Monogram branch manager, is out of the hospital and hopes to be back at work in several weeks. Monogram's cashier, Sara Lou Pope, spent the Easter holidays in San Francisco. The exchange has a new steno, Frances Wright, who is new to the row, having recently come here from Detroit.

National Theatres and National Theatre Supply were among those closing down in the afternoon on Good Friday. All offices were emptied during the day by churchgoers.

"Sheriff" Jack Valpey, MGM chief booker, journeyed to Palm Springs over the weekend.

Altec changed Sid Miller from the Santa Barbara territory to San Diego, where he is working as service inspector. Harold Nelson is the inspector now at Stockton, newly created territory; Harold used to be in San Francisco.

Selly Levinson, who is associated with Walter Colmes in a new production company called Somerset Pictures, bought the 600-seat Brentwood Theatre and is having it remodeled to Empire style.

In from New York was Harold Rodner, Warner Bros. Service Corp. executive, who is making a tour of Warners' houses.

John J. Jones, president of Screen Guild, returned from San Francisco, where he held sales confabs with Robert L. Lippert, executive vice-president, and SG exchange managers from San Francisco, Portland and Seattle.

A 265-seat theatre will present original plays, according to an announcement last week. Housed in a new building at La Cienega Boulevard and

(*Continued on Page 42*)





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REGIONAL NEWSREEL

(*Continued from Page* 40)

Oakwood, it was erected by Louis and Frieda Berkoff and leased by Paul Schreibman in association with John Houseman.

Samuel Goldwyn has accepted the chairmanship of this year's campaign of the Jewish Welfare fund in Los Angeles, which conducts the United Jewish Appeal there, while Jack Warner, vice-president in charge of production of Warner Bros.; Walter Wanger, Abe Lastfogel, former USO chief and vice-president of the William Morris Agency, and Dore Schary, vice-president in charge of production of RKO Radio, have agreed to serve as co-chairmen of the Motion Picture Division on the Coast. Announcement was made in New York by Barney Balaban, national chairman of the motion picture division. Others who attended the conference with Balaban here included: Harry Warner, Sol Lesser, Jules Stein, Bert Allenberg, Ben Kahane, Leon Goldberg, Fred Meyer, E. Blackburn, Jimmie Allen, George Bilson, and Marvin Ezell.

Jay Myron Goldberg, SHOWMEN'S TRADE REVIEW correspondent in Los Angeles, was married on March 30 in Cincinnati to Miss Lynne Sherman of that city.



WESTWARD HO! The Raymond Masseys as they left New York for Hollywood where Massey joins Rosalind Russell, Katina Paxinou and others in Dudley Nichols' production of "Mourning Becomes Electra" for RKO Radio.

NEW YORK

The Associated Motion Picture Advertisers, meeting in a closed luncheon session last week, unanimously elected the ticket selected by its nominating committee into office. Ampa's officers for the coming year are: Arnold Stoltz, Samuel Goldwyn Productions, president; Phil Williams, *Fortune,* vice-president; Max Stein, 20th Century-Fox, treasurer; Marguerite Wayburn, secretary. The directors include the officers and Rutgers Neilson, Joel Swenson, Harry McWilliams, Hap Hadley, Don Velde, Charles Alicoate, Ray Gallagher and Jacques Kopfstein are trustees. The new officers will be installed at Ampa's 30th anniversary dinner-dance, Hotel Astor, April 23. The meeting was presided over by retiring vice-president Rutgers Nielson.

MGM's reissues of "Boomtown" at the Rialto is doing heavy business.

Seymour Wartel, son of Al Wartel, United Artists assistant shipping clerk, was married last week. United Artists Booker Gertrude Denbroff this week announced her engagement to Edward Elkind, a non-industrite who conducts a dress business.

Dave Rosen, who has the Elizabethtown Capitol, The Ausable Forks Hollywood and the Keeseville Rex, was in town last week. Ditto Harry Royston, Publix zone manager for upper New York.

United Artists Brooklyn Booker William Schwitzer weekended at the hotel of former industryite Bill Freedman. Lois Jackson, assistant to Al Mendelson was on the sick list.

Twentieth Century-Fox's Sam Lefkowitz is back from his Florida vacation.

Wedding bells that sounded 20 years ago were rung again last week with a bang as W. Steward McDonald, vice-president of Warner Theatres celebrated his 20th anniversary.

Robert Weitman, incoming president of New York's cinema Lodge B'Nai B'rith will be feted with retiring president Jack H. Levin at a dinner in the Hotel Astor on April 29.

Father Leocadio Lobo, Spanish priest without a parish, who is not in Spain because he and Franco don't see eye to eye and who is now chief Spanish editor for MGM International's dubbed and titled foreign pictures, is making his bid to promote international understanding through the learning of languages by giving special Spanish instructions. These activities, which have nothing to do with MGM, consist of semi-weekly classes held at the Wendell Willkie Memorial Building. The classes are an outgrowth of a demand created by his success in teaching MGM employes who wished to learn Spanish.

Motion picture and allied industry leaders at a meeting this week with Barney Balaban, national chairman of the film division of the United Jewish Appeal, set a goal of $2,100,000 for the metropolitan area, double that of any previous campaign for funds. Of the national goal of $170,000,000, $65,000,000 is to be raised in New York City. Named as co-chairmen in the industry drive were Matthew Fox, Billy Rose, Richard Rodgers and Emil Friedlander.

Sid Weiner, Film Classics' branch manager, and John Wenisch, salesman, have been selected respectively as sergeant-at-arms and recording secretary of the Cinema Stamp Collector's Club, whose president is Nathan J. Corn, of Columbia Pictures.

HARTFORD

A dinner is to be held on April 14, to install the newly-elected officers of Variety Club of Connecticut—Tent 31. The new officers include: Barney Pitkin, chief barker; Dr. Jack Fishman, assistant chief barker; Rudy Frank, second assistant chief barker; George Wilkinson, dough guy; Arthur Greenfield, property man; and John Pavone, Henry Germaine, Carl Goe, and Lou Brown, and Harry F. Shaw, all canvasmen.

Joe Young has been appointed assistant manager at the Daly Theatre in Hartford.

Mr. and Mrs. Jim Clancy have returned to their West Hartford home, after a trip down to Florida. Clancy's business experience included many years of theatre managerships in the East. He was at one time, manager of the Poli, Hartford.

Sam Harris of State Theatre, Hartford, and Mrs. Harris are on a vacation in Florida.

Lou Cohen, Loew's Poli, Hartford, manager, and his assistant, Sam Horowitz, have made a deal with the area distributor of Columbia Records for a Connecticut tie-up on "It Happened in Brooklyn," through which deal key city Columbia record dealers in the state will plug the picture via windows, co-op ads, and counter cards.

ST. LOUIS

The St. Louis Board of Aldermen killed Mayor Aloys P. Kaufman's proposed five per cent municipal tax on theatre admissions, along with several other of his tax measures, just before adjourning its 1946-47 session sine die. The aldermen also voted to file the fair employment practices ordinance introduced by Alderman Jasper C. Caston, Sixth Ward, Negro Republican. Filing it automatically meant its death as the session was coming to an end.

Funeral service was held Friday (5) for Michael A. Polito, stagehand member of the St. Louis Theatrical Brotherhood No. 8, IATSE affiliate, which he joined in 1912. Separate answers of the defendants—Columbia, Warner

NEW THEATRES

Harrisburg, Pa.—Officials of the Yost Circuit, which includes the Paramount Theatre in nearby Mechanicsburg, are hopeful of starting a new theatre there in the early summer. Only government priorities are holding up construction at present. The present Paramount is old, needs repairs and is not large enough to accommodate the town, it is said.

Indianapolis—W. M. Thomas of Moores Creek, is building a new theatre at East Bernstadt, Ky. It is his first venture in show business. House will be named the Community.

Salem, Ore.—William and Albert Forman plan to build a $100,000 drive-in theatre here to accommodate 600 automobiles with a special parking lot for "standee" automobiles waiting to get in.

Miami—Date for the opening of Wotmetco Theatres' 1000-seat Miami Theatre has been set for April 18, Partners Mitchell Wolfson and Sidney Meyer announced.

St. Louis—Construction has been started on the $375,000 Rodgers Theatre to be erected in Poplar Bluffs, Mo., by the Rodgers Circuit of Cairo, Ill., which already owns the Criterion and Jewell Theatres there.

Denver—Civic Theatres (Joe Dekker and Tony Archer) are pushing plans for their new 1,000-seat Lakewood, Lakewood, Colo., a Denver suburb. They plan to build as soon as restrictions are eased. The theatre, to cost from $200,000 to $300,000, will be ultra-modern and thoroughly streamlined. The ground, already bought, is 152x660, which gives plenty of space for parking.

Denver—Fay Gerdner is having preliminary plans drawn for a new 364-seat, $30,000 theatre at Imperial, Neb., where he already operates.

Denver—Adolpho Esquibel has opened his $25,000 300-seat theatre in Tierra Amarilla, N. M., but has not named it as yet.

REGIONAL NEWSREEL

Bros., Universal, RKO and United Artists—to the $600,000 anti-trust damage suit filed last December by Martin W. D'Arcy, onetime lessee of the Shubert Theatre, have been filed with the U. S. District Court here. All deny there is any basis for the plaintiff's contention. Julius H. Drucker was granted until April 25 to file the answer of another defendant, Monogram Pictures.

The Village Theatre, Inc., has been incorporated at Clayton, Mo., with 6,000 shares of no par value stock.

Al O. Bondy, distributor of General Electric films, was a St. Louis visitor en route from Kansas City to Indianapolis and New York.

Three Costa Rican senoritas, winners in the contest conducted by the newspaper *La Tribuna* of San Jose, capital of Costa Rico, in connection with 20th-Fox's "Carnival in Costo Rica," were hosted here Wednesday by C. Calhoun Jones, Costa Rican consul in St. Louis. They are on a tour of the United States.

G. R. Spann plans to open the Arcade Airdome, 4050 West Pine Blvd., between April 15 and May 1, depending on weather conditions and speed in finishing construction of the open air theatre.

CHICAGO

It is reported that the Purdue University Theatre at Lafayette, Ind., will play Rank-Universal pictures in the near future. The house, used mainly for college affairs in the past, will compete with regular houses in that territory.

Max Mazur, formerly Chicago exchange manager for Republic, has joined the Selznick Releasing Corporation as special representative.

During March the Chicago censor board inspected 103 films, made 63 cuts, rejected RKO Radio's "Born to Kill," Azteca's "Mysteries of the Underworld," Capitol Exchange's Polish film, "Spider Pazak," and gave a permit to "Dillinger" after having held it up for two years.

Sol Cohen and Sam Kaplan of Albert Dezel Production's Chicago branch have closed deal with all the important circuits in the Chicago [illegible] and "Captain Caution." Included in the deal are [illegible] Essaness and Allied Theatre circuits.

Myles Seeley, attorney for the film companies in the Jackson Park Theatre case, now before the Federal Court of Appeals, stated that the distributors have asked for an extension to May 1 to file defense briefs. If granted, as is now expected, the hearing would be around May 19.

It is reported that the anti-trust case filed by Mulder and Brussell for the Riverside Theatre, Milwaukee, and the Minnesota Theatre, Minneapolis, docketed before Judge Michael Igoe, is set for pleading on April 19. It is also reported that negotiations are under way at New York headquarters for a settlement.

James Clark and Clint Weyer returned to Philadelphia after attending the film distributors' meeting here.

RKO Cleveland District Manager Milton Cohn and Russ Brentlinger, manager of the RKO Indianapolis exchange, were in Chicago conferring with John Doerr of the Alliance Theatre Circuit.

Fink and Gandel's Harlem Road drive-in theatre which opens this week is having new Simplex sound equipment installed.

National Theatre Supply Manager R. W. Dassow reports that Simplex Sound systems are being installed in W. Hughes' Colonial Theatre in Astoria, Ill.; Ed Hahn's Palace Theatre, Elmwood, Ill.; Frank Ford and C. J. Kontos' State in Sterling, Ill.; and in Nat Bernstein's Times Theatre in Waukegan, Ill.

Pete Panagos of the Alliance Theatre Circuit reports that the company is planning to use auto contests this spring and summer in cooperation with local auto distributors in various cities. Alliance also plans amateur night shows by local talent in connection with film bills. The circuit has had good success with this type of attendance stimulator in the past. Annual sales drive of Alliance will get under way in May.

. . . NEWSREEL SYNOPSES . . .

(Released Saturday, April 12)

MOVIETONE (Vol. 29, No. 64)—President asks for strong U. S. to meet responsibilities; Telephone strike cuts service in entire nation; Nation observes Easter; Royal family visits Zulus; Air power demonstration at Fort Benning; North American figure skating championships.

NEWS OF THE DAY (Vol. 18, No. 262)—Telephone strike of 300,000 begins throughout nation; Air Force in spectacular parachuting demonstration; Truman urges action to guard world peace; Wild Zulu tribesmen hail royal family of Britain; Paumonok handicap; Barabara Ann Scott wins again.

PARAMOUNT (No. 65)—Demaret wins most-prized golf title; French blow up Siegfried Line outposts; Howard Hughes in successful test flight; French actress says "Voila! Hollywood!"; De Gaulle leads in tribute to Commandos; Safety strike brings new coal crisis; Zululand gives royal family biggest ovation.

PATHE (Vol. 18, No. 67)—General de Gaulle hailed; Man who shot Mussolini; Zulu dances for royal family; John L. Lewis in dramatic testimony.

UNIVERSAL (Vol. 20, No. 28)—From coast to coast Americans attend Easter services; 300,000 telephone workers in unprecedented strike; John L. Lewis blasts government for mine disaster; Gandhi confers with Mountbatten at Delhi, India; Streamliner train wreck at Downers Grove, Ill., kills two and injures scores; Royal family hailed by Zulus; Jamaica race track opens in heavy downpour.

(Released Wednesday, April 9)

MOVIETONE (Vol. 29, No. 63)—United Nations hears Austin on Greece; Big Four attends ballet; Haifa oil plant set afire; Easter in old Jerulsalem; New device picks cars up and parks them on a shelf; Quarter of a millions migrant geese fill Iowa skies; Cy Young, famous pitcher, 80 years old; Water skiing off Miami; Surf thrills in Australia.

NEWS OF THE DAY (Vol. 18, No. 261)—Huge fire in Haifa, but peace reigns in Jerusalem; New King Paul rules in Greece as U.N. investigates civil war; Moscow's famed ballet entertains Bib Four; Rough surf riding for "duck"; Living statues; Spotting deer.

PATHE (Vol. 18, No. 66)—Terrorists blow up Haifa oil; Foreign ministers at the Moscow ballet; Tanker snaps in half—navy tries rescue; Floods add to woes of ruined Germany; Van Gogh paintings in Paris exhibition; Coast Guard vehicle battles sand and surf.

PARAMOUNT (No. 64)—India's "last" viceroy; Big Four at Moscow ballet; Terrorists set off oil blasts; New king rules in Greek crisis; U.N. probes border incident; Gas tanks make fine boats; A flare for water skiing.

UNIVERSAL (Vol. 20, No. 27)—King Paul on Greek throne; Big Four at the ballet; All-Asia conference; Floods sweep Spain; The circus is coming; P-38 "shark boat" seen; 250,000 geese on the wing; Water-skiing after dark; Cancer drive.

ALL-AMERICAN (Vol. 5, No. 233)—Young president for old and honored school; Scholarship student writes plays; Man of distinction any year; Chicago Giants aim for pay dirt; Memphis Red Sox want pot of gold; The kids are at it again.



HOLLYWOOD

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STUDIO ROUNDUP

MGM Sends Three Films Back to the Sound Stages as New Directors Take Charge; 20th-Fox Adds 15 Scenes To 'Amber'; O'Keefe, Reagan in Heroic Fire Rescues

It's "retake time" in Hollywood these days, notably at Metro-Goldwn-Mayer. The Roaring Lion has the Red Skelton comedy, "Merton of the Movies," and the Jeanette MacDonald-Jose Iturbi "The Birds and the Bees" back before the cameras with different directors. Meanwhile, MGM's latest Greer Garson vehicle, "A Woman of My Own," is being worked on by Mervyn LeRoy and also returns to the sound stages for "additional" material. Otherwise, the most noteworthy development on the production scene was the revelation by Republic that both 35-mm. and 16mm. versions of their special hour-length featurette, "Bill and Coo," are being made.

MGM Sets New Beery Film

Wallace Beery is scheduled to start his next feature, "Alias the Gentleman," for MGM on April 15, with Nat Perrin producing. This will give the Metro lot an addition to the two musicals now before the lenses, "Good News" and "The Pirate"—both in Technicolor.

Richard Thorpe has taken over from Robert Alton on the retakes of "Merton of the Movies," and Lazlo Benedict is now directing "The Birds and the Bees." The latter was originally directed by Fred Wilcox and is now being remade.

Republic Starts Bird Film

For the first time, Republic is shooting simultaneous 35-mm. and 16-mm. versions of a picture. The Trucolor subject is "Bill and Coo," being directed by Dean Riesner and produced by Ken Murray, who also acts as narrator. Production began April 2.

"The Black Widow," a 13-chapter serial, started April 9, with Fred Brannon and Spencer Bennet serving as co-directors and Mike Francovich producing. Cast includes Bruce Edwards, Anthony Warde as the chief "heavy," LeRoy Mason, Ramsay Ames, Virginia Lindley and Carol Forman.

Gene Autry's next-to-last for the Yates lot began April 5, with Lynne Roberts, Sterling Holloway, Adele Mara, James Cardwell and the Cass County Boys. Sidney Picker is associate producer and Lesley Selander directs.

Goldwyn Film to Resume Soon

Samuel Goldwyn's "The Bishop's Wife" resumes activity April 14 at the producer's own lot, with Henry Koster succeeding William Seiter as director.

Other RKO films going include "Dick Tracy vs. The Gruesome Gang," which started last week. Ralph Byrd again plays the doughty detective, and Anne Gwynne supplies the love interest. Boris Karloff makes with the mean faces. Jack Rawlins is directing for Producer Herman Schlom. "Counterpoint," the story of a blind pianist, has been changed to "Memory of Love." New additions to the cast include Jacqueline White, Don Curtis and Walter Reed. Nightclub sequences were shot last week at the studio, while Musical Director Constantin Bakaleinikoff left for New York to prepare filming of a sequence in Carnegie Hall. RKO inaugurated the first flying studio sound department when it flew an entire sound unit and crew to the Big City to record the Carnegie Hall scene.

Six-foot, two-inch James Nolan was assigned a role of an Irish cop in the Pat O'Brien starrer, "Fighting Father Dunne." Ex-star Anna Q. Nilsson was also added as a warm-hearted Scandinavian storekeeper who helps feed homeless youngsters sheltered by Father Dunne in his newsboys' home.

Michael Kraike, RKO producer for the past year, left the studio to go to Washington, D. C., to confer with government officials on a film. His last work for the studio was "Indian Summer," now being edited.

Much Activity at PRC

PRC is currently shooting three films, a production record that ranks well as compared to other lots. "Bury Me Dead," which contains the largest budget ever expended on a PRC picture, started April 7 under former MGM producer Chuck Reisner. Bernard Vorhaus is directing. Featured are Goldwyn-loanout Cathy O'Donnell, Greg (Great John L.) McClure, Mark Daniels, June Lockhart and Hugh Beaumont. The picture is being shot at Eagle-Lion.

Bad weather has been deterring the finish of the "Lash" LaRue-Al "Fuzzy" St. John western, "Pioneer Justice," but it was hoped to end it by the time this appears in print. "Ghost Town Renegades" is set to follow immediately for the same duo. LaRue, incidentally, appeared briefly in the studio's melodramatic musical, "Can't Get That Gal," now being edited.

PRC has announced the permanent "Gas House Gang," composed of Carl "Alfalfa" Switzer, Benny Bartlett, Tommy Bond, Rudy Wissler, and Ray Dolciame. Their current opus is "Gas House Gang Goes West," which went into action last week. The Gang will make three films in the 47-48 season. Chili Williams, the "Polka-Dot Girl," is taking her first lead in the film opposite John Shelton. Vince Barnett plays his initial "heavy" part in the same opus. Sam Baerwitz, who used to be with Hal Roach, produces, and Bill Beaudine directs. Film is being made at Sutherland lot, following three days of location.

'Destiny' Starts at Columbia

"Destiny," being directed by D. Ross Lederman, started April 7 for Columbia. Cast includes John Beal, Trudy Marshall, Jimmy Lloyd, and Helen Mowery. Rudolph Flothow is producing the mystery-drama, "The Son of Rusty," fourth in the series, started April 10.

The studio will start an action musical, "Smoky River Serenade," April 14, with the Hoosier Hot Shots writing several of the numbers they will sing. George Duning is composing the background score for "Her Husband's Affairs," Lucille Ball-Franchot Tone comedy, which just finished. Bryant Washburn, popular star of silent days, was signed by Sam Katzman for "Sweet Genevieve," and Lucien Littlefield, veteran character actor, was also added. Clarence Kolb, of a famous old-time musical comedy team, was set for the character lead in "Blondie in the Dough," 21st of the series, now shooting under Abby Berlin's direction.

O'Keefe Hero in Fire

Producer Seymour Nebenzal seems afflicted by fire troubles. One broke out on the set of "Heaven Only Knows" when it was shooting (it is now being edited), and again last week "Atlantis" suffered the same fate. Actress-dancer Milada Mladova was saved from serious injury by Dennis O'Keefe, who is co-starred with Maria Montez and Jean-Pierre Aumont. When fire broke out, Miss Mladova's costume and wig caught the flames; O'Keefe grabbed her and wrapped her in heavy draperies torn from the set. Shooting was halted three hours while Director Arthur Ripley switched to another sequence.

Special sessions were held last week in Enterprise's projection rooms to cut the footage of "Body and Soul." Director Robert Rossen purposely overshot this United Artists release in order to get the pick of fight scenes between John Garfield and Art Dorrell; Garfield and Canada Lee. Two Enterprise camera crews are in Chicago, shooting footage backgrounds for the forthcoming Ginger Rogers starrer, "Wild Calendar."

Labor Troubles at SG

At this writing, it was questionable, because of labor troubles, as to whether or not Producer Maurice Conn would be able to start "Shot in the Dark," formerly "Dark Bullet," for Screen Guild. The picture was supposed to start April 7, but Conn's plans remained indefinite until the last minute.

Sylvia Sidney's Illness

When Sylvia Sidney suddenly developed an acute case of laryngitis, "Love from a Stranger" was interrupted at Eagle-Lion. The picture's cast includes Miss Sidney, John Hodiak, Ann Richards, Isobel Elsom and Ernest Cossart. Miss Sidney's illness left one E-L film rolling: the Isadore Goldsmith production, "Out of the Blue," which has been shooting a week longer than "Love."

Scenes Added to 'Amber'

Falling in line with "retake time" was 20th Century-Fox, where "Forever Amber" has been shooting again in Technicolor. More than 15 added scenes are being lensed, emphasizing early romantic scenes in the film between Linda Darnell and Cornel Wilde.

Slated to start momentarily is "The Foxes

(*Continued on Page* 45)

HOLLYWOOD

Autry Starts His First Columbia Picture May 15

The out-of-court agreement under which Gene Autry will make two more pictures for Republic leaves the cowboy star free to start his first independent western musical for Columbia on May 15, according to Armand Schaefer, president of Gene Autry Productions.

Both parties, Schaefer said, will respect the terms of the new arrangement regardless of the decision to be handed down by the California Supreme Court on Republic's appeal from a previous decision freeing Autry from any further commitments to that company.

Autry's first picture under his contract with Columbia, which provides for four western musicals a year for two years, will be in black and white. As yet untitled, the screenplay is being written by Jack Townley.

Wurtzel Rents 2 Studios At Motion Picture Center

Howard Sheehan, executive assistant to Sol M. Wurtzel, has announced the signing of a long-term deal with the newly-constructed Motion Picture Center Studios for the rental of two of the nine ultra-modern sound stages at the Cahuenga Boulevard film development.

The two sound stages, comprising all the facilities and equipment available at any of the major lots, will be used for all the Sol M. Wurtzel productions made for 20th Century-Fox release. The first to go before the cameras at MPC will be "Roses Are Red," scheduled to start shooting in early May.

Hellman to Produce In London for Fox

Marcel Hellman, British producer, announced last week in Hollywood, following a series of conferences with Darryl F. Zanuck, that he will make two pictures in London before March, 1948, for 20th Century-Fox. His deal with the company contemplates more pictures in the future.

First two films under the contract will be "This Was a Woman," from the London stage play by Joan Morgan, and "Sabina," from the novel by Joyce Langston.

Astor Signs Gaillard Trio

Slim Gaillard and his trio have been signed by Astor Pictures on a one-picture deal. The film to be titled "Ovoutie O'Rooney," will be filmed in New York, going before the cameras in May. It will make a definite play for the Be-Bop fans. Balance of the cast has not yet been set, according to Robert M. Savini, Astor president.

Plans Trip to London

David Niven plans to leave for England in May after completing his co-starring role in Samuel Goldwyn's RKO Radio-released "The Bishop's Wife." In London he will join his children, David, Jr., and James, now visiting their grandparents. He will star in Alexander Korda's production of "Bonnie Prince Charlie" before returning to this country.

"Voice of Theatre Speakers"
JOE HORNSTEIN has it!

STUDIO ROUNDUP

(Continued from Page 44)

of Harrow," on which Harry Mendoza, former professional magician, will act as technical advisor. Picture will co-star Rex Harrison and Maureen O'Hara. Gene Lockhart has also been assigned an important part, as well as Vanessa Brown. John Stahl will direct and William Bacher produce.

Threatening to break casting records for number of speaking and bit roles used in a picture, Director Henry King last week assigned eight more players to supporting roles in the Tyrone Power Technicolor starrer, "Captain from Castile." Meanwhile, in New York, Director Henry Hathaway assigned 20 Broadway players to supporting parts in the Victor Mature starrer, "Kiss of Death," being filmed in that city.

One Shooting at Paramount

The only film shooting at Paramount is "The Big Clock," which is now in its seventh week before the cameras. John Farrow is directing the Ray Milland-Charles Laughton-Maureen O'Sullivan vehicle.

The studio hopes to get Alan Ladd's initial western-type offering in front of the lenses by next week, but plans are indefinite just now. Title is "Whispering Smith," and it will be Ladd's first in Technicolor.

Reagan Stars Offstage

Ronald Reagan is co-starring in "The Voice of the Turtle," but last week he starred offstage, too. When Ann Frederick, a bit player, ignited the veil on a hat worn in a scene with her cigaret, Reagan grabbed for the burning chapeau. The flames, however, singed Miss Frederick's eyebrows and hair before he could effectively remove the headgear. His quick action, though, undoubtedly saved her from serious facial burns.

Douglas Kennedy, Warner featured player, was set as Zachary Scott's bodyguard in "Whiplash," fisticuff yarn starring Dane Clark, Alexis Smith, Scott and Jeffrey Lynn. Alan Hale was also added as a warmhearted fight trainer. Fifty rough-and-tumble Hollywoodians were given employment as miners in a flophouse sequence in "Treasure of the Sierra Madre." The cast and crew of "Sierra Madre" planed out for Mexico City on April 6 to continue shooting; they were scheduled to then move out for location 180 miles from the capital [illegible] Company, was headed by Humphrey Bogart, Walter Huston, Bruce Bennett and Director John Huston.

Michael Curtiz returned from New York to oversee final editing chores on his first picture under his own production banner, "The Unsuspected."

Two Finished at Monogram

Producer Jack Wrather [illegible] this week. Earlier, another independent production being released through Monogram, "Kilroy Was Here," was completed.

New castings were announced for "The Hunted," Allied Artists film starring Belita and Preston Foster. They include Edna Holland, Pierre Watkin, Michael Browne, Paul Guilfoyle, Frank Ferguson and Karl Hackett. Jack Bernhard is directing for Producer Scott R. Dunlap. The first few days of shooting were spent on location around Newhall, Saugus and Bakersfield.

Recording of the score for "Tragic Symphony," AA's story of Tchaikovsky, was completed by the Los Angeles Philharmonic Orchestra under the baton of Nat W. Finston, associate producer with Benjamin Glazer.

U-I Completes 'Jeopardy'

Universal-International lessened its output by one when the studio completed "Jeopardy" last week.

But Lancaster, star of Mark Hellinger's "Brute Force," was bruised when a cartridge belt whipped him about the head and neck during the lensing of a scene. Previously, he suffered a wrenched knee in a fight and burned his hands on an iron railing, also in the midst of scenes. Additional bad luck assaulted the set when Director Jules Dassin suffered a flying spark in his already-injured eye, and Charles McGraw was burned on the wrist from the wick on a Molotov Cocktail. To add insult to injury, 250 "Skid Row" habituees from L.A.'s slums had to be replaced after only one day of work in a realistic sequence; the boys evidently were better at the bar than before the cameras. Regular extras replaced them.

Walter Wanger's "The Lost Love," being directed by Martin Gabel, was retitled "The Lost Moment." Picture just went into its second month of shooting.

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FEATURE Booking GUIDE

TITLE INDEX

Listed in the following index are titles of features (exclusive of western series releases) with name of the distributor following the title. For data as to running time, stars, etc., refer to title under distributor company listings.

A

Title	Company
Abie's Irish Rose	UA
A Boy, a Girl, and a Dog	FC
Accomplice	PRC
Adventure for Two	Misc.
Adventure Island	Para.
Adventures of Don Coyotes	UA
Adventuress	EL
Affairs of Geraldine	Rep.
A Lady Surrenders	Univ.
Albuquerque	Para.
Alexander's Ragtime Band	20th-Fox
A Likely Story	RKO
Alias Mr. Twilight	Col.
A Miracle Can Happen	UA
Angel and the Badman	Rep.
Adventuress, The	Eagle-Lion
Angel and Sinner	Misc.
Angel on My Shoulder	UA
A Night in Casablanca	UA
Anna and the King of Siam	20th-Fox
Apache Rose	Rep.
Arch of Triumph	Ent.
Arnelo Affair	MGM
Assigned to Treasury	Col.
Atlantis	UA
Avalanche	PRC
A Woman of My Own	MGM
A Yank in Rome	Misc.

B

Bachelor and the Bobby-Soxer	RKO
Bachelor's Daughters	UA
Backlash	20th-Fox
Bad Bascomb	MGM
Bamboo Blonde	RKO
Banjo	RKO
Battle for Music	Misc.
Beast With Five Fingers	WB
Beat the Band	RKO
Beauty and the Bandit	Mono.
Bedelia	EL
Before Him All Rome Trembled	Misc.
Beginning of the End	MGM
Behind Green Lights	20th-Fox
Behind the Mask	Mono.
Bellman, The	Misc.
Bells of San Angelo	Rep.
Bells of San Fernando	SGP
Beloved Enemy	FC
Below the Deadline	Mono.
Best Years of Our Lives	RKO
Betty Co-Ed	Col.
Beware	Astor
Beware of Pity	Misc.
Beyond Tomorrow	Astor
Big Clock, The	Para.
Big Fix, The	PRC
Big Sleep	WB
Bill and Coo	Rep.
Birds and the Bees, The	MGM
Big Town	Para.
Birth of a Star	Astor
Bishop's Wife, The	RKO
Black Angel	Univ.
Black Beauty	20th-Fox
Black Gold	Mono.
Blackmail	Rep.
Blaze of Noon	Para.
Blind Spot	Col.
Blonde Alibi	Univ.
Blonde Menace	Favorite
Blondie Knows Best	Col.
Blonde for a Day	PRC
Blondie in the Dough	Col.
Blondie's Big Moment	Col.
Blondie's Holiday	Col.
Blondie's Lucky Day	Col.
Blue Dahlia	Para.
Blue Skies	Para.
Bob, Son of Battle	20th-Fox
Body and Soul	UA
Bohemian Girl	FC
Boomerang	20th-Fox
Boom Town	MGM
Boston Blackie and the Law	Col.
Born to Kill	RKO
Born to Speed	PRC
Bowery, The	20th-Fox
Bowery Bombshell	Mono.
Boys' Ranch	MGM
Brasher Doubloon	20th-Fox
Bride Wore Boots	Para.
Brief Encounter	Univ.
Bringing Up Father	Mono.
Broadway Limited	Favorite
Brute Force	UA
Brute Man	PRC
Buck Privates Come Home	Univ.

Features and western series pictures are listed alphabetically by title under name of distributor. (Consult TITLE INDEX *for distributor of pictures known only by title.) Numerals at left of titles indicate* PRODUCTION *or* BLOCK NUMBER, *(SP in this column indicates Special release sold separately), those at extreme right give publication date of Advance Data: a; or Box-Office Slant: b. Asterick following title indicates color photography with adjoining letter giving name of type of color thus: *T: Technicolor, *C: Cinecolor, *M: Magnacolor, *U: Trucolor, *V: Vitacolor. Audience Classification is indicated by letters following titles: A—Adult; F—Family. Letters and combinations thereof in parenthesis indicate type of story in accordance with following key:*

(B) *Biographical*	(C) *Comedy*
(D) *Drama*	(Doc) *Documentary*
(G) *Gangster*	(M) *Musical*
(H) *Horror*	(W) *Western*
(My) *Mystery*	(Wa) *War*

ASTOR PICTURES

Prod. No.			Run Time Mins.	Rel. Date	See Issue of
	Beware (M)F	Louis Jordan-Frank Wilson	55		b6/22/46
	Beyond Tomorrow	Winninger-Carey-C. Aubrey Smith	88		Reissue
Sp.	Birth of a Star	Danny Kaye	38		New Release
Sp.	Caldonia	Louis Jordan & Band	28		New Release
	Fangs of the Wild	Rin Tin Tin, Jr.	60		New Release
	Flying Deuces, The	Stan Laurel-Oliver Hardy		10/10/46	Reissue
	Gentleman From Arizona	John King-Joan Barclay	70½		Reissue
	Hell's Angels (D)	Lyon-Harlow-Hall	100		Reissued
	Her Enlisted Man (CD)	Barbara Stanwyck-Robt. Young	70		Reissued
	I Cover the Waterfront (D)	Claudette Colbert	80		Reissued
	Jimmy Steps Out	J. Stewart-P. Goddard	89		Release
	Let 'em Have It (G)	Bruce Cabot-Virginia Bruce	70		Reissued
	Little Men	Oakie-Francis-Bancroft	83		Release
	One Romantic Night	Ilona Massey-Alan Curtis	86		Reissue
	Scarface (D)	P. Muni-G. Raft-A. Dvorak	88		Reissued
	Second Chorus	Fred Astaire-Paulette Goddard		11/18/46	Re-release
	Silver Devil (D)F	H. Gibson-Stephin Fetchit	62		Remake
	Sky Devils (C-D)	Spencer Tracy	88		Reissued
	Swiss Family Robinson	Mitchell-Best-Holt	74		Release
	Thunder in the City	Edw. G. Robinson	81		Reissued
	Tom Brown's Schooldays	Hardwick-Lydon-Bartholomew	85		Release

COLUMBIA — Current 1945-46

	Gallant Journey (D)F	Glenn Ford-Janet Blair	86	9/24/46	b9/7/46
	It's Great to Be Young (M-C)F	L. Brooks-R. Stanton-J. Donnell	68	9/12/46	b11/23/46
	Personality Kid	Anita Louise-Michael Duane	86	8/8/46	a5/23/46
	Shadowed	Anita Louise-Robert Scott	70	9/26/46	
	Sing While You Dance (M)F	Ellen Drew-Robert Stanton	73	7/25/46	b10/12/46
	Thrill of Brazil, The (W)F	E. Keyes-Keenan Wynn-A. Miller	91	9/30/46	b9/14/46
	Unknown, The (H)A	Karen Morley-Jim Bannon	70	7/4/46	b7/27/46

CURRENT 1946-'47

828	Alias Mr. Twilight (D)A	Michael Duane-Trudy Marshall	69	12/19/46	b12/28/46
824	Betty Co-Ed (C)F	J. Porter-W. Mason-S. Mills	71	11/28/46	b11/23/46
	Blind Spot (My)A	Chester Morris-Constance Dowling	73	2/6/47	a11/2/46
807	Blondie's Big Moment (C)F	P. Singleton-A. Lake-A. Louise	69	1/9/47	b12/14/46
	Blondie's Holiday (C)F	Arthur Lake-Penny Singleton	67	4/10/47	b3/1/47
806	Blondie Knows Best (C)F	Penny Singleton-Arthur Lake	70	10/17/46	b9/21/46
822	Boston Blackie and the Law (My)F	Chester Morris-Trudy Marshall	69	12/12/46	b11/16/46
	Cigarette Girl (C)A	L. Brooks-J. Lloyd-J. Barton	67	2/13/47	b2/15/47
816	Crime Doctor's Man Hunt (My)F	Warner Baxter-Ellen Drew	60	10/24/46	b9/21/46
830	Dead Reckoning (D)A	Humphhrey Bogart-Lizabeth Scott	99	Feb. '47	b1/4/47
	Framed (D)A	Glenn Ford-Janis Carter	82	April '47	b3/8/47
	Guilt of Janet Ames, The (D)A	Rosalind Russell-Melvyn Douglas	83	April '47	b3/8/47
	Johnny O'Clock (D)A	Dick Powell-Evelyn Keyes	86	Mar. '47	b1/4/47
	Jolson Story, The *T (D-M)F	L. Parks-E. Keyes-W. Demarest	128	Jan. '47	b9/21/46
	King of the Wild Horses (D)F	Preston Foster-Gail Patrick	79	3/27/47	b3/29/47
823	Lone Wolf in Mexico (My)A	Gerald Mohr-Eric Blore-Sheila Ryan	70	1/16/47	b12/28/46
	Millie's Daughter (D)F	Gladys George-Paul Campbell	71	3/20/47	b2/15/47
832	Mr. District Attorney (My)A	Dennis O'Keefe-M. Chapman	81	Feb. '47	b12/28/46
829	Return of Monte Cristo (D)F	L. Hayward-G. Macready-U. O'Connor	91	Dec. '46	b11/23/46
818	Secret of the Whistler (My)A	Richard Dix-Leslie Brooks	65	11/7/46	b11/2/46
804	Singin' in the Corn (C-M)F	Judy Canova-Allen Jenkins	66	12/26/46	b11/16/46
805	So Dark the Night (D)A	Stephen Geray- Micheline Cheirel	71	10/10/46	b9/14/46
	The Thirteenth Hour (My)A	Richard Dix-Karen Morley	65	3/6/47	b2/15/47

COMING

Assigned to Treasury	Dick Powell-Maylia	
Blondie in the Dough	P. Singleton-A. Lake-L. Simms	
Bulldog Drummond at Bay	Ron Randell-Anita Louise	
Corpse, Came C.O.D., The	G. Brent-J. Blondell-A. Jergens	a1/11/47
Destiny	John Beal-Trudy Marshall	
Down to Earth *T	Rita Hayworth-Larry Parks	a7/13/46
For the Love of Rusty	T. Donaldson-T. Powers-A. Doran	
Girl from Shanghai, The	Rita Hayworth-Orson Welles	
Gunfighters, The *C	Randolph Scott-Dorothy Hart	
Her Husband's Affairs	F. Tone-L. Ball-E. E. Horton	
Keeper of the Bees	Gloria Henry-Michael Duane	
Last of the Redmen	Jon Hall-Michael O'Shea-Evelyn Ankers	
Little Miss Broadway	Jean Porter-John Sheldon	
Man From Colorado, The	Glen Ford-Ellen Drew-William Holden	
Millerson Case, The	Warner Baxter-N. Saunders	
Sport of Kings	Gloria Henry-Paul Campbell	
Sweet Genevieve	Jean Porter-Jimmy Lydon	
Swordsman, The	Larry Parks-Ellen Drew-G. Macready	a1/4/47
Three Were Thoroughbreds *T	R. Young-M. Chapman-W. Parker	a1/11/47

COLUMBIA (Continued)

Prod. No.			Run Time	Rel. Date	Rev. Date
	Westerns (Current)				
863	Fighting Frontiersman (W-M)F	Charles Starrett-Smiley Burnette	61	12/19/46	b11/9/46
	Heading West (WM)F	Charles Starrett-Smiley Burnette	54	[illegible]	[illegible]
861	Landrush (W)F	Charles Starrett-Smiley Burnette	54	10/17/46	b9/21/46
	Lone Hand Texan, The (W-M)F	Charles Starrett-Smiley Burnette	54	[illegible]	[illegible]
854	Lone Star Moonlight	K. Curtis-J. Barton-G. Kibbee	67	12/12/46	
	Over the Sante Fe Trail (W-M)F	Ken Curtis-Jenifer Holt	63	2/13/47	b2/15/47
	Singing on the Trail (W)F	K. Curtis-J. Barton-G. Kibbee	58	9/12/46	b1/18/47
	South of the Chisholm Trail (W)F	Charles Starrett-Smiley Burnette	58	1/30/47	b2/1/47
862	Terror Trail (W)F	Charles Starrett-Smiley Burnette	55	11/21/46	b11/2/46
7222	That Texas Jamboree	Ken Curtis-Jeff Donnell	67	5/16/46	
	Westerns (Coming)				
	Law of the Canyon	Charles Starrett-Smiley Burnette			
	Prairie Raiders	Charles Starrett-Smiley Burnette			
	Riders of the Lone Star	Charles Starrett-Smiley Burnette			
	Stranger From Ponca City	Charles Starrett-Smiley Burnette			
	Swing the Western Way	J. Leonard-M. Dugan-Hoosier Hot Shots			

EAGLE-LION

CURRENT

The Adventuress (Reviewed in London under title "I See A Dark Stranger")	Deborah Kerr-Trevor Howard	93	3/17/47		7/13/46
It's a Joke, Son (C)F	Kenny Delmar-Una Merkel	62	1/25/47		b1/25/47
Bedelia (D)A	Margaret Lockwood-Ian Hunter	90	2/1/47		b6/3/46
Lost Honeymoon (C)A	Franchot Tone-A. Richards-T. Conway	71	3/29/47		b3/15/47

COMING

Love From a Stranger	J. Hodiak-S. Sidney-A. Richards				
Out of the Blue	G. Brent-V. Mayo-T. Bey				
Repeat Performance	Joan Leslie-L. Hayward-R. Basehart				a3/8/47

FAVORITE FILMS CORP.

Blonde Menace (D)A	Joyce Compton-G. Kibbee-F. Jenks	70	7/1/46		Reissue
Broadway Limited	Dennis O'Keefe-V. McLaglen	74	1/1/47		Reissue
Captain Caution (D)A	V. Mature-A. Ladd-L. Carrillo	86	8/1/46		Reissue
Captain Fury (D)A	B. Aherne-V. McLaglen-P. Lukas	88	8/1/46		Reissue
Cat's Claw Murder Mystery (M)A	Wallace Ford-J. Miljan	68	7/1/46		Reissue
Daring Desperadoes	Nino Martino-Ida Lupino		May '47		Reissue
Housekeeper's Daughter (C)A	J. Bennett-V. Mature-A. Menjou	79	10/1/46		Reissue
Jungle Terror (D)F	Frank Buck	70	7/1/46		Reissue
Of Mice and Men (D)A	B. Meredith-Betty Field-L. Chaney, Jr.	105	12/1/46		Reissue
One Million B. C. (D)A	V. Mature-C. Landis-L. Chaney, Jr.	79	10/1/46		Reissue
Road Show	C. Landis-J. Hubbard-A. Menjou	86	Mar. '47		Reissue
Sea Bandits	Dennis Morgan		May '47		Reissue
There Goes My Heart	Frederic March-Virginia Bruce	82	Mar. '47		Reissue
Topper Takes Trip	C. Bennett-R. Young-A. Mowbray	79	Feb. '47		Reissue
Topper Returns	O'Keefe-Landis-Blondell-Young	87	Feb. '47		Reissue

FILM CLASSICS

CURRENT

A Boy, a Girl, and a Dog (D)F	Jerry Hunter-Sharyn Moffett	88			b8/3/46
Bohemian Girl	Laurel & Hardy	74	7/15/46		
Devil to Pay	R. Colman-L. Young-M. Loy	74			
Dodsworth (D)A	Walter Huston-Mary Astor	101	8/1/46		
Kid Millions	E. Cantor-A. Sothern-G. Murphy	92	11/1/45		
North Star	Anne Baxter-Dana Andrews	109			
Palmy Days	Eddie Cantor-George Raft	80			
Return of the Scarlet Pimpernel	B. Barnes-J. Mason-S. Stewart	81			
Scarlet Pimpernel, The	Merle Oberon-Leslie Howard	98			
Stella Dallas	J. Boles-R. Stanwyck-A. Shirley	107			
The Thief of Bagdad	Sabu-Conrad Veidt-June Duprez	109			
Unholy Garden	R. Colman-Fay Wray	77			
Westerner, The	G. Cooper-D. Davenport-W. Brennan	102			
Woman Chases Man	Miriam Hopkins-Joel McCrea	70			

METRO-GOLDWYN-MAYER

Group No.					
	CURRENT				
	Beginning Or the End, The (D)F	B. Donlevy-R. Walker-G. Tearle	112	Mar. '47	b2/22/47
17	Boys' Ranch (D)F	James Craig-Skippy Hameier	97	July	b5/4/46
	Cockeyed Miracle (C)A	K. Wynn-F. Morgan	81	Oct	b7/20/46
17	Courage of Lassie *T (D)F	Elizabeth Taylor-"Lassie"	93	Aug	b6/11/46
Sp.	Easy to Wed *T (CM)A	L. Ball-V. Johnson-E. Williams	109	July	b4/13/46
17	Faithful in My Fashion (C)F	Donna Reed-Tom Drake	81	Aug	b6/15/46
	Gallant Bess *C (D)F	Marshall Thompson-Jim Davis	99	Jan. '47	b9/7/46
Sp.	Green Years, The (D)F	C. Coburn-T. Drake-S. Royle	127	July	b3/6/46
	Holiday in Mexico *T (M)F	W. Pidgeon-I. Massey-J. Powell	127	Sept	b7/27/46
	It Happened at the Inn	Fernand Ledoux-Maurice Rollin	103	April '47	a9/21/46
	Lady in the Lake (My)A	Robert Montgomery-Audrey Totter	103	Jan. '47	b11/30/46
	Little Mister Jim (C)F	James Craig-Frances Gifford	92	April '47	b6/8/46
	Love Laughs at Andy Hardy (C)F	M. Rooney-B. Granville-D. Ford	93	Feb.	b12/7/46
	Mighty McGurk, The (C)F	Wallace Beery-Aline McMahon	85	Jan. '47	b11/23/46
	My Brother Talks to Horses (C-D)F	Butch Jenkins-Peter Lawford	93	Jan. '47	b11/30/46
	No Leave, No Love (CM)F	V. Johnson-P. Kirkwood-K. Wynn	119	Oct	b8/31/46
	Rage in Heaven	Ingrid Bergman-Robert Montgomery	84	Oct	Reissue
	Secret Heart, The (D)A	C. Colbert-W. Pidgeon-J. Allyson	97	Dec	b11/30/46
	Show-Off, The (C)F	R. Skelton-Marilyn Maxwell	83	Dec	b8/17/46
17	Three Wise Fools (CD)F	M. O'Brien-L. Barrymore-E. Arnold	92	Aug	b6/15/46
	Till the Clouds Roll By *T (M)F	J. Garland-R. Walker-F. Sinatra	135	Jan. '47	b11/15/46
	Two Smart People (CD)A	J. Hodiak-L. Ball-L. Nolan	93	Nov	b6/8/46
	Undercurrent (D)A	K. Hepburn-A. Taylor	115	Nov	b10/5/46
	COMING				
	A Woman of My Own	Greer Garson-Richard Hart			a9/7/46
	Arnelo Affair, The (D)A	John Hodiak-Frances Gifford	87		b2/15/47
	Birds and the Bees, The *T	J. MacDonald-J. Iturbi-J. Powell			a3/1/47
	Captains Courageous	Spencer Tracy-Mickey Rooney			Reissue
	Cynthia	E. Taylor-G. Murphy-M. Astor			a2/15/47
	Dark Delusion	L. Barrymore-J. Craig-L. Bremer			a2/22/47
	Fiesta *T	Esther Williams-John Carroll			a2/9/46
	Good News	J. Allyson-P. Lawford-J. McCracken			
	Great Waltz, The (M)F	L. Rainer-F. Gravet-M. Korjus	110		Reissue
	Green Dolphin Street	Lana Turner-Van Heflin			a2/1/47
	High Barbaree (D)F	Van Johnson-June Allyson	91		b3/15/47
	Hucksters, The	G. Cable-D. Kerr-S. Greenstreet			
	It Happened in Brooklyn (C-M)F	F. Sinatra-K. Grayson	103		a9/21/46
	Living in a Big Way	Gene Kelly-Marie MacDonald			a9/7/46
	Merton of the Movies	Red Skelton-Virginia O'Brien			a9/21/46
	The Missouri Story	V. Johnson-T. Mitchell-J. Leigh			a9/21/46
	Piccadilly Incident (D)A	Anna Neagle-Michael Wilding	100		b8/31/46
	Pirate, The *T	J. Garland-G. Kelly-W. Slezak			

[illegible]

C

Caesar & Cleopatra ... UA
[illegible]
Can't Get That Gal ... PRC
[illegible]
Captain Caution ... Favorite
[illegible]
Captains Courageous ... MGM
Captive Heart ... Univ.
[illegible]
[illegible] ... UA
Carnival ... Misc.
Carnival in Costa Rica ... 20th-Fox
Case of the Baby Sitter ... SG
Cat Creeps ... Univ.
Cat's Claw Murder Mystery ... Favorite
Centennial Summer ... 20th-Fox
Chase, The ... UA
[illegible] ... WB
Child of Divorce ... RKO
[illegible] ... UA
Cigarette Girl ... Col.
Clandestine ... Misc.
Claudia and David ... 20th-Fox
Cloak and Dagger ... WB
Cluny Brown ... 20th-Fox
Cockeyed Miracle ... MGM
Code of the West ... RKO
Complex ... Rep.
Condemned to Devil's Island ... FC
Copacabana ... UA
Corpse Came C. O. D., The ... Col.
Counterpoint ... RKO
ourage of Lassie ... MGM
[illegible] ... MGM
Crime Doctor's Man Hunt ... Col.
Criminal Court ... RKO
Crimson Key, The ... 20th-Fox
Crossfire ... RKO
Cross My Heart ... Para.
Cry Wolf ... WB
Cuban Pete ... Univ.
Curly ... UA
Cynthia ... MGM

D

Danger Street ... Para.
Danger Woman ... Univ.
Dangerous Business ... Col.
Dangerous Millions ... 20th-Fox
Dangerous Money ... Mono.
Dark Alibi ... Mono.
Dark Corner ... 20th-Fox
Dark Delusion ... MGM
Dark Herse ... Univ.
Dark Mirror ... Univ.
Dark Passage ... WB
Dark Web, The ... Univ.
Daring Desperadoes ... Favorite
Deadline for Murder ... 20th-Fox
Dead of Night ... Univ.
Dead Reckoning ... Col.
Dear Ruth ... Para.
Death Valley ... SGP
Deception ... WB
Decoy ... Mono.
Deep Valley ... WB
Desert Fury ... Para.
Destry Rides Again ... Univ.
Destiny ... Col.
Desperate ... RKO
Devil's Hand ... Misc.
Devil's Mask ... Col.
Devil on Wheels ... PRC
Devil Thumbs a Ride ... RKO
Dick Tracy's Dilemma ... RKO
Dick Tracy vs. the Gruesome Gang ... RKO
Dick Tracy Versus Cueball ... RKO
Ding Dong Williams ... RKO
Dishonored Lady ... UA
Dodsworth ... FC
Don Ricardo Returns ... PRC
Don't Gamble With Strangers ... Mono.
Down Missouri Way ... PRC
Down to Earth ... Col.
Do You Love Me? ... 20th-Fox
Dressed to Kill ... Univ.
Duel in the Sun ... Selznick

E

Earl Carroll's Sketchbook ... Rep.
Easy Come, Easy Go ... Para.
Easy to Wed ... MGM
Egg and I ... Univ.
Emperor Waltz, The ... Para.
End of the Rainbow ... Rep.
Escape Me Never ... WB

F

Fabulous Dorseys ... UA
Fabulous Joe ... UA
Fabulous Suzanne ... Rep.
Faithful in My Fashion ... MGM
Falcon's Adventure ... RKO
Falcon's Alibi ... RKO
Fall Guy ... Mono.
Fangs of the Wild ... Astor
Fanny By Gaslight ... UA
Farmer's Daugster ... RKO
Fear ... Mono.
Fear in the Night ... Para.
Fiesta ... MGM
Fighting Father Dunne ... RKO
Flight to Nowhere ... SGP
Flying Deuces ... Astor
For the Love of Mary ... Univ.
For the Love of Rusty ... Col.

Title	Company
Forever Amber	20th-Fox
Framed	Col.
Freddie Steps Out	Mono.
French Key	Rep.
From This Day Forward	RKO
Fun on a Weekend	UA
Fugitive	RKO
G	
Gallant Bess	MGM
Gallant Journey	Col.
Gangster, The	Mono.
Gas House Kids	PRC
Gas House Kids Go West	PRC
Genius at Work	RKO
Gentleman Joe Palooka	Mono.
Gentleman from Arizona	Astor
Ghost and Mrs. Muir	20th-Fox
Ghost Goes Wild	Rep.
G. I. War Brides	Rep.
Girl From Shanghai, The	Col.
Ginger	Mono.
God's Country	SGP
Golden Earrings	Para.
Good News	MGM
Great Day	RKO
Great Expectations	Univ.
Great Waltz	MGM
Green Dolphin Street	MGM
Green Fingers	Misc.
Green for Danger	Misc.
Green Years	MGM
Guilt of Janet Ames	Col.
Guilty	Mono.
Gunfighters	Col.
H	
Hard Boiled Mahoney	Mono.
Heartbeat	RKO
Heaven Only Knows	UA
Heldorado	Rep.
Hell's Angels	Astor
Henry the Fifth	UA
Her Adventurous Night	Univ.
Her Enlisted Man	Astor
Her Husband's Affairs	Col.
Her Kind of Man	WB
Her Sister's Secret	PRC
Here Comes Trouble	UA
High Barbaree	MGM
High Conquest	Mono.
High School Hero	Mono.
High Tide	Mono.
Hit Parade of 1947	Rep.
Holiday in Mexico	MGM
Hollywood Barn Dance	SG
Home in Oklahoma	Rep.
Homestretch	20th-Fox
Home Sweet Homicide	20th-Fox
Honeymoon	RKO
Hoodlum Saint	MGM
Hot Cargo	Para.
Housekeeper's Daughter	Favorite
How Dear to My Heart	RKO
Hucksters, The	MGM
Hue and Cry	Misc.
Humoresque	WB
Hungry Hill	Misc.
Hunted, The	Mono.
Hurricane	FC
I	
I Cover Big Town	Para.
I Cover the Waterfront	Astor
If I'm Lucky	20th-Fox
If You Knew Susie	RKO
I Know Where I'm Going	Univ.
I Walk Alone	Para.
Imperfect Lady	Para.
In Fast Company	Mono.
In Old Sacramento	Rep.
Indian Summer	RKO
Inside Job	Univ.
Inner Circle	Rep.
Invisible Informer	Rep.
I Stole a Million	Univ.
It Happened at the Inn	MGM
It Happened in Brooklyn	MGM
It Happened on 5th Avenue	Mono.
It's a Joke, Son	EL
It's a Wonderful Life	RKO
It's Great to Be Young	Col.
It Shouldn't Happen to a Dog	20th-Fox
I'll Be Yours	Univ.
Ivan the Terrible	Misc.
I've Always Loved You	Rep.
Ivy	Univ.
I Wonder Who's Kissing Her Now	20th-Fox
J	
Janie Gets Married	WB
Jewels of Brandenburg	20thFox
Jimmy Steps Out	Astor
Joe Palooka, Champ	Mono.
Johnny Frenchman	Univ.
Johnny O'Clock	Col.
Jolson Story	Col.
Journey Together	Misc.
Jungle Flight	Para.
Jungle Princess	Para.
Jungle Terror	Favorite
Junior Prom	Mono.
K	
Keeper of the Bees	Col.
Kid Millions	FC
Killer at Large	PRC
Killer Dill	SGP
Killers, The	Univ.
Kilroy Was Here	Mono.
King of the Wild Horses	Col.
Kings Row	WB
Kiss of Death	20th-Fox
Kit Carson	PRC
Kitty	Para.

METRO-GOLDWYN-MAYER (Continued)

COMING

Prod. No.			Run Time Mins.	Rel. Date	See Issue of
	Sea of Grass (D)A	K. Hepburn-S. Tracy-M. Douglas	131	April	b2/15/46
	Song of Love	K. Hepburn-P. Henreid-R. Walker			a2/1/47
	Song of the Thin Man	William Powell-Myrna Loy			
	Summer Holiday *T	Mickey Rooney-Gloria DeHaven			a9/7/46
	Tenth Avenue Angel	M. O'Brien-G. Murphy-P. Thaxter			a9/21/46
	This Time For Keeps *T	F. Williams-L. Melchior			a9/7/46
	Undercover Maisie (C)A	Ann Sothern-Barry Nelson	90		a2/22/47
	Unfinished Dance, The *T	Cyd Charisse-Marget O'Brien			a9/7/46
	Yearling, The *T (D)F	G. Peck-J. Wyman-C. Jarman	128	May	b11/30/46

MONOGRAM

CURRENT 1945-1946

531	Beauty and the Bandit (A-D)F	Gilbert Roland-Ramsay Ames	71	11/9/46		b1/13/47
520	Below the Deadline (D)A	Warren Douglas-Ramsay Ames	65	8/3/46		b10/5/46
511	Bowery Bombshell (C-D)F	Leo Gorcey-Huntz Hall	65	7/20/46		b7/27/46
517	High School Hero (C)F	F. Stewart-June Preisser	69	9/7/46		b8/24/46
525	Missing Lady (My)F	Kane Richmond-Barbara Reed	59	8/17/46		b1/11/47
518	Shadows Over Chinatown	Sidney Toler-Victor Sen Yung	64	7/27/46		a4/20/46
530	South of Monterey (D)F	Gilbert Roland-Marjorie Riordan	63	7/10/46		b9/7/46
512	Spookbusters (CD)F	Leo Gorcey-The Bowery Boys	68	8/24/46		b8/24/46
521	Strange Voyage	Eddie Albert	61	7/6/46		

CURRENT 1946-'47

604	Bringing Up Father (C)F	Joe Yule-Renie Riano	68	11/23/46		b10/19/46
603	Dangerous Money (My)F	Sidney Toler-Victor Sen Yung	66	10/12/46		b10/12/46
601	Decoy (D)A	Jean Gillie-Edward Norris	76	9/14/46		b9/14/46
613	Fall Guy (My)A	Cliff Penn-Teala Loring	64	3/15/47		b3/8/47
602	Gentleman Joe Palooka (C)F	Joe Kirkwood-Elyse Knox	72	10/5/46		b10/5/46
609	Ginger	Frank Albertson-Barbara Reed	67	1/4/47		a9/28/46
614	Guilty, The (My)A	Bonita Granville-Don Castle	68	3/22/47		b3/22/47
608	Mr. Hex (CD)F	L. Gorcey-H. Hall	63	12/7/46		b12/14/46
610	Riding the California Trail	Gilbert Roland-Teala Loring	61	1/11/47		a10/26/46
699	Suspense (D)A	Belita-Barry Sullivan-E. Pallette	101	6/5/46		b3/30/46
606	Sweetheart of Sigma Chi (M)F	Elyse Knox-P. Regan-P. Brito	75	12/21/46		b11/30/46
607	Trap, The (My)F	Sidney Toler-Victor Sen Yung	69	11/30/46		b1/11/47
611	Vacation Days (D-M)F	F. Stewart-J. Preisser	66	1/25/47		b4/5/47
	Violence	Nancy Coleman-M. O'Shea	72	4/12/47		

COMING

	Black Gold	A. Quinn-K. deMille-E. Knox		5/13/47	a3/15/47
	Gangster, The	Belita-B. Sullivan-J. Lorring			
	High Conquest (D)A	A. Lee-G. Roland-W. Douglas	83	4/19/47	b3/15/47
	High Tide	Lee Tracy-D. Castle-A. Shaw			
	Hard Boiled Mahoney	L. Gorcey-Bowery Boys-T. Loring	63	4/26/47	a3/22/47
	Hunted, The	Belita-Preston Foster			
	Kilroy Was Here	J. Cooper-J. Coogan-W. McKay			
1	It Happened on Fifth Avenue (C)F	Gale Storm-Don DeFore	115		b2/8/47
	Louisiana	Jimmy Davis-Margaret Lindsay		6/21/47	
	Sarge Goes to College	A. Hale, Jr.-F. Stewart-J. Preisser		5/10/47	
	Scareheads	L. Gorcey-H. Hall-B. Jordan			
	Tragic Symphony	Frank Sundstrom-Audrey Long			

Westerns (Current)

564	Raiders of the South (W-M)F	J. M. Brown-Raymond Hatton	85	1/18/47		b2/22/47
683	Rainbow Over the Rockies (W-M)F	J. Wakely-"Lasses" White	56	2/6/47		b3/1/47
567	Shadows on the Range (W)F	J. M. Brown-Raymond Hatton	57	8/10/46		b8/17/46
563	Silver Range (W)F	J. M. Brown-R. Hatton	54	11/16/46		b12/14/46
612	Silver Stallion	David Sharpe-Leroy Mason	59	12/14/46		Reissue
684	Six Gun Serenade	Jimmy Wakely-"Lasses" White	55	4/5/47		
681	Song of the Sierras (M-W)F	J. Wakely-"Lasses" White	56	12/28/46		b1/25/47
676	Trailing Danger	J. M. Brown-R. Hatton	58	3/29/47		
568	Trigger Fingers (W)F	J. M. Brown-Raymond Hatton	58	9/21/46		b10/19/46
675	Valley of Fear	J. M. Brown-R. Hatton	54	2/15/47		

Westerns (Coming)

	Backfire	Johnny Mack Brown-Raymond Hatton			
671	Land of the Lawless	J. M. Brown-R. Hatton-J. Harrison	59	5/3/47	
	Song of the Wasteland	J. Wakely-"Lasses" White			

PARAMOUNT

Current 1945-46

Block No.			Run Time Mins.	Rel. Date	See Issue of
	Jungle Princess, The	Dorothy Lamour-Ray Milland	84	9/1/46	Reissue
6	Monsieur Beaucaire (C)F	Bob Hope-Joan Caulfield	93	8/30/46	b5/18/46
6	O.S.S. (Wa)F	A. Ladd-G. Fitzgerald-P. Knowles	107	7/26/46	b5/11/46
	Plainsman, The	Gary Cooper-Jean Arthur	113	9/1/46	Reissue
6	Searching Wind, The (D)A	R. Young-A. Richards-S. Sidney	105	8/9/46	b5/11/46
6	Strang Love of Martha Ivers, The (D)A	B. Stanwyck-V. Heflin-L. Scott	116	9/13/46	b3/16/46
6	Swamp Fire (D)A	Johnny Weissmuller-Virginia Grey	69	9/6/46	b5/11/46
5	To Each His Own (D)A	Olivia DeHavilland-John Lund	122	7/5/46	b3/16/46

CURRENT 1946-'47

	Blue Skies *T (M)F	Bing Crosby-F. Astaire	104	12/27/46	b9/23/46
	California *T (WD)	Ray Milland-B. Stanwyck	93	2/21/47	b12/21/47
	Cross My Heart (C-M)F	Betty Hutton-Sonny Tufts	83	1/10/47	b11/23/46
	Easy Come, Easy Go (C)F	D. Lynn-S. Tufts-Virginia Field	78	3/7/47	b2/8/47
	Ladies' Man (C-M)F	Eddie Bracken-Virginia Field	90	2/7/47	b1/11/47
	My Favorite Brunette	Bop Hope-Dorothy Lamour	87	4/4/47	a8/24/46
	Perfect Marriage, The (C-D)A	L. Young-D. Niven-V. Field	87	1/24/47	b11/23/46
	Seven Were Saved	Richard Denning-Catharine Craig	73	3/28/47	a5/25/46
	Suddenly It's Spring (C)A	F. MacMurray-P. Goddard	87	3/21/47	b2/15/47
	Two Years Before the Mast (D)A	Donlevy-Ladd-Bendix	98	11/22/46	b8/24/46

COMING

	Albuquerque	Randolph Scott-Barbara Britton	a3/15/47
	Big Clock, The	R. Milland-C. Laughton-R. Johnson	

PARAMOUNT (Continued)

COMING		Run Time Min.	Rel Date	See Issue of
Big Town	Philip Reed-Hillary Brooke	60		a2/9/46
Blaze of Noon (D)A	A. Baxter-W. Holden-S. Tufts	90	5/2/47	b3/8/47
Calcutta	A. Ladd-G. Russell-W. Bendix	83	5/30/47	a7/14/46
Danger Street (My)A	Jane Withers-Robert Lowery	66		b3/1/47
Dear Ruth	J. Caulfield-W. Holden-E. Arnold			a10/25/46
Desert Fury *T	Lizabeth Scott-John Hodiak			
Emperor Waltz, The *T	Bing Crosby-Joan Fontaine			a7/13/46
Fear in the Night (D)A	DeForest Kelley-Kay Scott	72	4/18/47	b2/22/47
Golden Earrings	Marlene Dietrich-Ray Milland			a9/28/46
I Cover Big Town (My)A	Philip Reed-Hilary Brooke	63		b3/1/47
Imperfect Lady (D)A	R. Milland-T. Wright-V. Field	97	4/25/47	b3/15/47
I Walk Alone	B. Lancaster-Kirk Douglas			a3/1/47
Jungle Flight (D)F	Robert Lowery-Ann Savage	60		b3/1/47
Perils of Pauline *T	Betty Hutton-John Lund			a5/18/46
Road to Rio	B. Crosby-B. Hope-D. Lamour			a2/1/47
Saigon	Alan Ladd-Veronica Lake-Douglas Dick			a1/4/47
Trouble With Women, The	T. Wright-B. Donlevy-R. Milland			a6/23/46
Unconquered *T	Gary Cooper-Paulette Goddard			a9/28/46
Variety Girl	Mary Hatcher-DeForest Kelley			a11/23/46
Welcome Stranger	Bing Crosby-Barry Fitzgerald	107	6/13/47	a5/25/46
Where There's Life	B. Hope-S. Hasso-W. Bendix			a5/25/46
Wild Harvest	A. Ladd-D. Lamour-R. Preston			a11/2/46

PRC

CURRENT 1945-1946

Accomplice (My)A	Richard Arlen-Veda Ann Borg	68	9/29/46	b9/28/46
Blonde for a Day (C)F	H. Beaumont- Kathryn Adams	67	8/29/46	b8/3/46
Born to Speed (D)F	Johnny Sands-Terry Austin	65	1/12/47	b1/25/47
Down Missouri Way (M)F	Martha O'Driscoll-William Wright	74	8/15/46	b7/13/46
Her Sister's Secret (D)A	N. Coleman-P. Reed-M. Lindsay	83	9/23/46	b9/14/46
Larceny in Her Heart (My)A	Hugh Beaumont-Cheryl Walker	68	7/10/46	b5/25/46
Queen of Burlesque (My)A	Evelyn Ankers-Carleton Young	67	7/24/46	b7/5/46
Secrets of a Sorority Girl (D)A	Mary Ware-Rick Vallin	58	8/1/46	b8/24/46
Strange Holiday (D)F	Claude Rains-Martin Kosleck	57	9/2/46	b10/27/45

CURRENT 1946-'47

Brute Man, The (H)A	Tom Neal-Jane Adams	58	10/1/46	b10/26/46
Devil on Wheels, The (D)F	D. Hickman-J. Ford-J. Cardwell	67	3/2/47	b1/25/46
Don Ricardo Returns	Isabelita-Fred Coby		11/5/46	a9/21/46
Gas House Kids (D)F	B. Halop-R. Lowery-T. Loring	68	10/28/46	b10/12/46
Kit Carson	D. Andrews-L. Bari-J. Hall	97	3/22/47	
Lady Chaser	Ann Savage-Robert Lowery	60	11/25/46	
Last of the Mohicans	R. Scott-B. Barnes-H. Wilcoxen	94	3/22/47	Reissue
Lighthouse	J. Lang-D. Castle-J. Litel		1/10/47	a10/19/46
Philo Vance's Gamble	Alan Curtis-Frank Jenks-Terry Austin		4/12/47	
Philo Vance's Secret Mission	Alan Curtis-Sheila Ryan		3/20/47	
Three on a Ticket (My)F	Hugh Beaumont-Cheryl Walker	64	4/5/47	b4/5/47
Untamed Fury (D)A	Mikel Conrad-Gaylord Pendleton	61	3/22/47	b3/29/47
Wild West *C (W)F	Eddie Dean-Roscoe Ates	73	12/1/46	b11/30/46

COMING

The Big Fix	Noreen Nash-Shelia Ryan		4/19/47	
Bury Me Dead	M. Daniels-G. McClure-C. O'Donnell			
Can't Get That Gal	S. Ryan-E. Norris-G. Wills			
Gas House Kids Go West	Chili Williams-John Shelton-Alfalfa Switzer			
Killer at Large	Anabel Show-Robert Lowery			
Man Wanted	Anabel Show-Robert Lowery			
Philo Vance's Peril	W. Wright-L. Balasco-R. Ames			b1/25/47
Philo Vance Returns	W. Wright-R. Ames-I. Adrian		4/14/47	a1/11/47
Return of Rin-Tin-Tin *V	D. Woods-B. Blake-C. Drake			
Step-Child	B. Joyce-D. Woods-T. Austin			a3/22/47
Too Many Winners	Hugh Beaumont-Trudy Marshall			a3/22/47

Westerns (Current)

Driftin' River (WM)F	Eddie Dean-Roscoe Ates	55	10/1/46	b10/5/46
Flaming Bullets	Tex Ritter-Dave O'Brien	58	10/15/46	
Law of the Lash (W)F	Al LaRue-Al St. John	53	2/28/47	b3/1/47
Navajo Kid (W)F	Bob Steele	57	11/21/45	b3/30/46
Outlaw of the Plains (W)F	Buster Crabbe-Al St. John	54	9/22/46	b9/28/46
Overland Riders (W)F	Buster Crabbe-Al St. John	54	8/21/46	b8/24/46
Prairie Rustlers (W)F	Buster Crabbe-Al St. John	54	11/7/45	b8/10/46
Range Beyond the Blue (W-M)F	Eddie Dean	53	3/17/47	
Stars Over Texas (W)F	Eddie Dean-Roscoe Ates	57	11/18/46	b12/23/46
Terror on Horseback (W)F	Buster Crabbe-Al St. John	55	8/14/46	b4/20/46
Tumbleweed Trail (W-M)F	E. Dean-R. Ates-S. Patterson	59	10/28/46	b11/9/46
West to Glory	Eddie Dean-Roscoe Ates		4/12/47	
Wild Country (W)F	Eddie Dean	55	1/17/47	b2/1/47

Westerns (Coming)

Border Feud	Al LaRue-Al St. John			
Code of the Plains	Buster Crabbe-Al St. John	38	4/26/47	Reissue
Frontier Fighters	B. Crabbe-Al St. John-M. Manners	41	4/26/47	Reissue
Gun Fighter	Al LaRue-Al St. John-Mary Scott			a12/18/46
Panhandle Trail	Buster Crabbe-Al St. John		4/26/47	Reissue
Pioneer Justice	Al LaRue-Fuzzy St. John-J. Holt			
Raiders of Red Gap	B. Crabbe-Al St. John	38	4/26/47	Reissue
Riders of Red Rock	B. Crabbe-Al St. John-M. Leslie	38	5/7/47	
Shootin' Irons	Jim Newhill-Tex O'Brien	40	4/26/47	Reissue
Thundergap Outlaws	Tex O'Brien-J. Newell	38	4/26/47	Reissue

RKO-RADIO

CURRENT 1946-'47

Block No.			Trade Shown		
4	Beat the Band (M)F	Frances Langford-Gene Krupa	67	Feb.	b3/1/47
Sp.	Best Years of Our Lives, The (D)A	D. Andrews-M. Loy-F. March	172	Dec.	b11/23/46
2	Child of Divorce (D)A	Sharyn Moffett-Regis Toomey	62	Oct.	b10/19/46
4	Code of the West	James Warren-John Laurenz	57	Feb.	a8/10/46
3	Crack-Up (D)A	P. O'Brien-C. Trevor-H. Marshall	93	June	b6/15/46
2	Criminal Court (My)A	T. Conway-M. O'Driscoll	62	Aug.	b8/10/46

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Last Frontier Uprising ... Rep.
Last of the Mohicans ... PRC
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Let 'Em Have It ... Astor
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Mr. Hex ... Mono.
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Philo Vance's Secret Mission	PRC
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Plainsman and the Lady	Rep.
Portrait of Jennie	SRO
Possessed	WB
Postman Always Rings Twice	MGM
Prison Story	RKO
Private Affairs of Bel Ami	UA
Pursued	WB
Q	
Qu een of Burlesque	PRC
Queen of the Amazons	SGP
R	
Rage in Heaven	MGM
Raider	Misc.
Rainbow Over Texas	Rep.
Ramrod	UA
Razor's Edge	20th-Fox
Red House	UA
Red Stallion	PRC
Rendezvous 24	20th-Fox
Rendezvous With Annie	Rep.
Renegade Girl	SGP
Renefiades	Col.
Repeat Performance	EL
Resistance	Misc.
Return of Monte Cristo	Col.
Return of Rin-Tin-Tin	PRC
Return of Rusty	Col.
Return of the Scarlet Pimpernel	FC
Riding the California Trail	Mono.
Riff-Raff	RKO
Road to Rio	Para.
Road Show	Favorite
Rolling Home	SGP
Roll on Texas Moon	Rep.
Root of All Evil	Misc.
Rupert of Hentzau	SRO
Runaround	Univ.
S	
Saigon	Para.
San Demetrio, London	20th-Fox
St. Francis of Assisi	Misc.
Sarge Goes to College	Mono.
Scared to Death	SGP
Scareheads	Mono.
Scarface	Astor
Scarlet Pimpernel, The	FC
School for Danger	Misc.
School for Secrets	Misc.
Scudda Hoo, Scudda Hay	20th-Fox
Sea Bandits	Favorite
Sea Hawk, The	WB
Sea of Grass	MGM
Sea Wolf, The	WB
Searching Wind	Para.
Second Chance	20th-Fox
Second Chorus	Astor
Secret Beyond the Door, The	U-I
Secret Heart, The	MGM
Secret Life of Walter Mitty	RKO
Secrets of Sorority Girl	PRC
Secrets of the Whistler	Col.
Sentimental Journey	20th-Fox
Seven Keys to Baldpate	RKO
Seven Were Saved	Para.
Shadow of a Woman	WB
Shadow Returns	Mono.
Shadowed	Col.
Shadows Over Chinatown	Mono.
She Wolf of London	Univ.
She Wrote the Book	Univ.
Shocking Miss Pilgrim	20th-Fox
Show-Off	MGM
Shoot to Kill	Screen Guild
Silver Devil	Astor
Sinbad the Sailor	RKO
Sing While You Dance	Col.
Singapore	Univ.
Singin' In the Corn	Col.
Sin of Harold Diddlebock	UA
Sister Kenny	RKO
Sky Devils	Astor
Slave Girl	Univ.
Slightly Scandalous	Univ.
Smash-Up	Univ.
Smoky	20th-Fox
So Dark the Night	Col.
So Goes My Love	Univ.
So in Love	SRO
Somewhere in the Night	20th-Fox
Song of Love	MGM
Song of Scheherazade	Univ.
Song of the South	RKO
Song of the Thin Man	MGM
South of Monterey	Mono.
So Well Remembered	RKO
Specter of the Rose	Rep.
Spook Busters	Mono.
Sport of Kings	Col.
Springtime in the Sierras	Rep.
Stanrway to Heaven	Univ.
Stallion Road	WB
Stampede	UA
Stanley & Livingcston	20th-Fox
Step By Step	RKO
Step-Child	PRC
Stolen Life	WB
Stork Bites Man	UA
Story of the Pope, The	Misc.
Strange Conquest	Univ.
Strange Holiday	PRC
Strange Journey	20th-Fox
Strange Love of Martha Ivers	Para.
Strange Triangle	20th-Fox
Strange Voyage	Mono.
Strange Woman	UA
Stranger, The	RKO
Stray Lamb	UA

RKO-RADIO (Continued)

CURRENT 1946-'47

Block No.			Run Time Mins.	Trade Shown	See Issue of
4	Devil Thumbs a Ride, The (D)A	Lawrence Tierney-N. Leslie	62	Feb.	b3/1/47
3	Dick Tracy vs. Cueball (D)F	Morgan Conway-Anne Jeffreys	62	Dec.	b11/9/46
3	Falcon's Adventure (D)F	Tom Conway-Madge Meredith	61	Dec.	b12/14/46
6	Falcon's Alibi (My)A	Tom Conway-Rita Corday	63	Apr.	b4/20/46
4	Farmers Daughter, The	L. Young-J. Cotten-E. Barrymore	97	Feb.	a6/22/46
4	From This Day Forward (D)A	J. Fontaine-M. Stevens-A. Judge	95	Mar.	b3/2/46
2	Genius at Work (C)F	A. Carney-W. Brown-A. Jeffreys	61	July	b8/3/46
1	Great Day (D)F	Eric Portman-Flora Robson	68	July	b7/20/46
Sp.	Heartbeat (CD)F	G. Rogers-P. Pierre Aumont	102	Apr.	b4/27/46
Sp.	It's a Wonderful Life (D)	J. Stewart-D. Reed-L. Barrymore	128	Dec.	b12/21/46
1	Lady Luck (C)A	R. Young-B. Hale-F. Morgan	97	July	b7/20/46
3	The Locket (D)	Laraine Day-B. Aherne	86	Dec.	b12/21/46
Sp.	Make Mine Music *T (M)F	Walt Disney	75	Apr.	b4/20/46
2	Nocturne (D)A	George Raft-Lynn Bari	85	Oct.	b10/19/46
Sp.	Notorious (My-D)A	Cary Grant-Ingrid Bergman	101	July	b7/27/46
3	San Quentin (D)A	L. Tierney-M. Carr-B. MacLane	66	Dec.	b12/7/46
Sp.	Sinbad the Sailor T (F)F	D. Fairbanks, Jr.-M. O'Hara	117	Jan.	b1/18/47
1	Sister Kenny (D)A	R. Russell-A. Knox-D. Jagger	116	July	b7/20/46
Sp.	Song of the South *T (D-M)F	Luana Patten-Bobby Driscoll	95	Nov.	b11/2/46
1	Step by Step (D)F	Lawrence Tierney-Anne Jeffreys	61	July	b7/20/46
Sp.	Stranger, The (D)F	Ed. G. Robinson-L. Young-O. Welles	95	June	b6/25/46
1	Sunset Pass (W)F	Nan Leslie-James Warren	59	July	b7/20/46
6	Thunder Mountain	T. Holt-R. Martin-M. Hyer		Feb.	a1/25/47
6	Till the End of Time (D)F	Dorothy McGuire-Guy Madison	105	June	b6/15/46
3	Vacation in Reno (C)F	Jack Haley-Anne Jeffreys	60	Oct.	b10/12/46

COMING

Block No.			Rel. Date	
5	A Likely Story	Bill Williams-Barbara Hale		a3/15/46
6	Bachelor and the Bobby-Soxer	G. Grant-M. Loy-S. Temple	95	a8/31/46
5	Banjo	S. Moffet-J. White-W. Reed		a9/28/46
	Bishop's Wife, The	G. Grant-T. Wright-D. Niven		
5	Born to Kill	C. Trevor-L. Tierney-W. Slezak		a6/1/46
	Crossfire	R. Young-R. Mitchum-G. Grahame		
	Desperate	Steve Brodie-Audrey Long		a1/25/47
6	Dick Tracy's Dilemma	Ralph Byrd-Kay Christopher		a3/15/46
	Dick Tracy vs. the Gruesome Gang	R. Byrd-B. Karloff-A. Gwynne		
3	Falcon's Adventure (D)F	Tom Conway-Madge Meredith	61	b12/14/46
	Fighting Father Dunne	P. O'Brien-M. Dell-D. Hickman		
	Fugitive, The	Henry Fonda-Dolores Del Rio		
5	Honeymoon	S. Temple-F. Tone-G. Madison		a10/12/46
	How Dear to My Heart *T	Luana Patten-Bobby Driscoll		
	If You Knew Susie	E. Cantor-J. Davis-A. Joslyn		
	Indian Summer	A. Knox-A. Sothern-G. Tobias		
3	The Locket (D)	Laraine Day-B. Aherne	86	b12/21/46
	Long Night, The	Henry Fonda-Barabara Bel Geddes		a9/14/46
	Magic Town	James Stewart-Jane Wyman		
	Man About Town	Maurice Chevalier		
	Memory of Love	D. Andrews-M. Oberon-E. Barrymore		
	Mourning Becomes Electra	R. Russell-M. Redgrave-R. Massey		
	Out of the Past	Robert Mitchum-Jane Greer		a2/1/47
	Riff-Raff	Pat O'Brien- Anne Jeffreys		a6/1/46
	Secret Life of Walter Mitty, The *T	D. Kaye-V. Mayo-F. Bainter		a9/7/46
6	Seven Keys to Baldpate	Phillip Terry-Jacqueline White		a3/22/47
	So Well Remembered	M. Scott-J. Mills		
5	Tarzan and the Huntress (D)F	J. Weismuller-B. Joyce	70	a3/22/47
6	They Won't Believe Me	Robert Young-Susan Hayward	95	a9/7/46
4	Trail Street (W)F	R. Scott-R. Ryan-A. Jeffreys	83	a3/1/47
	Tycoon *T	John Wayne-Laraine Day		
	Under the Tonto Rim	T. Holt-N. Leslie-R. Martin		
2	Woman on the Beach, The	J. Bennett-R. Ryan-C. Bickford	71	

REPUBLIC

Current 1945-46

Prod. No.					
520	Earl Carroll Sketchbook (M)F	C. Moore-W. Marshall	90	8/22/46	b8/17/46
528	G. I. War Brides (C)F	Anna Lee-James Ellison	69	8/12/46	b8/10/46
543	Heldorado (WM)F	Roy Rogers-Dale Evans-"Gabby" Hayes	70	12/15/46	b12/23/46
5542	Home in Oklahoma (W-M)F	R. Rogers-G. Hayes-D. Evans	72	11/8/46	b11/2/46
526	Inner Circle (My)F	Adele Mara-William Frawley	65	8/7/46	b12/7/46
529	Invisible Informer (My)A	Linda Sterling-William Henry	57	8/19/46	b8/24/46
527	Last Crooked Mile, The (My)A	D. Barry-A. Savage-T. Powers	67	8/9/46	b8/17/46
5504	Last Frontier Uprising *U	Monte Hale-Adrian Booth	67	2/1/47	
5541	My Pal Trigger (W)F	R. Rogers-D. Evans-G. Hayes	79	7/10/46	b6/22/46
523	Night Train to Memphis (CD)F	Roy Acuff-Allan Lane-Adele Mara	67	7/12/46	b8/3/46
521	One Exciting Week (C)F	Al Pearce-Arline Harris	69	6/8/46	b6/15/46
5503	Out California Way *U (WM)F	Monte Hale-Adrian Booth	67	12/5/46	b12/14/46
532	Plainsman and the Lady (W)F	W. Elliott-V. Ralston-G. Patrick	82	11/15/46	b11/9/46
525	Rendezvous With Annie (C)A	Eddie Albert-Gail Patrick	89	7/22/46	b8/10/46
542	Roll on Texas Moon (W-M)F	R. Rodgers-G. Hayes-Dale Evans	68	9/12/46	b9/14/46
524	Specter of the Rose (D)A	Michael Chekhov-Judith Anderson	90	7/5/46	b5/25/46
533	That Brennan Girl (D)A	James Dunn-Mona Freeman	95	12/23/46	b11/16/46
541	Under Nevada Skies (W)F	R. Rogers-Dale Evans	69	8/26/46	b8/31/46

CURRENT 1946-'47

603	Affairs of Geraldine (C-D)F	Jane Withers-Jimmy Lydon	68	11/18/46	b10/26/46
608	Angel and the Badman (W)F	J. Wayne-G. Russell-I. Rich	100	2/15/46	b2/15/46
641	Apache Rose *U (W-M)F	Roy Rogers-Dale Evans	75	2/15/46	b3/22/47
607	Calendar Girl (M)F	J. Frazee-W. Marshall	88	1/31/47	b2/8/47
604	Fabulous Suzanne (C)	Barbara Britton-Rudy Vallee	71	12/15/46	b12/21/46
605	Ghost Goes Wild, The (C)F	James Ellison-Anne Gwynne	66	3/8/47	b4/5/47
610	Hit Parade of 1947	Eddie Albert-Constance Moore	90	3/22/47	a2/22/47
601	I've Always Loved You *T (DM)F	Catherine McLeod-Philip Dorn	117	12/2/46	b8/31/46
606	Magnificent Rogue, The (C-D)A	L. Robert-W. Douglas	74	2/15/47	b11/23/46
602	Pilgrim Lady, The (C-D)A	Warren Douglas-Lynne Roberts	67	1/22/46	b1/25/47
611	Yankee Fakir	D. Frawley-J. Woodbury-C. Bevans	71	4/1/47	

COMING

642	Bells of San Angelo *U	Roy Rogers-Dale Evans	78	
	Bill and Coo *U	George Burton's Birds		
	Blackmail	W. Marshall-A. Mara-S. Bachelor		
	Complex	A. Dekker-L. Stirling-C. Drake		
	End of the Rainbow	Nelson Eddy-Ilona Massey		a3/8/47
	Outcast, The	John Carroll-Vera Ralston		
612	Spoilers of the North	Paul Kelly-Evelyn Ankers	66	4/24/47 a10/5/46

REPUBLIC (Continued)

Prod. No.						
	COMING					
	That's My Gal *U	Lynne Roberts-Don Barry	66			
	That's My Man	Don Ameche-Catherine McLeod				a3/1/47
	The Trespasser	J. Martin-W. Douglas				
	Web of Danger	Adele Mara- Bill Kennedy				
	Winter Wonderland	L. Roberts-C. Drake	75			
	Wyoming	B. Elliott-V. Ralston				a3/6/47
	Westerns (Current)					
553	Cherokee Flash (W)F	Sunset Carson-Linda Stirling	55	12/13/46		a3 2/46
664	Homesteaders of Paradise Valley	Allan Lane-Bobby Blake	59	4/1/47		
558	Rio Grande Raiders	Sunset Carson-Linda Stirling	56			
661	Sante Fe Uprising	Allan Lane-Bobby Blake	56	11/15/46		
681	Sioux City Sue (W)F	Gene Autry-Lynne Roberts	69	11/21/46		b11/30/46
662	Stagecoach to Denver (W)F	Allan Lane-Bobby Blake	56	12/23/46		b1/4/47
682	Trail to San Antone (W)F	Gene Autry-Peggy Stewart	57	1/25/47		b2/1/47
683	Twilight on the Rio Grande	G. Autry-S.Holloway-Cass County Boys	71	4/1/47		a9 14 46
663	Vigilantes of Boomtown (W)F	Allan Lane-Bobby Blake	56	2/15/47		b2 15/47
	Westerns (Coming)					
	Along the Oregon Trail *U	Monte Hale-Adrian Booth				
	Marshall of Cripple Creek	Allan Lane-Bobby Blake				
	Oregon Trail Scouts	Allan Lane-Bobby Blake				
	Robin Hood of Texas	Gene Autry-Lynn Roberts-Adele Mara				
	Rustlers of Devil's Canyon	Allan Lane-Bobby Blake				
	Saddle Pals	Gene Autry-Lynne Roberts				
	Springtime in the Sierras *U	Roy Rogers-Jane Frazee-Andy Devine				

SCREEN GUILD PRODUCTIONS

	CURRENT					
4614	Bells of San Fernando (D)F	Donald Woods-Gloria Warren	74	3/1/47		b4 5/47
4613	Buffalo Bill Rides Again (W)F	Richard Arlen-Jennifer Holt	70	2/15/47		b4/5/47
4616	Bush Pilot	R. Hudson-J. LaRue-A. Willis	65	4/1/47		
HC10	Cassidy of Bar 20	Wm. Boyd-H. Clark-R. Hayden	71	4/1/47		Reissue
4604	Death Valley *C	R. Lowery-H. Gilbert-N. Pendleton	72	7/15/46		a8/21/46
4605	Flight to Nowhere	E. Ankers-A. Curtis	75	8/15/46		a5/13/46
HC11	Heart of Arizona	Wm. Boyd-G. Hayes-R. Hayden	68	4/12/47		Reissue
4609	My Dog Shep	Flame (dog)-Tom Neal	60	12/1/46		
4606	'Neath Canadian Skies	R. Hayden-I. Cooper-L. Talbot	41	8/15/46		b8/24/46
4610	North of the Border	R. Hayden-I. Cooper	46	10/1/46		a8/24/46
HC09	Partners of the Plains	Wm. Boyd-H. Clark-R. Hayden	71	3/1/47		Reissue
4611	Queen of the Amazons (D)A	Patricia Morison-Robert Lowery	62	1/15/47		b3/29/47
4612	Renegade Girl (D)F	Alan Curtis-Ann Savage-Jack Holt	65	12/25/46		b3/29/47
4607	Rolling Home (D)F	J. Parker-R. Hayden-P. Blake	67	9/20/46		b2/8/47
HC07	Rustlers Valley	Wm. Boyd-G. Hayes-R. Hayden	60	2/1/47		Reissue
4608	Scared to Death *C	B. Lugosi-J. Compton	65	2/1/47		
4615	Shoot to Kill	R. Wade-E. MacDonald-S. Walters	74	3/15/47		
HC08	Texas Trail	Wm. Boyd-R. Hayden-G. Hayes	59	2/21/47		Reissue
	COMING					
HC12	Bar 20 Justice	Wm. Boyd-R. Hayden-G. Hayes	65	5/1/47		Reissue
	Case of the Baby Sitter	T. Neal-A. Jenkins-V. Sale				
	Hollywood Barn Dance	E. Tubb-L. Talbott-H. Boyce				
	Killer-Dill	Anne Gywnne-Frank Albertson				

SELZNICK RELEASING ORGANIZATION

	COMING					
	Duel in the Sun *T (WD)A	J. Jones-G. Peck-J. Cotten	138	4/17/47		b1/4/47
	Paradine Case, The	G. Peck-A. Todd-C. Laughton				
	Portrait of Jennie	J. Jones-J. Cotten				
	Rupert of Hentzau	Louis Jourdan-Valli				
	So in Love	Shirley Temple				

20TH-FOX

	CURRENT 1946-'47					
634	Anne and the King of Siam (D)F	I. Dunne-R. Harrison-L. Gargan	128	Aug.		b6/8/46
620	Behind Green Lights (D)A	Carole Landis-William Gargan	64	Feb.		b1/19/46
636	Black Beauty (D)F	Mona Freeman-Richard Denning	74	Sept.		b7/20/46
642	Bowery, The	Wallace Beery-Jackie Cooper	84	Oct.		Re-release
633	Centennial Summer *T (M)F	J. Crain-L. Darnell-C. Bennett	102	Aug.		b6/1/46
637	Claudia and David (D)F	Dorothy McGuire-Robert Young	78	Sept.		b7/27/46
648	Dangerous Millions (D)F	Kent Taylor-Dona Drake	69	Dec.		b12/7/46
635	Deadline for Murder (My)A	Sheila Ryan-Kent Taylor	65	Aug.		b6/22/46
640	Home Sweet Homicide (MyC)F	P. Ann Garner-R. Scott	90	Oct.		b7/20/46
638	If I'm Lucky (M)F	V. Blaine-P. Como-H. James	78	Sept.		b8/31/46
632	It Shouldn't Happen to a Dog (CD)F	Carole Landis-Allyn Joslyn	70	July		b8/1/46
646	Margie *T (C-D)F	Jeanne Crain-Alan Young	93	Nov		b10/25/46
645	My Darling Clementine (W-D)F	H. Fonda-L. Darnell-V. Mature	97	Nov		b10/12/46
631	Smoky *T (D)F	F. MacMurray-A. Baxter-B. Ives	87	July		b6/15/46
641	Sun Valley Serenade	Sonja Henie-John Payne	86	Sept.		Re-release
639	Three Little Girls in Blue *T (M)F	Haver-Blaine-G. Montgomery	90	Oct.		b9/7/46
649	Wake Up and Dream *T (M)F	John Payne-June Haver	92	Dec.		b11/30/46
644	Wanted for Murder (D)A	Eric Portman-Dulcie Gray	91	Nov.		b4 13 46
	CURRENT 1947-'48					
709	Alexander's Ragtime Band	T. Power-A. Faye-D. Ameche	106	Mar.		Re-release
711	Backlash (My)A	R. Travis-J. Rogers-L. Blake	66	Mar.		b3 22 47
706	Boomerang (D)A	Dana Andrews-Jane Wyatt	88	Feb.		b1 25/47
707	Brasher Doubloon, The (My)A	G. Montgomery-Nancy Guild	72	Feb.		b2/8/47
710	Carnival in Costa Rica *T (M)F	D. Haymes-C. Holm-C. Romero	96	Mar.		b3 29 47
	Late George Apley, The (D)A	Ronald Colman-Peggy Cummins	98	April		b2/3/47
704	Les Miserables	Fredric March-Chas. Laughton	109	Jan.		Re-release
701	Razor's Edge, The (D)A	T. Power-G. Tierney-J. Payne	146	Jan.		b11/23/46
703	Shocking Miss Pilgrim *T	Betty Grable-Dick Haymes	85	Jan.		b1/4/47
705	Stanley & Livingstone	Spencer Tracy-Richard Green	101	Jan.		Re-release
708	Strange Journey (D)F	Paul Kelly-Osa Massen	67	Feb.		b9 14 46
702	13 Rue Madeleine (D)	James Cagney-Annabella	95	Jan.		b12 21 46
	COMING					
	Bob, Son of Battle *T	P. A. Garner-L. McCallister				a9 28 46
	Captain from Castile *T	T. Power-J. Peters-C. Romero				
	Crimson Key, The	Kent Taylor-Doris Dowling				
	Forever Amber *T	L. Darnell-C. Wilde-G. Sanders				
	Ghost and Mrs. Muir, The	G. Tierney-R. Harrison-G. Sanders		May		

Title	
Susie Steps Out	UA
Sun Valley Serenade	20th-Fox
Swell Guy	Univ.
Sweet Genevieve	Col.
Swordsman	Col.
T	
Tarzan and the Huntress	RKO
That Brennan Girl	Rep.
That's My Gal	Rep.
The Man I Love	WB
These Three	FC
The Time, the Place & the Girl	WB
They Made Me a Killer	Para.
They Walk Alone	Col.
They Were Sisters	Univ.
They Won't Believe Me	RKO
13 Rue Madeleine	20th-Fox
Thirteenth Hour	Col.
This Happy Breed	Univ.
This Time for Keeps	MGM
Thrill of Brazil	Col.
Three Little Girls in Blue	20th-Fox
Three on a Ticket	PRC
Three Were Thoroughbreds	Col.
Three Wise Fools	MGM
Thunder in the City	Astor
Thunder Mountain	RKO
Till the Clouds Roll By	MGM
Till the End of Time	RKO
Time of Their Lives	Univ.
Time Out of Mind	Univ.
To Each His Own	Para.
Tom Brown's Schooldays	Astor
Too Many Winners	PRC
Topper Returns	Favorite
Topper Takes a Trip	Favorite
Traffic in Crime	Rep.
Tragic Symphony	Monogram
Trail Street	RKO
Trap, The	Mono.
Treasure of the Sierra Madre	WB
Trespasser, The	Rep.
Trouble With Women	Para.
Truth About Murder	RKO
Twin Sombreros	Col.
Two Guys From Milwaukee	WB
Two Guys From Texas	WB
Two Mrs. Carrols	WB
Two Sisters From Boston	MGM
Two Smart People	MGM
Two Years Before the Mast	Para.
Tycoon	RKO
U	
Uncle Andy Hardy	MGM
Unconquered	Para.
Undercover Maisie	MGM
Undercurrent	MGM
Under Nevada Skies	Rep.
Under the Tonto Rim	RKO
Unfinished Dance	MGM
Unknown, The	Col.
Unsuspected, The	Warner Bros.
Untamed Fury	PRC
V	
Vacation Days	Mono.
Vacation in Reno	RKO
Valley of the Zombies	Rep.
Variety Girl	Para.
Verdict	WB
Vigilantes Return	Univ.
Violence	Mono.
W	
Wallflower	Warner Bros.
Walls Came Tumbling Down	Col.
Wanted for Murder	20th-Fox
Web of Danger	Rep.
Wedding Night	FC
Welcome Stranger	Para.
Well Groomed Bride	Para.
Welldigger's Daughter	Misc.
When the Daltons Rode	Univ
Where There's Life	Para.
While the Sun Shines	Misc.
Whiplash	WB
White Cradle Inn	Misc
White Tie and Tails	Univ.
Who Killed Doc Robin	UA
Wicked Lady	Univ.
Wife Wanted	Mono.
Wild Beauty	Univ
Wild Bill Hickok Rides	WB
Wild Harvest	MGM
Wild West	PRC
Winter Wonderland	Rep.
Without Reservations	RKO
Woman in White	WB
Woman on the Beach	RKO
Wyoming	Rep.
Y	
Yankee Fakir	Rep.
Yearling, The	MGM
Years Between	Univ.
You Can't Cheat an Honest Man	Univ.

TITLE CHANGES

"Jeopardy" (U-I) now
THE DARK WEB

"Keep Young With Music" *T (MGM) now
THE BIRDS AND THE BEES

"Song of the Saddle" (Mono.) now
SONG OF THE WASTELAND

"Law Comes to Gunsight" (Mono.) now BACKFIRE

"Counterpoint" (RKO) now
MEMORY OF LOVE

NEW PICTURES STARTED LAST WEEK

COLUMBIA

Destiny—Principals: John Beal, Trudy Marshall. Director, D. Ross Lederman.

MONOGRAM

Hunted, The—Principals: Belita, Preston Foster. Director, Jack Bernhard.

PRC

Bury Me Dead — Principals: Mark Daniels, Greg McClure, Cathy O'Donnell. Director, Bernard Vorhaus.

Gas House Kids Go West—Principals: Chill Williams, John Shelton, Alfalfa Switzer. Director, William Beaudine.

RKO

Dick Tracy vs. the Gruesome Gang—Principals: Ralph Byrd, Boris Karloff, Anne Gwynne. Director, Jack Rawlins.

REPUBLIC

Bill and Coo *U—Principals: George Burton's Birds. Director, Dean Reisner.

ADVANCE DATA

On Forthcoming Product

MOSS ROSE (20th-Fox) *Drama. Principals*: Victor Mature, Peggy Cummins, Vincent Price, Ethel Barrymore. *Director*, Gregory Ratoff. *Plot*: A dancer is murdered in her room and a young gentleman, obviously rich, is being blackmailed by the chorus girl who saw him emerge from the dead girl's room. He is forced to take her to the country to meet his mother and fiancee, while she learns to become a lady. However, the detectives close in on them, the murderer strikes again, and this time it is the fiancee who dies. The young man and the dancer have now fallen in love and he saves her from the same fate, as police capture the killer.

THE LADY FROM SHANGHAI (Col.) *Drama. Principals*: Rita Hayworth, Orson Welles, Gus Schilling. *Director*, Orson Welles. *Plot*: A merchant sailor gets involved with a middle-aged, crippled, millionaire lawyer, whose young wife married him only to escape from Shanghai. A love affair develops between the young wife and the sailor, and he falls in with a murder frame-up which the lawyer's partner proposes. He is double-crossed, and begins to suspect the wife of murderous intentions. After both partners are killed, and the wife badly wounded, she bears out his suspicions by attempting to kill him, but her strength is fading and she dies in the sailor's arms.

20TH-FOX (Continued)

Prod. No.	COMING	Run Time Mins.	Rel. Date	See Issue of
	Homestretch *T — Maureen O'Hara-Cornel Wilde		May	a8/17/46
	I Wonder Who's Kissing Her Now *T — June Haver-Mark Stevens			a9/14/46
	Jewels of Brandenburg — Richard Travis-Micheline Cheirel			
	Meet Me At Dawn (C-D)F — William Eythe-Hazel Court	99		b1/18/47
	Miracle on 34th St. — J. Pane-M. O'Hara			a2/15/47
	Moss Rose — V. Mature-P. Cummings-E. Barrymore		June	
	Mother Wore Tights *T — B. Grable-D. Dailey-P. A. Garner			a11/16/46
	San Demetrio, London (D)A — W. Fitzgerald-A. Young-R. Michael	76		b4/5/47
	Scudda Hoo, Scudda Hay *T — J. Haver-L. McCallister-A. Revere			
	Second Chance — K. Taylor-Louise Currie-D. Hoey			

UNITED ARTISTS

CURRENT 1945-1946

Caesar and Cleopatra *T (D)A — Claude Rains-Vivien Leigh	126	8/16/46		b12/22/46
Outlaw, The (D)A — Jane Russell-Walter Huston	115	2/8/46		b3/23/46
Thieves' Holiday — G. Sanders-S. Hasso-C. Landis	100	7/19/46		b7/13/46

CURRENT 1946-'47

Abie's Irish Rose (C)F — Joanne Dru-Michael Chekhov	96	12/27/46		b11/30/46
Angel on My Shoulder (C-D)A — P. Muni-A. Baxter-C. Rains	100	9/16/46		b9/21/46
Bachelor's Daughters, The (C)F — G. Russell-C. Trevor-A. Dvorak	90	9/6/46		b9/14/46
Chase, The (D)A — Robert Cummings-Michele Morgan	85	11/22/46		b10/19/46
Devil's Playground, The (W)F — William Boyd-Andy Clyde	65	11/15/46		b9/21/46
Fabulous Dorseys, The (M)F — T. Dorsey-J. Dorsey-J. Blair	87	2/21/47		b3/1/47
Fool's Gold (W)F — William Boyd-Andy Clyde	65	1/31/47		b10/12/46
Fun on a Weekend — Priscilla Lane-Eddie Bracken	93	3/14/47		
Little Iodine (C)F — Jo Ann Marlowe-Marc Cramer	57	10/11/46		b9/14/46
Macomber Affair, The (D)A — Gregory Peck-Joan Bennett	90	3/21/47		b1/25/47
Mr. Ace (D)A — George Raft-Sylvia Sidney	82	8/2/46		b8/31/46
Private Affairs of Bel Ami, The (D)A — George Sanders-Angela Lansbury	115	3/7/47		b3/1/47
Red House, The (My)A — Ed. G. Robinson-L. McCallister	98	2/7/47		b2/8/47
Sin of Harold Diddlebock, The — H. Lloyd-R. Walburn-J. Conlin	89	4/4/47		a2/9/46
Strange Woman, The (D)A — H. Lamarr-G. Sanders-L. Hayward	100	10/25/46		b11/2/46
Susie Steps Out (C-D)F — David Bruce-Cleatus Caldwell	65	12/13/46		b11/23/46
Unexpected Guest, The (W)F — Wm. Boyd-Andy Clyde	60	3/28/47		b12/14/46

COMING

Atlantis — Maria Montez-Jean Pierre Aumont				a4/5/47
A Miracle Can Happen — James Stewart-Henry Fonda				
Adventure of Don Coyote *C — Richard Martin-Frances Rafferty				a9/28/46
Arch of Triumph — Ingrid Bergman-Charles Boyer				
Body and Soul — John Garfield-Lillie Palmer				
Carnegie Hall (D-M)A — M. Hunt-W. Prince-M. O'Driscoll	134			b3/1/47
Christmas Eve — G. Raft-G. Brent-R. Scott-J. Blondell				a3/29/47
Copacabana — C. Miranda-A. Russell-G. Marx	92			
Curly *C — Frances Rafferty-Larry Olsen				a5/25/46
Dangerous Venture (W)F — A. Clyde-W. Boyd-B. Alexander	59			a2/22/47
Dishonored Lady — H. Lamarr-D. O'Keefe-J. Loder				a9/21/46
Fabulous Joe — Walter Abel-Margot Grahame				
Fanny By Gaslight — James Mason-Phyllis Calvert				
Heaven Only Knows — Robert Cummings-Brian Donlevy				a1/4/47
Henry the Fifth (D)F *T — L. Olivier-R. Asherson	134			b4/27/46
Here Comes Trouble — William Tracy-Patti Morgan				a8/24/46
Hoppy's Holiday — William Boyd-Mary Ware				
Little Prince, The *T — Feature-Length Cartoon				
Monsieur Verdoux — Charles Chaplin-Martha Raye				a3/29/47
New Orleans — Arturo De Cordova-Dorothy Patrick	89	4/18/47		
Other Love, The (D)A — Barbara Stanwyck-David Niven	96			b4/5/47
Personal Column — George Sanders-Lucille Ball				
Ramrod (W-D)A — J. McCrea-V. Lake-D. DeFore	94	5/2/47		b3/1/47
Stampede — John Wayne-Walter Brennan				
Stork Bites Man — Jackie Cooper-Gene Roberts				a2/15/47
Stray Lamb, The — J. Cagney-S. Sidney-E. Bracken				
Vendetta — Hillary Brooke-Faith Domergue				
Who Killed Doc Robin — E. Janssen-L. Olsen-D. Belding				

UNIVERSAL-INTERNATIONAL

CURRENT 1945-1946

543	Black Angel, The (D)A — D. Duryea-J. Vincent-P. Lorre	80	8/2/46		b8/3/46
541	Canyon Passage *T (D)F — D. Andrews-B. Donlevy-S. Hayward	92	7/26/46		b7/20/46
542	Cuban Pete (M)F — Desi Arnaz-Ethel Smith	60	7/26/46		b7/27/46
539	Danger Woman (D)A — B. Joyce-D. Porter-P. Morison	60	7/12/46		b7/13/46
540	Dark Horse (C)F — Phil Terry-Ann Savage	59	7/19/46		b7/20/46
547	Dead of Night (D)A — Michael Redgrave-Googie Withers	77	8/23/46		b7/6/46
538	Her Adventurous Night — Dennis O'Keefe-Helen Walker	76	7/5/46		b6/29/46
548	Killers, The (My)A — Ava Gardner-Albert Dekker	102	8/30/46		b8/17/46
549	Little Miss Big (D)F — Fay Holden-Beverly Simmons	61	8/30/46		b9/7/46
	Overlanders, The (D)F — Chips Rafferty-John Hayward	91			b9/28/46
544	Slightly Scandalous (C-M)F — Fred Brady-Paula Drew	63	8/2/46		b8/3/46
1065	They Were Sisters (D)A — Phyllis Calvert-James Mason	108	9/20/46		b7/27/46
546	Time of Their Lives, The (C)F — Abbott & Costello	82	8/16/46		b8/17/46
550	White Tie and Tails (C-D)A — Dan Duryea-Ella Raines-William Bendix	77	8/30/46		b9/14/46
545	Wild Beauty (D)F — Don Porter-Lois Collier	61	8/9/46		b8/17/46

CURRENT 1946-'47

612	Buck Privates Come Home (C)F — Bud Abbott-Lou Costello	77	April		b3/15/47
	Dark Mirror, The (My)A — O. DeHavilland-Lew Ayres	85	Oct.		b10/15/46
	Destry Rides Again — Marlene Dietrich-James Stewart	94	Mar.		Re-issue
607	I'll Be Yours (C-M)F — D. Durbin-T. Drake-W. Bendix	93	Jan.		b1/25/47
	I Stole a Million — G. Raft-C. Trevor-D. Foran	78	April		Re-issue
602	Magnificent Doll (D)F — G. Rogers-D. Niven-B. Meredith	94	Nov.		b11/23/46
610	Michigan Kid *C (W)F — John Hall-Rita Johnson	69	Mar.		b2/15/47
1066	Notorious Gentleman, The (D)A — Rex Harrison-Lilli Palmer	106	Nov.		b2/16/46
608	Song of Scheherazade *T (M)F — Y. DeCarlo-B. Donlevy-J. P. Aumont	106	Mar.		b2/1/47
609	Smash-Up, The Story of a Woman (D)A — S. Hayward-L. Bowman-E. Albert	102	Mar.		b2/8/47
606	Swell Guy (D)A — Sonny Tufts-Ann Blyth	86	Jan.		b12/14/46
604	Temptation (D)A — M. Oberon-G. Brent-C. Korvin	98	Dec.		b12/14/46
	When the Daltons Rode — R. Scott-K. Francis-B. Donlevy	81	Mar.		Re-issue
605	Wicked Lady, The (D)A — M. Lockwood-J. Mason-P. Roc	98	Jan.		b1/12/47
	You Can't Cheat an Honest Man — W. C. Fields-Edgar Bergen	73	April		Re-issue

COMING

A Lady Surrenders (D)A — Margaret Lockwood-Stewart Granger	113			b10/12/46
Brief Encounter (D)A — Celia Johnson-Trevor Howard	86			b8/31/46
Brute Force — B. Lancaster-H. Cronyn-C. Bickford				
Captive Heart, The (D)A — Michael Redgrave-Mervyn Johns	108			b4/13/46
The Dark Web — Vincent Price-Ella Raines				
Egg and I, The (C)F — Claudette Colbert-Fred MacMurray	108			b3/23/47
For the Love of Mary — D. Durbin-J. Hall-D. O'Connor				
Great Expectations (D) — John Mills-Valerie Hobson	116			b12/21/46

UNIVERSAL-INTERNATIONAL (Continued)

Prod. No.	COMING		Run Time Mins	Rel Date	See Issue of
	I Know Where I'm Going (D)F	W. Hiller-R. Livesy-P. Brown	91		b1 5/46
	Ivy	Joan Fontaine-Patric Knowles			
	Johnny Frenchman	Francoise Rosay-Patricia Roc	104		
	Lost Love, The	S. Hayward-R. Cummings-J. Loring			
	Magic Bow, The (D-M)F	Stewart Granger-Phyllis Calvert	106		b9/28/46
	My Heart Goes Crazy *T (M)F	Sid Field-Greta Gynt	120		b9/7/46
	Odd Man Out (D)A	James Mason-Robert Newton	116		b2/15/47
	Oh Say Can You Sing	Sheila Ryan-Fred Brady			a5/25/46
	Pirates of Monterey *T	Maria Montez-Rod Cameron-P. Reed			a5/25/46
	Secret Beyond the Door, The	Joan Bennett-Michael Redgrave			
	Singapore	F. MacMurray-A. Gardner-P. Dorn			
	Slave Girl *T	Yvonne deCarlo-George Brent			a8/17/46
611	Stairway to Heaven *T (D)A	David Niven-Raymond Massey	104		b11/16/46
	This Happy Breed *T	Robert Newton-Celia Johnson	110		
	Time Out of Mind (D)A	P. Calvert-R. Hutton-E. Raines	88		b3/22/47
	Vigilantes Return *C	Jon Hall-Margaret Lindsay			a7/13/46
	Years Between, The	M. Redgrave-V. Hobson-F. Robson			

WARNER BROS.

CURRENT 1945-1946

523	Night and Day *T (BM)	C. Grant-A. Smith-J. Wyman	128	8/3/46	b7/13/46
522	Of Human Bondage (D)A	P. Henreid-E. Parker-J. Knowles	105	7/20/46	b7/6/46
521	Stolen Life (D)A	B. Davis-G. Ford-W. Brennan	107	7/6/46	b5/4/46
524	Two Guys From Milwaukee (C)F	Dennis Morgan-Joan Leslie	90	8/17/46	b7/27/46

CURRENT 1946-'47

613	The Beast With Five Fingers (H)	Robert Alda-Andrea King	88	2/8/47	b12/21/46
601	Big Sleep, The (My)A	Humphrey Bogart-Lauren Bacall	118	8/31/46	b8/17/46
603	Cloak and Dagger (D)A	Gary Cooper-Lilli Palmer	106	9/28/46	b9/7/46
605	Deception (D)A	B. Davis-P. Henreid-C. Rains	112	10/26/46	b10/19/46
612	Humoresque (D)A	J. Crawford-J. Garfield-O. Levant	126	1/25/47	b12/23/46
608	Kings Row	A. Sheridan-R. Cummings-R. Reagan	127	12/7/46	Reissue
606	Never Say Goodbye (C)F	Errol Flynn-Eleanor Parker	96	11/9/46	b10/26/46
614	Nora Prentiss (D)A	A. Sheridan-K. Smith-R. Alda	113	2/22/47	b2/8/47
604	Nobody Lives Forever (D)A	J. Garfield-G. Fitzgerald	100	10/12/46	b9/28/46
615	Pursued	Teresa Wright-Robert Mitchum	101	3/2/47	
602	Shadow of a Woman (D)A	Andrea King-Helmut Dantine	78	9/14/46	b8/17/46
617	Stallion Road (D)A	R. Reagan-A. Smith-Z. Scott	97	4/12/47	b3/2/47
616	That Way With Women (C)F	S. Greenstreet-M. Vickers-D. Clark	85	3/29/47	b2/15/47
611	The Man I Love (D)A	Ida Lupino-Robert Alda	97	1/11/47	b12/28/46
610	The Time, the Place and the Girl *T (CM)F	D. Morgan-J. Carson-J. Wyman	108	12/28/46	b12/14/46
607	Verdict, The (D)A	S. Greenstreet-P. Lorre-J. Lorring	86	11/23/46	b11/9/46
609	Wild Bill Hickok Rides	C. Bennett-B. Cabot-W. William	72	12/7/46	Reissue

COMING

	Cheyenne	Dennis Morgan-Jane Wyman			a9/7/46
	Cry Wolf	Errol Flynn-Barbara Stanwyck			a9/7/46
	Dark Passage	H. Bogart-L. Bacall-A. Moorehead			
	Deep Valley	Dane Clark-Ida Lupino-Wayne Morris			a4/5/47
	Escape Me Never	E. Flynn-I. Lupino-G. Young			a3/8/46
	Life with Father *T	I. Dunne-W. Powell-E. Taylor			a9/14/46
620	Love and Learn (C-M)A	J. Carson-R. Hutton-M. Vickers-J. Paige	83	5/3/47	b3/29/47
	My Wild Irish Rose *T	Dennis Morgan-Andrea King			
	Night Unto Night	V. Lindfors-R. Reagan-B. Bennett			
	Possessed	J. Crawford-Van Heflin-R.Massey			
618	The Sea Hawk	Errol Flynn-Claude Rains	109	4/26/47	Reissue
619	The Sea Wolf	E. G. Robinson-I. Lupino-J. Garfield	87	4/25/47	Reissue
	Treasure of the Sierra Madre	H. Bogart-W. Huston-T. Holt			
	Two Guys From Texas *T	J. Carson-D. Morgan-D. Malone			
621	Two Mrs. Carrolls, The (D)A	H. Bogart-B. Stanwyck-A. Smith	99	5/24/47	b4/5/47
	Unfaithful, The	A. Sheridan-Z. Scott-L. Ayres			
	Unsuspected, The	Joan Caulfield-Claude Rains			
	Voice of the Turtle	R. Reagan-E. Parker-E. Arden			
	Wallflower	Robert Hutton-Joyce Reynolds			
	Whiplash	D. Clark-A. Smith-S. Z. Sakall			
	Woman in White, The	A. Smith-E. Parker-S. Greenstreet			

BRITISH PRODUCT (U. S. Distribution Not Set)

	Beware of Pity (D)A	Lilli Palmer-Albert Lieven	105	Rank	b6/29/46
	Carnival (D)A	Sally Gray-Michael Wilding	93	Rank	b10/26/46
	Green Fingers (D)A	Robert Beaty-Carol Raye	85	ABPC	b10/26/46
	Green for Danger (My)A	Sally Gray-Trevor Howard	91	Rank	b12/14/46
	Hue and Cry (D)F	Alastair Sim-Valerie White	82	Rank	b2/22/47
	Hungry Hill (D)A	Margaret Lockwood-Dennis Price	109		b1/18/47
	Laughing Lady *T (M)F	Anne Zeigler-Webster Booth	90	ABPC	b10/26/46
	Men of Two Worlds *T (D)A	Phyllis Calvert-Eric Portman	109	Rank	b7/27/46
	Nicholas Nickelby (D)F	Cedric Hardwicke-Sally Howes	105	Rank	b3/22/47
	Root of All Evil (D)A	Phyllis Calvert-Michael Rennie	110	Rank	b2/22/47
	School for Secrets (D)F	Ralph Richardson-Pamela Matthews	108	Rank	b11/16/46
	While the Sun Shines (C)A	Barbara White-Ronald Howard	89	ABPC	b2/8/47

MISCELLANEOUS

	A Dairy for Timothy (Doc)F	Documentary	40	Eng. Films	b12/28/46
	Adventure For Two (D)F	Laurence Olivier-Penelope Ward	89		b12/22/45
	Angel and Sinner (D)A	Micheline Preslie-Louis Salou	86	A.F.E.	b3/1/47
	A Yank in Rome (D)F	Valentina Cortese-Leo Dale	97	Film Rights	b3/22/47
	Battle for Music (Doc)F	London Philharmonic	74	Four Conts	b10/30/45
	Before Him All Rome Trembled (D-M)A	Anna Magnani-Gina Sinimberghi	105	Superfilm	b3/1/47
	Bellman, The (D)A	Lucien Coedel-Fernand Ledoux	95	Mage	b4/5/47
	Carmen (D)A	Viviane Romance-Jean Marais	101	Superfilm	b12/7/46
	Clandestine (D)A	Constant Remy-Suzy Carrier	89	W. Hem.	b1/18/47
	Devil's Hand, The (D)A	Pierre Fresnay-Josseline Gael	80		b11/16/46
	Francis the First (C)A	Fernandel-Mona Goya	90	Vog Films	b1/25/47
	Ivan the Terrible (D)A	N. Cherkassov-L. Tselikovskaya	96	Artkino	b3/15/47
	Journey Together (D)F	Ed. G. Robinson-Bessie Love	80	Eng. Films	b3/9/46
	Laughing Lady *T (M)F	Anne Zeigler-Clifford Booth	90		b10/26/46
	Love on the Dole (D)A	Deborah Kerr-Clifford Evans	89	Four Conts	b10/20/45
	Les Miserables (D)A	Henry Baur-Charles Dullin	193	Dis. Films	b12/21/46
	Man from Morocco, The (D)F	Anton Walbrook-Margaretta Scott	89	Eng. Films	b11/30/46
	Nicholas Nickelby (C-D)F	Derek Bond-Sir Cedric Hardwicke	105	Univ.	b3/22/47
	Queen for a Night (O)A	Gurlie Lemon Bernhard-G. Bjoerling	89	Saga Films	b1/4/47
	Raider, The *T (Wa)F	Documentary	70		b10/5/46
	Resistance (D)A	Lucien Coedel-Yvonne Gaudeau	80	VOG	b7/6/46
	St. Francis of Assisi (D)F	Jose Luis Jimenez-Alicia DePhillips	119	Simplex	b4/5/47
	School for Danger (Doc)F	Capt. H. Ree-J. Nearne	60	Eng. Films	b2/22/47
	The Story of the Pope (Doc.)F	Documentary	60	ChapFilms	b12/21/46
	Swing, Cowboy, Swing (W-M)F	C. Shrum-D. Weston-A. Lee	57	Westernair	b9/7/46
	Temptation Harbour (D)A	Robert Newton-Simone Simon	110	Pathe	b3/29/47
	Welldigger's Daughter, The (C)A	Raimu-Fernandel	122	Siritsky	b10/5/46
	White Cradle Inn (D)F	M. Carroll-I. Hunter-M. Rennie	83	Br. Lion	b3/29/47

NATIONAL REVIEWING COMMITTEES' CLASSIFICATIONS

BLAZE OF NOON (Para.)

[illegible]

TIME OUT OF MIND (Univ.)

[illegible]

Clubs.

THAT BRENNAN GIRL (Rep.)

[illegible]

I COVER BIG TOWN (Para.)

[illegible]

of Decency.

[illegible] of Women's Clubs.

CARNEGIE HALL (UA)

CLASS A—SEC. I—National Legion of Decency.

FAMILY—Gen. Federation of Women's Clubs.

The authorities quoted in this column are as follows:

GENERAL FEDERATION OF WOMEN'S CLUBS. The motion picture committee is headed by Mrs. Arretus F. Burt, chairman, of St. Louis. Two reviewing committees are maintained—Mrs. Harry Lilly, New York, Eastern Committee chairman; Mrs. John Sterns Thayer, Los Angeles, Western Committee chairman. Designations used: FAMILY—8 years and up; MATURE FAMILY—14 years and up; ADULTS—Senior High School Students and Adults; **—indicates pictures is rated as "Exceptional."

NATIONAL BOARD OF REVIEW: Founded in 1909 "to represent the interest of the motion picture public." The reviewing committee consists of some 300 men and women of all ages, "representing a cross-section of public taste." Designations used: FAMILY—14 years of age and up (recommendations for age groups under 14 are by Schools M. P. Committee of the National Board); MATURE—18 years old up; *—indicates picture "especially worth seeing."

NATIONAL LEGION OF DECENCY: Committee of International Federation of Catholic Alumnae reviews pictures and publishes its classifications for guidance of members of the Legion—composed of those members of the Catholic Church who join the Legion. Designations used: Class A—Section I — Unobjectionable for General Patronage: Class A—Section II—Unobjectionable for Adults: Class B—Objectionable in Part: Class C—Condemned.

SHORT Booking GUIDE

Short subjects are listed by series under headings of companies distributing them. Numerals in parenthesis following series title indicate number of releases in that group announced for, or sold for, the season. Numerals at left of titles is production or release number. Films reviewed are indicated by reviewers' ratings following titles. Third column gives running time of the subject and final column refers to date on which review of the subject was published.

COLUMBIA
1946-'47

ALL-STAR COMEDIES (10)

8431 Society Mugs .....Fair ..... 16 ..12/28/46
8432 So's Your Antenna.....Juvenile ..... 17 ..11/18/46
8433 Slappily Married .....Nonsense ..... 16½..12/ 7/46
8434 Moron Than Off.....Fair ..... 18 .. 2/ 8/47
8435 Andy Plays Hookey....Fair ..... 18 .. 3/15/47
8436 Meet Mr. Mischief..... 17½.....
8437 Scooper Dooper ..... 18 .....
8438 The Good Bad Egg..... 17 .....
8439 Bride and Gloom..... 16 .....

ASSORTED 2-REEL COMEDIES (6)

8421 Pardon My Terror..... 16½.....
8422 Honeymoon Blues .....Dull ..... 17 ..11/16/46
8423 Reno-vated ..... 17 .....
8424 Hot Heir .....Funny ..... 18 .. 4/ 5/47
8425 Cupid Goes Nuts.....

THREE STOOGES COMEDIES (10)

8401 G. I. Wanna Home..... 15½.....
8402 Rhythm and Weep.....Fair ..... 17½..11/ 2/46
8403 Three Little Pirates....Funny ..... 18 ..3/15/47
8404 Half-Wit's Holiday ....Funny ..... 17½.. 3/29/47
8405 Fright Night ..... 17 .....
8406 Out West ..... 17½.....

COLOR RHAPSODIES—Technicolor (10)

8501 Loco Lobo .....Cute ..... 6 ..12/ 7/46
8502 Cockatoos for Two..... 6 .....
8503 Big House Blues..... 7 .....

COLOR PHANTASIES (12)

8701 Fowl Brawl .....Funny ..... 6 .. 4/ 5/47
8702 Uncultured Vulture ..... 6 .....
8704 Leave Us Chase It..... 6 .....
8703 Wacky Quacky ..... 6 .....

COMMUNITY SINGS (12)

8651 No. 1 (Leibert) The Gypsy ..... 9½.....
8652 No. 2 (Bakers) It's a Pity to Say Goodnight Entertaining ... 10½..11/ 2/46
8653 No. 3 (Leibert) Surrender .....Good ..... 10½..11/16/46
8654 No. 4 (Baker) Pretending .....
8655 No. 5 (Leibert) Rumors Are Flying...Singable ..... 9½.. 3/15/47
8656 No. 6 (Baker) Ole Buttermilk Sky ..... 10 .....
8657 No. 7 (Leibert) The Coffee Song & Open the Door, Richard .....
8658 No. 8 (Baker) I'll Close My Eyes.....

THRILLS OF MUSIC (12)

8951 Jerry Wald & Orch..... 10 .....
8952 Machito & Orch.....Good ..... 10½..11/16/46
8953 Les Elgart & Orch.....Fair ..... 10 .. 1/25/47
8954 Ray McKinley & Orch..... 9½.....
8955 Shorty Shereck & Orch..... 8½.....
8956 Buddy Morrow & Orch..... 9½.....
8957 George Towne & Orch.....

SCREEN SNAPSHOTS (12)

8851 No. 1 (Radio Characters)..... 10 .....
8852 No. 2 (Looking Down on Hollywood .....Good ..... 10 ..11/16/46
8853 No. 3 (Rodeo) .....Very Good .... 10 .. 2/ 8/47
8854 No. 4 (Skolsky Party)..... 9½.....
8855 No. 5 (Movie Columnists) .....Interesting .... 9 .. 3/15/47
8856 No. 6 (Behind the Mike) .....Fair ..... 9 .. 3/29/47
8857 No. 7 (Holiday in Las Vegas) ..... 10 .....
8858 No. 8 My Pal Ringeye (Smiley Burnette) ..... 10 .....

SPORTS REELS (12)

8801 Army Football Champions.Excellent ..... 11 ..11/ 2/46
8802 Ten Pin Magic .....Fair ..... 10 ..11/16/46
8803 Hi-Li .....Interesting ..... 9½..12/28/46
8804 Best in Show (Dogs)..... 9 .....
8805 Polo .....
8806 Cue Tricks .....
8807 Tennis Wizards .....
8808 Goofy Golf .....

SERIALS

8120 Son of the Guardsmen.....15 Chaps. 26 .10/26/46
8140 Jack Armstrong .....15 Chap. 20-25.. 3/ 1/47

METRO-GOLDWYN-MAYER
1946-'47

MGM TECHNICOLOR CARTOONS (16)

W-831 Henpecked Hoboes .....
W-832 Cat Fishin' ..... 8 .....

PETE SMITH SPECIALTIES (10)

S-851 Football Thrills of 1945..... 10 .....
S-852 Sure Cures .....Excellent ..... 10 ..10/ 5/46
S-853 I Love My Husband But.....
S-854 Playing By Ear.....
S-855 Athletiquiz .....
S-856 Diamond Demon .....Amazing ..... 10 .. 3/ 1/46
S-857 Early Sports Quiz..... 9 .....

TWO REEL SPECIALS (4)

A-801 Luckiest Guy in the World .....

PASSING PARADE (6)

K-871 A Really Important Person .....

TRAVELTALKS

T-811 Glimpses of California.....
T-812 Calling on Costa Rica..... 10 .....

TOM & JERRY CARTOONS

W-833 Part Time Pal..... 8 .....

PARAMOUNT
1946-'47

NOVELTOONS—Technicolor (65)

P6-1 Spree for All .....Good Start .... 7 ..10/26/46
P6-2 Stupidstitious Cat .....
P6-3 Enchanted Square .....

PACEMAKERS (6)

K6-1 Brooklyn I Love You....Superb ..... 10 ..10/26/46
K6-2 Love in Tune.....Different ..... 9½..11/16/46
K6-3 Radio, Take It Away....Swell Satire ... 11 .. 3/ 1/47
K6-4 Try and Catch Me..... 9 .....

POPULAR SCIENCE—Magnacolor (6)

J6-1 No. 1 .....Average ..... 11 ..11/16/46
J6-2 The Sponge Divers.....Fair ..... 11 .. 1/25/46
J6-3 Air-Borne Pastures .....Good ..... 11 .. 2/ 8/47
J6-4 Marine Miracles .....

SPORTLIGHTS (10)

R6-1 Race Horses Are Born...Good ..... 9 ..10/26/46
R6-2 Dive-Hi Champs .....Good ..... 10 ..11/16/46
R6-3 Queen of the Court.....Very Good .... 10 .. 1/25/46
R6-4 Like Father—Like Son...Interesting .... 10 .. 1/25/46
R6-5 Jumping Jacks .....Excellent ..... 9½.. 3/15/47
R6-6 Selling the Sun.....Excellent ..... 10 .. 2/ 8/47
R6-7 Under White Sails..... 9 .....
R6-8 Iced Lightning .....

UNUSUAL OCCUPATIONS—Magnacolor (6)

L6-1 No. 1 .....Average ..... 10 ..11/16/46
L6-2 Swedish Glass Makers....Interesting .... 10 .. 2/ 5/47
L6-3 G.I. Hobbies ..... 11 .....

SPEAKING OF ANIMALS (6)

Y6-1 Stork Crazy .....Very Good .... 10 .. 1/25/47
Y6-2 Pooch Parade .....Good ..... 10 .. 1/25/47
Y6-3 Country Life ..... 9 .....
Y6-4 They're Not So Dumb..... 8 .....

MUSICAL PARADES (6)

FF6-1 Sweet and Low..... 19 .....

GEORGE PAL PUPPETOONS—Technicolor (6)

U6-1 Wilbur the Lion..... 9 .....

POPEYE (6)

E6-1 Abusement Park ..... 7 .....

TWO REEL SPECIAL

37 Two Decades of History..... 22½.....

LITTLE LULU

D6-1 Loose in the Caboose.....

RKO RADIO
1946-'47

EDGAR KENNEDY (6)

73401 I'll Build It Myself.....Hilarious ..... 15 ..10/26/46
73402 Do Or Diet.....Good ..... 18 .. 3/15/47

FLICKER FLASHBACKS (8)

74201 No. 1 .....Excellent ..... 9 ..10/25/46
74202 No. 2 .....Good ..... 9 ..11/16/46
74203 No. 3 ..... 8 .....
74204 No. 4 ..... 10 .....
74205 No. 5 ..... 8 .....

RAY WHITLEY MUSICALS (4)

73501 Bar Buckaroo ..... 16 .....
73502 Cupid Rides the Range..... 18 .....
73503 Bandits and Ballads..... 17 .....
73504 A Buckaroo Broadcast..... 18 .....

SPORTSCOPES (13)

74301 Skating Lady .....Smooth ..... 8 ..10/26/46
74302 Hall Notre Dame..... 9 .....
74303 Bowling Fever .....Fair ..... 8 ..12/26/46
74304 Kentucky Basketeers ....Excellent ..... 8 .. 1/25/46
74305 College Climbers ..... 8 .....
74306 Ski Champion .....Excellent ..... 8 .. 3/15/47
74307 Ice Skippers ..... 8 .....

THIS IS AMERICA (13)

73101 Beauty for Sale.....Interesting .... 17 ..12/ 7/46
73102 Germany Today .....Informative ... 16 .. 1/25/46
73103 A Nation Is Born..... 20 .....
73104 Campus Boom .....Timely ..... 16 .. 3/15/47
73105 San Francisco—Pacific Gateway .....Excellent ..... 16 .. 3/22/47

MUSICAL FEATURETTES (4)

73201 Melody Time .....Very Good .... 18 .. 1/25/47
73202 Follow That Music..... 18 .....

SPECIAL

73901 Football Highlights of 1946 ..... 20 .....

LEON ERROL

73701 Borrowed Blonde .....Fair ..... 15 .. 3/29/47
73702 Wife Tames Wolf..... 17 .....

WALT DISNEY

64116 Rescue Dog ..... 7 .....
64118 Figaro and Frankie.....Good ..... 7 .. 3/29/47

20th CENTURY-FOX
1946-'47

MOVIETONE ADVENTURES—Technicolor (12)

7201 Fantasy of Siam .....Excellent ..... 8 .. 2/ 8/47
7202 Royalty of the Range....Interesting .... 9 .. 3/29/47
7203 Harvest of the Sea.....Interesting .... 9 .. 3/29/47
7251 Sons of Courage..... 8 .....
7252 Jamaica .....Excellent ..... 8 ..10/26/46
7253 Historic Capetown .....Excellent ..... 8 .. 9/21/46
7254 Girls and Gags..... 8 .....
7255 The Cape of Good Hope.....
7256 Zululand .....Interesting .... 8 .. 3/29/47
7257 Gardens of the Sea.....
7258 Romance of the Fjords.....
7259 Sweden .....

SPORTS REVIEWS—Technicolor (6)

7301 Football Fanfare .....Good ..... 8 .. 3/14/46
7302 Style of the Stars.....Good ..... 10 .. 3/29/47
7303 Tanbark Champion .....
7304 Riding the Winds.....
7351 Winter Holiday .....Good ..... 8 .. 9/21/46
7352 Summer Trails .....Beautiful ..... 8 .. 1/25/46
7353 Playtime's Journey ..... 8 .....

TERRYTOONS—Technicolor (20)

7501 Winning the West.....Good ..... 7 .. 9/14/46
7502 The Tortoise Wins Again.Good ..... 7 .. 8/17/46
7503 The Eltctronic Mouse Trap .....Very Good .... 7 .. 2/ 8/47
7504 The Jail Break.....Fine ..... 7 ..10/ 5/46
7505 The Snow Man..... 7 .....
7506 The Housing Problem....Funny ..... 7 .. 9/21/46
7507 The Crockpot King.....Wonderful .... 7 .. 1/25/46
7508 The Uninvited Pests..... 7 .....
7509 Mighty Mouse and the Hep Cat .....Very Good .... 7 .. 1/25/47
7510 Beanstalk Jack ..... 7 .....
7511 Crying Wolf ..... 7 .....
7512 McDougal's Rest Farm..Very Funny ... 7 .. 3/28/47
7513 Dead End Cats..... 7 .....
7514 Happy Go Lucky..... 7 .....
7515 Mexican Baseball ..... 7 .....
7516 Aladdin's Lamp ..... 7 .....
7517 Cat Trouble ..... 7 .....
7518 Sky Is Falling..... 7 .....
7519 The Intruder ..... 7 .....
7520 Mighty Mouse Meets Deadeye Dick ..... 7 .....

MARCH OF TIME (13)

1 Is Everybody Happy ..... 18 .....
2 World Food Problem....Excellent ..... 17 ..10/ 5/46
3 The Soviets' Neighbor...Revealing .... 18 ..11/ 2/46
4 The American Cop.....Good ..... 18 ..12/8/46
5 Nobody's Children .....Excellent ..... 17 ..12/28/46
6 Germany—Handle With Care .....Excellent ..... 19 .. 2/ 8/47
7 Fashion Means Business.Excelent ..... 17½.. 3/ 1/47

DRIBBLE PUSS PARADE

7901 Monkey-Tone News ....Amusing ..... 9 .. 2/ 8/47
7951 Fisherman's Nightmare .Entertaining .. 8 .. 3/15/47

UNITED ARTISTS
1946-'47

DAFFY DITTIES

Choo Choo Amigo.....Excellent ..... 8 .. 8/ 7/46
The Lady Said No..... 8 .....
Pepito's Serenade ..... 7½.....

MUSICOLORS (7)

Tescata and Fugue.....Intriguing .... 10 ..10/28/46

UNIVERSAL

1946-'47

NAME BAND MUSICALS (13)

2301	Frontier Frolic	Good	15	12/28/46
2302	Champaigne Music	Good	15	1/25/47
2303	Tumbleweed Tempos	Very Good	15	12/28/47
2304	Moonlight Melodies	Excellent	15	12/28/46
2304	Moonlight Melodies		15	
2305	Tex Beneke & the Glenn Miller Orch.		15	
2306	Melody Maestro		15	

SING AND BE HAPPY (8)

2381	A Bit of Blarney	Good	11	10/12/46
2382	The Singing Barbers		10	

TECHNICOLOR CARTUNES (13)

2321	Fair Weather Fiends	Funny	7	12/28/46
2322	The Wacky Weed	Good	7	12/28/46
	Musical Miniatures			
	Well Oiled			
	Overture to William Tell			

THE ANSWER MAN (8)

2391	No. 1	Interesting	10	10/26/46
2392	Nature's Atom Bomb	Interesting	10	12/28/46
2393	The Jungle Gangster		10	

VARIETY VIEWS (8)

2341	Bear Facts		9	
2342	Pelican Pranks			
2343	Wild West Chimp			

JUVENILE JURY SERIES (8)

2361	Juvenile Jury No. 1		10	

SERIALS (1)

Mysterious Mr. M.

VITAPHONE-WARNER BROS.

1946-'47

BLUE RIBBON CARTOONS—Technicolor (18)

3301	Fox Pep		7	
3302	Wacky Worm		7	
3303	You're an Education		7	
3304	Have You Got Any Castles		7	
3305	Pigs is Pigs		7	

FEATURETTES (6)

3101	Okay for Sound	A Stunner	20	7/23/46
3102	Minstrel Days		20	
3103	Alice in Movieland		20	
3104	Dog in the Orchard		20	
3105	Keystone Hotel		18	

MELODY MASTERS (6)

3601	Desi Arnaz & Orch.		18	
3602	Melody of Youth	Very Good	10	3/ 1/47
3603	Big Time Review	Fair	10	3/29/47
3604	Stan Kenton & Orch.	Fair	10	4/ 5/47

MERRIE MELODIES—Technicolor (20)

2701	Kitty Kornered	All Right	7	7/28/46
2702	Hollywood Daffy	Very Good	7	8/ 3/46
2703	Eager Beaver	Very Good	7	8/14/46
2704	Great Piggy Bank Robbery	Good	7	9/14/46
2705	Bacall to Arms	Novel	7	9/14/46
2706	Of Thee I Sting	Very Good	7	9/ 7/46
2707	Walky Talky Hawky	Excellent	7	9/ 7/46
2708	Fair and Wormer	Fast	7	10/12/46
2709	Mousemerized Cat	Fair	7	11/18/46
2710	Mouse Menace	Good	7	12/28/46
2711	Roughly Squeking		7	
2712	One Meat Brawl		7	
2713	Goffy Gophers		7	
2714	Gay Antics		7	
2715	Scent-imental Over You		7	

SPORTS PARADE—Technicolor (13)

3501	King of the Everglades		10	
3502	Lazy Hunter	Good	10	11/16/46
3503	Battle of Champs		10	
3504	American Sports Album	Interesting	10	4/ 5/47
3505	Let's Go Swimming	Good	10	3/ 1/47

TECHNICOLOR ADVENTURES (6)

3801	Star Spangled City	Excellent	10	11/16/46
3802	Rubber River	Fair	10	12/28/46

TECHNICOLOR SPECIALS (8)

3001	Cinderella's Feller		20	
3002	The Last Bomb	Tremendous	20	9/21/46
3003	A Boy and His Dog		20	
3004	Saddle Up		16	

VITAPHONE VARIETIES (6)

3401	So You Want to Keep Your Hair	Fair	10	12/28/46
3402	So You Want to Play the Horses	Funny	10	11/ 2/46
3403	So You Think You're a Nervous Wreck	Fair	10	3/29/47

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CINEKODAK SPECIAL CAMERA, Fl. 9 lens, like new, $495.00; with wide angle, telephoto lens, case, $695.00; New Bell & Howell Sound Printers, $3250.00; Mitchell Animation Camera, $985.00; Fresnellit Studio Spots, 2000W, $67.50; New Mitchell 24V Motors, $295.00; Neumade 16-mm. Automatic Film Cleaners, $135.00; BH Eyemo Motorized Cameras, 3 speeds, 2″ lens, 24V motor, case, $295.00; New 35-mm. Film Phonographs, $795.00. Send for latest Bulletin STURELAB. S.O.S. Cinema Supply Corporation, 449 West 42nd Street, New York 18.

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SHOWMEN'S TRADE REVIEW

THE SERVICE PAPER OF THE MOTION PICTURE INDUSTRY

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Vol. 46 No. 16

APRIL 19, 1947

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CHARLES E. 'CHICK' LEWIS
Editor and Publisher

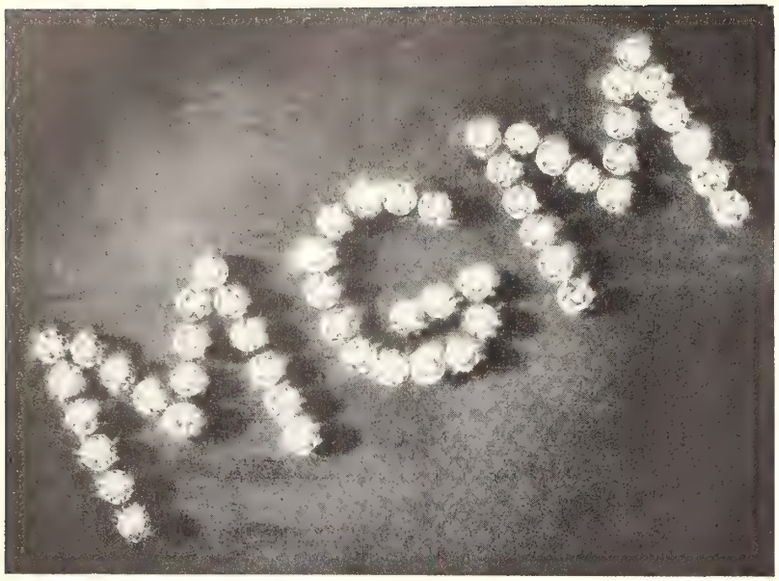


Sol Lesser (See Page 8

U. S. Won't Use Suit Threat as Decree Lash
See Page 7

Studios Said Making Suitable Child Films
(See Page 7)

APR 21 1947



THESE ARE REAL DIAMONDS!

After seeing some of the future M-G-M productions nearing completion at the Studio we decided the only adequate way to display the M-G-M name (*above*) was in genuine diamonds. Like the jewels in the photo, the subjects on this page are priceless gems destined to attract millions of fans and their dollars to the box-offices of America. Be sure yours is one of them!



"SUMMER HOLIDAY" (*Technicolor*)—Perfect blending of song and story in a Big Attraction! Mickey Rooney, Gloria DeHaven, Walter Huston, Frank Morgan, "Butch" Jenkins, Marilyn Maxwell, Agnes Moorehead, Selena Royle.



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"THIS TIME FOR KEEPS" (*Technicolor*)—Merry, romantic, melodic, spectacular. Esther Williams, Lauritz Melchior, Jimmy Durante, Johnnie Johnston, Xavier Cugat and orchestra, Dame May Whitty, Sharon McManus.



"GREEN DOLPHIN STREET"—Prize novel, best-seller, exciting, swash-buckling, romantic. Lana Turner, Van Heflin, Donna Reed, Richard Hart, Frank Morgan, Edmund Gwenn, Dame May Whitty, Reginald Owen, Gladys Cooper.



"HIGH BARBAREE"—Thrilling romance by the authors of "Mutiny on the Bounty". Van Johnson, June Allyson, Thomas Mitchell, Marilyn Maxwell, Henry Hull, Claude Jarman, Jr.



"THE BIRDS AND THE BEES" (*Technicolor*)—By popular demand in a Big musical romance following her triumphant singing tour, Jeanette MacDonald co-starred with Jose Iturbi, Jack Powell and Edward Arnold, Harry Davenport

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THE STB EDITORIAL PAGE

Getting Unanimous

It wasn't so many years ago that some industry executives asked us if we were running out of editorial ideas and always falling back on the cry for more and better showmanship, exploitation and the good, old-fashioned ballyhoo.

In the intervening years we have sat by and read statements and speeches by a continuous procession of these same executives calling for the same thing we have been writing about.

Latest to join the parade is Bill Scully who delivered an unusually effective talk on this very important subject before his company's field forces assembled in New York. Although he used his best Dale Carnegie style, we read between the lines and found that Bill, too, wanted to see some of that fine showmanship that helped to build this industry into the gigantic business it is today.

Theatremen, independent and circuit alike, could well afford to read and re-read Scully's talk. I am sure copies of it are available from his office. And after you read it, go out and do yourself a terrific show-selling job with all of the trimmings that made you an honest-to-goodness showman and one worthy of the title.

Maybe smart showmanship won't bring back the boom business, but you can bet your bottom dollar that it will help keep your attendance figures at a profit.

▲ ▲ ▲

New Haven Variety Club

In New Haven this week some eighty men from all branches of the industry gathered at the Taft Hotel to participate in their induction into the Variety Clubs International.

To this writer it was like a home-coming celebration, because we operated theatres in that territory many years ago and a great many of the industry people we did business with then are still active.

We want to thank Barney Pitkin, Herman Levy, George Wilkinson, Harry Shaw and all the others for their swell hospitality. It was a grand evening.

▲ ▲ ▲

The Chaplin Picture

It will be most interesting to note the public response and reaction to the new Chaplin picture. For so many years his name on a marquee was positive insurance of a full house for most every performance.

But a lot of years have gone by since his last picture and during that time a lot of new personalities have come up into the high attendance brackets.

Many factors are involved. His pulling power; acceptance by the movie-going public of a characterization far removed from the baggy-pants comic of yesteryear; theme of this story; careful advance selling of the picture, the star and the story by the producer as well as the exhibitor.

▲ ▲ ▲

Kiddie Matinees

Coming back in a rush is the former profitable Kiddie Matinee shows which over a period of years had been built to good proportions and returns.

Like a lot of other things, the kiddie show was a war casualty in thousands of towns and cities, because adult business was plenty brisk without the added work necessary for this type of presentation.

But many theatres are going back to this extra effort and in a wide variety of shows ranging from the added specialties to attract the kids up to an entirely juvenile program running twice during the Saturday afternoon period with the regular show starting late afternoon or early evening.

We haven't found out whether any of the theatres are giving away souvenirs or other gags and gadgets but it is our guess that a well-planned and well-rounded program will do more to attract the youngsters than the type junk that may be offered as an inducement to them. However, that's a local problem for the individual theatreman to decide for himself.

▲ ▲ ▲

Motion Picture Foundation

It is gratifying to note the increasing interest in the Motion Picture Foundation plan as various regional organizations are set up and regional trustees are elected or appointed at exchange area meetings.

Leonard Goldenson has earned the gratitude of the industry for the tough job he has been handling so effiiciently and to him should go no small measure of credit for the organization of the Foundation into an active body.

Theatremen, in particular, should acquaint their employes with the aims and purposes of this great movement because it will give every person working in the industry the necessary feeling of security and confidence so essential to a well functioning industry.

—"CHICK" LEWIS

WHAT'S NEWS

In the Film Industry This Week

GENERAL—Parents, teachers and communities should guide their children in picking and judging movies, Mrs. Ruth B. Hedges, state motion picture chairman of the California Congress of Parents and Teachers, declared this week in an address which stated that at least 50 pictures had been made last year suited for kids in the eight-to-12-year age group and that many more had been made for the entire family.

Mrs. Hedges' defense of the industry was echoed in—from all places—Washington where six-foot, booming-voiced Rep. Edward F. Hebert (Dem., La.) took the floor to praise "The Best Years of Our Lives" and suggest that it be "required seeing" for all Americans.

Yet lest this pretty picture of people saying nice things about the movies be too good to be believed, Rep. Richard Nixon (R., Calif.) a member of the House un-American Affairs Committee, charged that "veiled" pro-Communist sequences and dialogue are being "maneuvered" into some American films. The Congressman could not name any such pictures. His charge came as he hailed the announcement 20th-Fox would produce "The Iron Curtain" which looks like it may cause a minor war in the industry over the question, "Who's got the title?"

* * *

EXHIBITION—Sol Lesser, who left exhibition to be a producer, plans to stay in production but to open a chain of Pacific Coast theatres to boot. (P. 8); Syndicate Theatres which runs nine houses in Indiana is going into the radio business at Columbus, Ind., with a new station whose operation has been authorized by the FCC. Trueman T. Rembusch is a stockholder; J. P. Finneran is president; Grace Handley, vice-president.

Loew's which has been operating the Times Square Mayfair for years as a subsequent-run house, leased it for five years to Harry Brandt; out in Cape Girardeau where the Esquire charged a film monopoly prevented it from operating regularly, the rival Rialto came to the defense of both their opposition—Fox-Midwestern—with a newspaper ad saying they were "fair competition," and, happy day, word from Washington clearly indicated that it's going to be easier—not too easy, but easier—to build a theatre under the new Government policy.

Harold Mirisch, who used to book for RKO Theatres, will form a partnership with Arthur Steel, an independent exhibitor, to start a national circuit of independent houses in towns with a population of 250,000 or more.

Warner Bros., started this week to book its reissued "Sea Hawk" and "Sea Wolf" as double bills in 66 houses across the United States.

A more flexible system in selecting films for the Children's Film Library was outlined at a luncheon at the Harvard Club Thursday by the Motion Picture Association. First, the pictures selected for the Library will be picked by a jury of children from eight to 12 years, selected from schools. (Past experience shows that children do not agree with the pictures Mama would like them to see on a one to three count). Also, managers will be advised that if they have a suitable current picture for children which is not in the library, to use it or, if the kids prefer, to run an all-cartoon show. To date Warner Bros., and Paramount-partner circuits have gone strongest for kid shows, with RKO and Loew following and independents everywhere taking up the idea. MPA is pushing it because of "child show" legislation which has made itself felt this year.

* * *

LEGISLATION—The solons were winding up in other sections this week with Colorado adjourning without any action on the state censor bill and Iowa getting ready to quit with no apparent action against motion pictures. California was in a dither over an act authorizing counties with a population of one million or more to contract with individuals to furnish concerts, drama, opera, etc., for which admission could be charged and considered this "more competition."

Maryland provided a grade A headache with a bill there which would require all films to be shown in Frederick County, outside of Baltimore, on Saturdays to be approved by the censors as suitable for children, and provides that no others shall be shown. Payoff is that since censor board has advised authorities it has no power to classify pictures, the bill, if not vetoed, will practically close Saturday shows in that one county.

* * *

LABOR—The Conference of Studio Unions front, which has seemed to be cracking for some weeks now, appeared a little less solid this week when it developed that the Painters Unions, of which CSU President Herbert K. Sorrell is business agent, had to fine 18 studio painters a total of $227,100 for . . . crossing picket lines.

Back in California exhibitors faced a 15-cent an hour wage increase for women as the result of the new minimum wage order issued for women which brings the minimum to 65 cents. Theatres had been paying 50 cents for regularly employed female help. In Chicago, the projectionists union there paid the Schoenstadt circuit $500 damages for neglect on the part of one of its members which prevented the house from completing the show. The union also ordered the projectionist in question to stand trial for charges of drunkenness.

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The News Spotlight



MAJ. GEN. EDWARD P. CURTIS of Eastman Kodak . . . he's leading the motion picture industry team in its $400,000 quota, part of a drive to raise $2,590,000 for the Edison Foundation.



BORIS MORROS . . . the boat he took to England got stuck in the mud, but plans for his English opening of "Carnegie Hall" didn't. In America the picture tees off in New York on May 2 at two theatres.



LOREN RYDER . . . he'll preside at the semi-annual convention of the Society of Motion Picture Engineers in Chicago, April 21-25 at the Drake Hotel.

NATIONAL NEWSREEL

See New Competition in Proposed California Law

California exhibitors this week saw added competition in the proposal before their state legislature which, if passed, would have the practical effect of permitting counties with a population of one million or more to enter show business.

The bill, proposed by Laughlin E. Waters of Los Angeles and Willard M. Huyck of Beverly Hills, would be effective for five years and would permit counties meeting the population requirement to contract with individuals or firms to furnish opera, symphony concerts, dramatic shows, or other forms of entertainment for which counties could charge admission. Organized exhibition opposition was expected.

The Record

Elsewhere the record read this week:

Colorado: The legislature closed without passing a censor bill.

Iowa—The legislature is getting ready to quit and may do so by April 21 or April 22. Exhibitors fared well here with no restrictive legislation passing, though several such measures were adopted and died. Among these were bills to establish new building regulations, to license film exchanges and to establish a state censorship board. The House passed a resolution asking Hollywood producers to delete drinking scenes, but the Senate tossed it aside.

Ohio—Exhibitors were seeking here to get theatres included in the Kowalk bill which extended the number of hours women could work in industry. The bill passed the House but a Senate amendment limited theatres to employing girls of 16 to 17 up to 6 P. M. Other industries may work them two nights a week until 9:30 P. M.

Missouri—The legislative front here was quiet with informed sources believing that efforts to get a proposed new building code to be made applicable to theatres already built, would not be successful.

While the bill would not greatly affect the larger cities such as St. Louis, Kansas City and St. Joseph, it would raise the standards of smaller communities.

Jersey Jitters

New Jersey—The doubt which existed last week as to whether or not the bill authorizing fourth class cities and up in the seacoast counties of New Jersey to levy a 10 per cent amusement tax would be enacted was dispelled this week as it was reported that both Houses had adopted the bill.

The Federation of New Jersey Theatres, faced with this situation, was carrying out its original plan to ask Governor Alfred E. Driscoll to veto the bill. If the Governor does not veto it, fourth-class cities and up in Monmouth, Atlantic, Ocean and Cape May counties may adopt the tax if the citizens vote for it in referendum.

Brandt Theatres Acquires The Mayfair from Loew's

Effective May 1, Loew's Inc., will release the Mayfair Theatre in New York's Times Square area to Brandt Theatres which has acquired the 1,735-seat house on a five-year lease and will add it to a chain of 11 other theatres which consists of the Globe, Gotham, Republic, New York, Pix, Selwyn, Apollo, Victory, Times Square, Liberty and Lyric.

Won't Use Suits as Decree Lash

The Department of Justice was reliably reported in Washington, D. C. this week to be contemplating no immediate further anti-trust suit actions against any of the defendants in the decree case now under appeal or against distributing companies who are not at present defendants in the case, and apparently plans no further affirmative action until the Supreme Court decides on the appeals that have been made to it by all defendants and the Government.

However, informed sources in Washington said that if the Supreme Court refused to hear the appeals or if any of the defendants or non-defendants should obviously be acting in such a manner as to make a mockery of the decree while the appeals are pending, the Government may step into court again with new suits. For all practical purposes, though, no such action seems now contemplated by the Department of Justice.

Industry Expects Speed-up in New Theatres as Expeditor Approves 17

A steeped-up theatre-building program was seen in Washington this week as approval by the Office of the Housing Expeditor approved the construction or repair of a total of 17 stands—a record for the past several months.

This was the first list of approvals by the Housing Expeditor's Office since that agency took over building controls from CPA.

Officials told SHOWMEN'S TRADE REVIEW that while there are no present prospects for raising the weekly non-housing allocation above $50,000,000, a more favorable view towards theatres will be taken by the agency. Approval of new theatres are still given within certain limits, but officials said that the number of theatres falling within these categories will be increased.

The biggest single group of new theatres [illegible] veterans. Construction of theatres for this reason were approved in the following cities: Delton, Wisc.; Butler, Mo.; Palm City, Calif.; Arvin, Calif.; Woodbine, Ky.; Zachary, La.; Oakland, Calif.; Pamplico, S. C.; San Diego, Calif.

Other theatres will be approved as "essential community facilities" if they have little impact on the veterans' housing program.

The latest list of approvals for construction or repairs of theatres ranging up to $80,000 were for stands in the following cities: Hope, Arkansas; Belle Glade, Fla.; Lyons, Nebr.; Hailey, Idaho; Uhrichville, Ohio; Walnut Creek, Calif.; Remus, Mich.; Albany, N. Y., and Mart, Texas.

Studios Made 50 Suitable Films for Children in Year

Hollywood made at least 50 pictures suitable for children between the ages of eight and 12 and produced many more within the past year which parent and teacher magazines found suited for the entire family, Mrs. Ruth B. Hedges, state motion picture chairman of the California Congress of Parents and Teachers, told the annual convention of the National Probation Association in San Francisco last Friday.

Mrs. Hedges made a plea with her audience that communities and schools seek to guide their child and teen-age groups into selecting and evaluating films.

Mrs. Hedges mentioned the Motion Picture Association's Children's Library program, which is made up of 28 pictures and includes reissues of special interest to children.

"However," she said, "no matter how many theatres exhibit these children's films, the program is a failure unless it has its audience of children, or if the children still go to adult shows.

Community Responsible

"Here is where a community must take over a large share of the responsibility. There must be a liaison committee functioning between the theatre and the parents, educating parents and publicizing the special program.

"This is not an easy job, since each show must be sold to its audience. The Parent-Teachers Association, the school, the library, the church and the children's club leaders must work everlastingly at it if the children are to have the programs which they deserve. And theatre managers must do the thing they know so well how to do—sell showmanship into the program—because the child has a right to enjoy his own show and to have good fun.

Stress Showmanship

"If an entertaining program is given [illegible] the problem of attendance will take care of itself, especially if the manager learns how to handle children and they like him. We have too long neglected this job of giving children with their very own motion picture programs."

Movies Guiltless

Normal children are not over-stimulated by the movies, Dr. Clarence B. Allen, professor of education at Western Reserve University, told members of the Motion Picture Council of Greater Cleveland last week.

'In 20 years of experience I have never seen a case where either the movies or the radio was responsible for any bad act on the part of a child," said Dr. Allen. "Pressed for a reason, a child my alibi a movie, but this has no basis of fact. Juvenile delinquency is an indication of maladjustment and the cause of maladjustment is the home. Most of it rises from over-protection and a simplification of environment." Dr. Allen added he would prefer a child to see a bad movie rather than no movie at all, because a child learns what is good only by seeing what is bad.

NATIONAL NEWSREEL

'Best' Is a Must, Says Hebert

Declaring that he was mindful of the fact that the motion picture industry had come in for a great deal of Congressional criticism in recent weeks and that when it did something outstanding that also should be recognized, Rep. F. Edward Hebert (pronounced A-bear) of the first Congressional district of New Orleans this week took the floor and spoke at length of the qualities of "The Best Years of Our Lives." According to the Hon. Hebert, it should be "required seeing for every American."

'Little Man' Meets Press in Big Interview; No Communist, Says He

The "Little Man" wasn't simple, or "funny and bad," as a kid once described him. He was suave, urbane, smart, as he met and answered questions of reporters and writers at a mass press interview in New York this week.

Announcement of the interview by United Artists stated that "Charles Chaplin . . . dean of the film industry's stars and producers, had indicated that he will be willing to answer any and all queries which the working press fraternity may wish to have answered."

The "news writers" who gathered outside the richly-draped little ballroom of the Gotham Hotel found that admission was by inspection. A gentleman, who did not identify himself, wanted to see the working press' credentials. Sometimes he was out of luck when the "news writers" didn't have any.

Chaplin, clad simply in a modest business suit, was introduced by Paul Lazarus, Jr., director of advertising and publicity for United Artists. Chaplin opened up by saying:

Fire Away

"If there's any questions anyone wants to ask, fire ahead at this gray head." Whereupon one of the "news writers" present wanted to know if it was true, as reported by Hedda Hopper, that Orson Welles was "burned to a crisp" because he didn't get credit for the story of "Monsieur Verdoux."

Replied Chaplin in an even, well articulated voice:

"Mr. Welles did not write that story." He explained that Welles had come to him with an idea of having him play a part based on the life of the French Bluebeard. "I gave him I think it was $5,000," Chaplin said. "But he never wrote it. . . . I wrote every word of that story."

He then denied that he was a Communist, said that he had had great sympathy for Russia during the war for the heroic part she played. He declared he had never voted, and did not believe in nationalism. He also mentioned that he paid taxes, quite a bit of taxes. About his beliefs he said defining them was a "very difficult thing to do. I think," he said, "you need a guide book. If you step off the curb with your left foot they accuse you of being a red."

Duel in the Room

Chaplin's skill in handling questions came as James W. Fay, editor of *The Catholic War Veteran,* fired a series of questions at him about his war record, his citizenship, etc.

He answered calmly and unruffled. Later he claimed he had assisted in the war effort but that he had not advertised it and that he had not entertained troops in the manner of other showfolk because he thought he was not "very good" at "floorshow" entertainment. It developed that his part in the war effort, as he explained it, consisted of making several speeches in which he advocated the opening of a second front and that his sons had seen action in uniform.

As reporters filed out of the ballroom someone was telling Tom Waller, UA press chief, that Chaplin had acquited himself well and that there had been no reason to be afraid of what might have happened.

That remark suggested a good question: What *did* happen?

Chaplinisms

Quotes from the Chaplin interview follow:

Private Enterprise: "I believe in private enterprise; I don't believe in its abuses."

War: "I think it's rather sad that we're going into another war." As a solution he suggested that all men "over 50 go to war and keep the young men at home."

Economics: "I know we have had one depression and they generally follow wars, excessive prosperity."

Atom Bomb: It "is the most horrible invention."

Patriotism: "I have patriotism. I have participated in this war. I showed it but it was never advertised."

Organize N. Y. Chapter Of MP Foundation Monday

An organization meeting to found the New York State chapter of the Motion Picture Foundation will be held Monday at the Ten Eyck Hotel in Albany, Saul J. Ullman, state chairman said this week. Guest speakers will be Paramount Theatres Vice-President Leonard Goldenson and "Chick" Lewis, editor and publisher of SHOWMEN'S TRADE REVIEW.

Charlotte; Chicago Meet

In Charlotte last Sunday, H. F. Kincey, president of North Carolina Theatres, was elected chairman of the Carolinas' Motion Picture Foundation.

In Chicago Edward G. Zorn, president, United Theatre Owners, Pontica, was chosen chairman of the Illinois chapter and Arthur Schoenstadt of the Shoenstadt circuit was selected trustee at a meeting held at the Blackstone Hotel attended by 70 motion picture executives and labor representatives.

Theatre Takes Ad to Praise Rivals' Fair Competition

The man bit the dog in a big way this week in Cape Girardeau, Mo., when the Rialto Theatre of that city bought newspaper space to tell the public that Fox Midwest was "fair competition."

The Rialto's ad was in answer to an ad by the rival Esquire Theatre (STR, April 12, p. 6) which declared that a "motion picture trust" prevented it from getting sufficient first-run product to remain open continuously and that it would close when it could not get first-runs sooner than play subsequent-runs.

Starting off with inch-high type reading: "Let's Be Good Sports!" the ad continued: "We the Management of your Friendly Rialto Theatre, were amazed at the recent unfair attack on the motion picture industry in general and the management of the Broadway and Orpheum theatres. We believe this statement was unfair and unsportsmanlike. First of all, Cape Girardeau was not a 'closed town' before the Esquire Theatre opened. . . . A 'closed town' in the motion picture industry has meant 'one without competition.' This is not true of Cape Girardeau! When your 'friendly Rialto Theatre opened it was our privilege to select the product we wished to exhibit. Never at any time since we have been opened has the Broadway or Orpheum theatres attempted to take a single reel of film from your . . . Rialto Theatre. Fox-Midwest has been fair competition."

The ad continued to explain what the Rialto conceived to be the case in favor of Fox-Midwest against the Esquire and said that the Rialto had also found the motion picture distributors "just and fair in working with independent theatres."

Young Plans GI Training Program for Eagle-Lion

Robert R. Young, whose Pathe Industries owns Eagle-Lion films, this week announced that the latter company would soon launch an intensive program to train ex-GI's in the motion picture distribution field. The program will be under E-L President Arthur B. Krim and Distribution Vice-President A. W. Schwalberg.

"We feel," Young declared, "that this new plan . . . must inevitably result in bringing to the field an enormous, complement of new brains, new ideas, new talents and enthusiasm. All veterans selected will be given an intensive training program designed to familiarize them with both theoretical and practical aspects . . . of film distribution."

Sol Lesser Plans Theatre Circuit on West Coast

(*See Cover*)

Plans for the organization of Standard Theatres, Inc., a new chain to operate a circuit of west coast theatres with an average seating capacity of 1,500, were announced this week by Motion Picture Producer Sol Lesser.

Lesser said sites had been already acquired in Burbank, Bellfower and Indio while negotiations for other sites in northern and southern California were being negotiated.

The new plans, Lesser said, will not interfere with his production activities in Sol Lesser Productions and Thalia Productions. Lesser originally was an exhibitor whose former houses form part of Fox West Coast.

NATIONAL NEWSREEL

No Theatre Work Threat Is News to Carpenters

Carpenter unions in New York and other American cities had heard nothing late this week of a reported threat by the United Brotherhood of Carpenters and Joiners to pull them off all theatrical construction work on theatres throughout the United States if the Los Angeles Building Trades Council permitted other union members to go ahead with studio construction work on Hollywood lots against which the Conference of Studio Unions was striking.

Threat of such a strike had been made in Los Angeles by Joe Cambiano, international vice-president of the United Brotherhood of Carpenters and Joiners, whose local union in Hollywood is affiliated with the striking CSU. Cambinano had already declared that the carpenters would not work on studio constructions. The threat of a general strike by carpenters on theatre work throughout the country came when the Building Trades Council member unions appeared ready to go ahead with studio construction.

This split in the labor front seems to be widening as far as the CSU is concerned with the Painters Union, Local 644, of which CSU President Herbert K. Sorrell is business agent, fining 18 members a total of $227,100 for cross-in CSU picket lines. The men have 30 days in which to appeal to the international executive board; otherwise they must either pay or face expulsion.

Cut in Popcorn Percentage Rate Spurs Unionization

A cut in the cut they get on popcorn and confectionery concessions this week had obviously spurred managers of Los Angeles theatres into something approaching a united front and indicated that a move toward unionization, which had failed in the past, might again be attempted.

Following a mass meeting of Associated Theatre Managers, it developed that one of the flies in the ointment of lovely relations was an alleged cut of such concession profits by Fox West Coast Theatres from five per cent to four per cent.

Harry Pines, president of the ATM, declared that if a recession should occur, the entire popcorn-candy cut would be taken away and claimed that Los Angeles assistant managers averaged $35 weekly, adding that the ATM was out to boost this amount and improve working conditions.

No Show, Money Back

The "No Show, money back" slogan was played off in a different way this week as the Chicago Operators Union, Local 10, IATSE, announced that it had refunded the Schoenstadt circuit $500 damages and loss of business which was allegedly caused when one of its members failed to complete the show. The operator in question has been suspended from the union pending a hearing of charges that he had been drunk on the job. The theatre, according to Union Business Agent Gene Atkinson, made a claim for damages which the union agreed to pay.

Less Soviet Censorship??

Newsreel circles in New York this week were reluctant to comment on whether they thought Marshal Stalin's comments on censorship indicated that Russia would clamp the lid on again after the peace treaty conferences or that she might ease her restrictions on newspapers and allow American newsreels to keep a staff representative in the Union of Soviet Socialist Republics.

Stalin, in a conversation with Harold E. Stassen, had commented that every time Russia tried to remove censorship she had to put it back because of allegedly unfair reporting. The Marshal, however, did agree with Stassen that the "press, foreign trade and cultural exchanges are spheres where the two systems must find ways of fitting together and improving their relations."

From this remark some sources thought they saw an indication that strict censorship might be relaxed. American newsreels for the first time had two of their cameramen in Russia as part of a pool which will cover the peace conferences for News of the Day, Paramount, Fox Movietone, Universal and Pathe. Up to this time all film out of Russia shown as part of American newsreel footage had been bought from Artkino at $1.50 a foot.

Fox Movietone Service Up to Prewar Coverage; Finding News Is the Rub

Excepting for those countries which are occupied by military forces or where the Iron Curtain shuts it out, Fox Movietone News has built up its postwar service to as near its prewar status as possible or practicable and the problem now is not coverage but finding sufficiently strong pictorial news value, Producer Edmund Reek told SHOWMEN'S TRADE REVIEW this week.

Both Reek and his associates view the present time as excellent for newsreels to resume "oldtime" competition in seeking exclusives and in beating the opposition to the theatre screen. Reek points out that the trend seems to be that way and that pools, which came into existence because of war necessity, have broken up everywhere except in a few localities, among which are South America, Japan-Korea, and the peace conference in Russia.

Where military forces are occupying countries, such as Germany and Austria, no cameramen are yet allowed. However, shots from these areas are obtainable through the United States Army which is producing a reel for civilian use in these occupied countries.

Insofar as Fox Movietone is concerned, Reek said it had faced no great problem in restoring staffs and freelance coverage after the war had ended. Fox Movietone, he pointed out, had a highly developed world-news coverage which in some instances was even more widely spread than some of the press associations. This pattern of coverage, where it was possible, re-established itself in a modified way to meet postwar conditions.

True, there is no office in Berlin and reels are no longer made up in Madrid, but the Movietone News continues to be produced in Paris, Sydney, London and New York and is prepared to resume production in Shanghai when the internal situation of China warrants it.

Also abroad some of the veteran cameramen who served the system before the war have returned to their posts. In the United States freelance cameramen in addition to staff men, have offered no problem since new men, some of whom were trained by the Army and the Navy, have sprung up as replacements.

What the newsreels may try to restore shortly, Reek believed, would be a quicker release date for newsreels. As a result of transportational difficulties during the war, the habit of sending reels or special clips across the country for immediate release to the theatres' screens had to be cut and the newsreel is held up in some instances to three days after it is first ready so as to get some sort of uniform release.

Members of the Fox Movietone staff recall the days in New York when newsreel editors would grab a can of film and rush it to theatres so as to beat the opposition to the screen. Those days, they indicate, may come again.

This is the first of several articles on the newsreels. Coming from—Pathe. THE EDITORS.

Two Newsreel Veterans Cover Moscow Conference

Newsreel cameraman who are covering the peace conferences in Moscow for the American newsreels are veterans Charles Mack and Lewis Cass, both of whom are the first American newsreel cameramen permitted to photograph what they please without being subject to censorship.

Their shots of the arrivals of various delegations, talks by State Secretary Marshall and the diplomatic attendance at the Russian Ballet, have already made the various reels they are serving.

Mack is a News of the Day cameraman selected by the pool who has been covering Washington for the past 13 years and shot most of the White House and other presidential records of the late President Roosevelt. He was also a president of the White House Press Photographers' Association and in his earlier days covered the trans-Atlantic fliers, including Lindbergh.

Cass is a sound man who can double on camera, a plane pilot, and a war correspondent who was assigned to the European theatre. He joined Paramount in 1929 and was connected in the coverage of main stories in and around New York and along the east coast.

Reintroduces Tax

Reintroduction of a municipal ordinance to provide a three per cent city tax on theatres and other amusements was proposed this week by Alderman Clarence Wagner, 14th ward, of Chicago. Alderman Wagner had previously introduced a similar ordinance which was defeated by Mayor Kelly and exhibitors.

NATIONAL NEWSREEL

"The Good Old Days"

Frank Cook, Broke, Cooked Up Movies for Milwaukee

Milwaukee got its first movies going on a business basis as a result of two enterprises going broke.

Screwy? In any other business, yes, but in motion pictures where the ups and downs are fast and furious, it could be ordinary business procedure.

Anyway the old timers in Milwaukee remember how Frank Cook got his start. And Cook remembers it, too. At 82, he's still in show business, not as an exhibitor-owner but as part of Fox-Wisconsin Theatres.

Cook is rounding out more than 72 years in show business which started when he hawked lemon drops in dime museums and worked his way on through the job of "lecturer" to dime museum owner and finally show owner.

Almost Fatal

It was this last job that was almost fatal. He brought a legitimate show to Milwaukee which, as he says, "wasn't too hot." The citizens agreed. By the time Cook had thrown in the towel he had a hotel bill and $300 of debts.

So, being a real showman, he looked around for another enterprise—and found it. Floundering along and ready to go under was an attraction known as Hale's Tourist Car. This consisted of a screen set-up in what appeared to be the observation platform of a train. The cash customers face the screen and flying scenery projected thereon gave the illusion of a train ride.

Cook got Jack Saxe to put up the dough to buy the enterprise and by beating the drum for it in a big way put it on as a money maker which he ran for several weeks before selling it to a gentleman from the south who moved it to Atlanta, Ga.

Leased Store

Then he and Saxe leased an empty store on Second Street and Grand and set up a motion picture house. The house was unique in that it had a very flexible show policy, the length of the performance depending upon the number of standees outside.

When the waiting line got large, the projectionist would get a signal from Cook and immediately trim the show. The customers inside were then ushered out through an exit which gave on a side street and the standees ushered in.

This start led to the two associates opening up the Orpheum, one of the city's first theatres reportedly designed to show movies, and the Cook-Saxe combination was set.

Later they opened the Lyric and established a record for the length of a first-run picture as well as one of the earliest battles on the subject of clearance and print availability, a battle which has been fought ever since on every theatre front in the country.

Today Cook looks at "Gone With the Wind" and pictures like "The Bells of St. Mary's" and reminds the younger element that he once ran a four-reeler for seven weeks with the support of the public and against the opposition of the distributor and the complaints of other theatres.

This record-breaker was "The Passion Play," a film presented in color by the toilsome expedient of tinting each frame by hand. It was booked at the Lyric for a week, but as the cash tinkled through the box-office window Cook decided that this was one film due for a long run. The distributor disagreed. He had booked other theatres to follow the Lyric.

Indefinite Run

"When I saw how it was going," Cook grins, "I determined to keep on playing the picture. There were four reels. I had a four-piece string orchestra, all girls. Every night I would give each of the girls a reel and she would hide it under her big flowing dress and take it home.

"When the man came to get the picture after each show, it couldn't be found.

For seven weeks I kept this up but at last the booker got a writ and we had to give up the picture."

So the long-run of "The Passion Play" came to an end when the law officers arrived. But Cook stayed in the business to manage other houses and finally to join Fox-Wisconsin.

Iron Curtain—U. S. Style

Graphic Phrase-maker Winston Churchill gave the world and its newsmen just what they wanted when he called the Russian policy of censorship an Iron Curtain. He evidently gave the movie industry a title it could use, too, judging from developments during the past week.

It all started when Darryl Zanuck announced that he would make a picture under that title. Whereupon Warner Bros. issued a statement that it had such a title registered with the Motion Picture Association Title Registration Bureau and that it had (with a fitting sense of the appropriate, considering the title) been working on it secretly ever since the date of filing.

At the title registration bureau, another surprise awaited reporters not working under an Iron Curtain. There it was said that Columbia had priority on the title, having filed in December, 1946. Twentieth Century-Fox had first reserved priority, it was added, having filed on April 10, 1947; Warner Bros. had next priority having field originally in January 1946, withdrawn the title in March 1946, and filed it again on April 14, 1947.

On top of this Zanuck Thursday announced that he had bought George Moorad's "Behind the Iron Curtain" and while he did not intend to name his picture with the book's title, he claimed it gave him priority of any title using "Iron Curtain" in it.

Dinner for Rank Replaces MPA Birthday Observance

The Motion Picture Association this week announced that its 25th anniversary dinner, scheduled for May 8, had been canceled and instead the board of directors would hold a dinner in honor of J. Arthur Rank and his wife who would be in New York at that time.

Picture People

Donald Nelson, president of the Society of Independent Motion Picture Producers, was back in Hollywood this week from that trip he took to Mexico City to discuss "industrial" matters with President **Miguel Aleman.** He flew to the Mexican capital in Aleman's private plane.

Technicolor President **Herbert T. Kalmus** is due in New York next week on business. He may stay a month.

Before setting out on that midwestern trip, Film Classics' Sales Manager **Sam Wheeler** announced that he had appointed **Joseph Miller** as sales supervisor for FC in the Albany-Buffalo district. Miller was formerly branch manager for Columbia in Albany.

Maurice Livingstone, former Film Classics International Vice-President has moved over to a similar spot in International Optima.

National Screen Service held its international convention in Chicago at the Drake this week with President **Herman Robbins,** Sales Vice-President **George F. Dembow,** Operations Vice-President **William B. Brenner** and Treasurer **Joseph A. Wolfe** heading the home office delegation which also consisted of **Harry A. Samwick, Burton E. Robbins, Melvin L. Gold, Lou F. Schwartz, Elias Drexler, Seymour Peyser, Donald L. Velde, Hal Young, Paul Mooney** and **Sam Gershwin.**

Hal Roach, the man who makes the comedy pictures, is a proud papa again with a daughter, to be named **Maria Eugenia,** born to Mrs. Roach in Hollywood Monday.

Loew's International President **Arthur M. Loew** is traveling again and showed up last week in Antwerp, Belgium, for the opening of the new Metro Theatre there. The Metro is the old Scala which was buzz-bombed during the war.

John Markle, who used to be with the RKO and Fox theatre circuits and more recently handled the Boston and Philadelphia engagements of "Henry V," moved over to the Broadway Theatre this week as managing director for that house which is now running under the United Artists banner.

Eagle-Lion's Ad and Publicity Director **Max Youngstein,** and Publicity Manager **Jerry Pickman,** are back in New York after conferring on the coast about the plans for "Repeat Performance" which has a $250,000 national advertising and exploitation budget behind it.

Paramount Short Subjects Sales Manager **Oscar Morgan** is off to a 31 conference trip across the country where he will discuss shorts with sales personnel.

Heavenly Rage?

The rage of a recent tornado reported the worst in Oklahoma's history, was expended on the marquee of the Terry Theatre in Woodward, Okla. Picture title on the marquee when the tornado struck was "Rage in Heaven."

The only short feature advertised every month

to the greatest number of American movie-goers

available through any national magazine . . .

the 22,500,000 readers of Life



THE MARCH OF TIME

RELEASED BY
20th CENTURY-FOX

PRODUCED EVERY FOUR WEEKS BY THE EDITORS OF TIME AND LIFE

BOX OFFICE SLANT

The Barber of Seville

Excelsior Pictures Grand Opera 110 mins.

AUDIENCE SLANT: (Adult) If your patrons like grand opera, this is their dish. If they don't this is not a suitable booking.

BOX-OFFICE SLANT: In communities which have supported opera this may have a measure of success. Otherwise, it cannot possibly do average business.

Cast: Ferrucio Tagliavini, Tito Gobbi, Nelly Corradi, Vito de Tarranoo, Italo Tajo, Natalie Nicolini, Nino Mazziotti. Credits: Music by Gioacchino Rossini. Libretto by Cesare Sterbini. Story told by Deems Taylor. Giuseppe Morelli conducting Orchestra and Chorus of the Opera House, Rome. A Tespit production. Directed by Mario Costa. Produced by Mario and Ugo Trombetti.

Plot: That of the opera, "The Barber of Seville."

Comment: While this is beautifully sung and the music is superb, it is grand opera, and whether or not the individual theatre's patrons like grand opera and particularly "The Barber of Seville," will be the measure of their enjoyment or lack of it in this picture. Generally, it is not suitable for average American audiences, but may have some success in communities which support opera.

Courtneys of Curzon Street

(Reviewed in London)

Herbert Wilcox Drama-Music 120 mins.

AUDIENCE SLANT: (Family) Strongly emotional story covering three generations of an English family, this packs many of the best known ingredients of popular appeal.

BOX-OFFICE SLANT: Though moving at a good pace, judicious pruning would help fit it in with American programs. Word-of-mouth comment should be favorable, with Michael Wilding attracting much attention.

Cast: Anna Neagle, Michael Wilding, Gladys Young, Coral Brown, Michael Medwin, Daphne Slater, Jack Watling, Helen Cherry, Bernard Lee and others. Credits: Screenplay, Nicholas Phipps. Produced and directed by Herbert Wilcox. A Wilcox-Neagle production.

Plot: Michael Wilding, an Army officer, marries Anna Neagle, his mother's personal maid, at the beginning of the century. Snobbish relations break up the marriage and Anna runs away to have their child. Failing to trace her, he goes with his regiment to India. To support the child she becomes a musical comedy star under an assumed name and during World War I they are reunited. Their son marries Young and as a soldier is killed in a clash with Indian tribesmen. His wife dies in childbirth and Anna and Wilding bring up the child. Retiring from the Army, Wilding goes into business, and is ruined in the slump. The two start again and in World War II, he rejoins the forces. The grandson becomes engaged to a laborer's daughter and her parents contest the marriage, since he is heir to a baronetcy. Anna and Wilding tell them their story and they follow in their parents' footsteps.

Comment: For the British market, this is one of the surest bets of all time. Covering the period from 1900 to the present day, "Courtneys of Curzon Street" is the story of an English family, its loves, crises and triumphs, told against a background of the great events in history. Herbert Wilcox has omitted few known items of popular appeal and has re-dressed many of the best known cliches. He has directed brilliantly. His expert timing has prevented pathos from becoming bathos, and few will sit through the film dry-eyed. It is too long for the American market, but with cutting it should make an attractive offering for popular houses. The Anna Neagle-Michael Wilding team is most successful, and excellent as Anna Neagle is, it is Michael Wilding who attracts the attention. After several promising performances, he gives a mature and polished performance which puts him at the front of male stars. The photography is first class and the settings are on a lavish scale.

Calcutta

Paramount Mystery 83 mins.

AUDIENCE SLANT: (Adult) A moderately entertaining mystery with a certain amount of appeal for those who like Alan Ladd and William Bendix. There's a murder and some mysterious excitement for the seasoned adult moviegoer.

BOX-OFFICE SLANT: The draw of the Ladd and Bendix names should help this picture at the box-office.

Cast: Alan Ladd, Gail Russell, William Bendix, June Duprez, Lowell Gilmore, Edith King, Paul Singh, Gavin Muir, John Whitney, Benson Fong. Credits: Produced and written for the screen by Seton I. Miller. Directed by John Farrow. Photography, John F. Seitz.

Plot: When a pal is murdered in Calcutta, his two friends determine to find the killer. One of them falls for the girl the dead pal was supposed to marry, but finds that she is implicated in the murder and the smuggling of jewels into China aboard the planes the men have been flying over the hump. The girl is apprehended after the leader of the gang is killed by one of the pals.

Comment: A moderately entertaining mystery, "Calcutta" is lifted above the program class by reason of the draw of the Alan Ladd and William Bendix names. Their work enhances the picture's worth. Yet despite their fine performances and the commendable portrayals of June Duprez, John Whitney and Edith King, not to mention the film's fine production values and the capable direction of John Farrow, the story is so familiar and oft-repeated that its appeal is likely to be limited to those who follow the star names and to seasoned adult moviegoers. For these reasons, the picture seems destined for an uncertain box-office career. One glaring factor against its acceptance is the casting of Gail Russell as the seductive girl-siren with whom men fall in love, and who is responsible for murder and the smuggling of jewels. The idea evidently was, when she was chosen for the role, that she had the sweet, innocent face the character called for. But her interpretation of the part is so wooden and unconvincing that it detracts from the main theme, making the story unbelievable. The popularity of Ladd and Bendix should be of great help in selling this product, a point that should be remembered in all advance exploitation. This little detail, alone, should assist in bringing in some of the grosses customarily received with any Ladd or Bendix picture.

Banjo

RKO Radio Comedy-Drama 67 mins.

AUDIENCE SLANT: (Family) Good entertainment for the family trade, for it concerns a youngster and her dog and it has laughter, pathos and a little excitement for average audiences.

BOX-OFFICE SLANT: Suitable for the spot customarily allotted to this type of fare.

Cast: Sharyn Moffett, Jacqueline White, Walter Reed, Una O'Connor, Herbert Evans, Louise Beavers, Ernest Whitman, Lanny Rees, Theron Jackson, Howard McNeely and "Banjo." Credits: Produced and written by Lillie Hayward. Directed by Richard O. Fleischer. Photography, George E. Diskant.

Plot: A little Georgia orphan girl and her dog go north to live with the girl's aunt, who has just broken with her fiancee. The child is unhappy in her new home because the dog is abused. He escapes and causes trouble, so the aunt sends him back to Georgia. The child runs away to join him, the dog saves her from danger, and everyone is happily reunited.

Comment: One of those homespun tales about a youngster and her dog that is known to have a considerable following, "Banjo" is the kind of story that finds a heart-tugging response among average audiences. This is particularly true with a trouper like Sharyn Moffett in the lead and a dog of Banjo's intelligence. For Sharyn is believable and appealing and gives an honest interpretation of the youngster involved, and with her are several young kids who make the picture the type it is, although there are some fine delineations by adult players too. Among them are Louise Beavers not seen frequently enough; Una O'Connor, Walter Reed and Jacqueline White. Like other pictures of similar ilk, this should attract those interested in this type of entertainment. For them there is laughter, pathos and good, old-fashioned suspense. Direction was by Richard O. Fleischer; produced and written for the screen by Lillie Hayward.

This Happy Breed

(Color)

Universal-International Drama 110 mins.

AUDIENCE SLANT: (Adult) Intelligent adult audiences will find this a heart-warming, stimulating and thoroughly enjoyable film. It may well be the best picture to have come out of England since the war. The younger set may or may not like it, depending upon the maturity of their intellect.

BOX-OFFICE SLANT: Unfortunately there are no box-office names with which to lure the customers. But "Henry V" already has brought the distributor over $1 million in 37 playdates, and this one contains more entertainment value than "Henry" for the same type of audiences. Proper selling could make it do very well.

Cast: Robert Newton, Celia Johnson, John Mills, Kay Walsh, Stanley Holloway, Amy Veness, Alison Leggatt, Eileen Erskine, John Blythe, Guy Verney, Merle Tottenham, Betty Fleetwood. Credits: A Noel Coward-Cineguild production, Associate producer, Anthony Havelock-Allan. Directed by David Lean. Photographed by Ronald Neame. A Two Cities film.

Plot: A sort of cavalcade of the lives of members of an average middle-class British

BOX-OFFICE SLANTS

family in London from 1919 to 1939, or the 20 years between two wars. It starts with the family moving into a new home in the London suburbs just following the First World War, when their children are young. Their next door neighbor had been a buddy of the husband in their fighting days and their acquaintance ripens into fast friendship. There is an old mother-in-law and a maiden aunt concerned in the intertwinings of the story and three children who grow to maturity during the film's progress. One of these strays from the fold with a married man, returns a few years later as the wife of the boy next door whom they had always wanted her to marry anyway, and thus one important problem is solved. It is a number of small joys and tragedies that make up the film in its entirety, but it is the fact that it is people just like these that make up the British Empire and of whom Shakespeare in one of his most quoted lines refers to as "this happy breed of men." The film closes with one daughter leaving to join her husband in Singapore, leaving her infant for the parents to care for during her absence. It is 1939.

Comment: There is so much to be said for this great picture and nothing whatever to criticize adversely except that its very excellence probably will be appreciated only by mature, adult minds, that one scarcely knows where to begin. The production values are high and the direction defies comparison. The acting, particularly of Celia Johnson as the wife and mother, and Robert Newton as the husband and father, is sheer perfection. One cannot conceive of any manner by which their performances might have been improved. Amy Veness as the flinty old lady and Alison Leggatt as an old maid aunt, also contribute mightily to the film's lighter moments, and John Mills as the boy next door who marries the erring daughter, played by Kay Walsh also are outstanding. The sets, the beautiful photography, the editing and writing, added to the attributes previously mentioned, make "This Happy Breed" a really great picture, one of the best, and probably the best to have come out of England since the war. Its box-office possibilities may be measured by the fact that "Henry V" already has brought its distributor better than $1 million in 37 playdates, which is merely scratching the surface. "This Happy Breed" has more entertainment value and is a picture that will appeal to the same type of persons who plunked down their money to see "Henry." Properly handled, it can do very well, and certainly should.

Twilight on the Rio Grande

Republic **Western** **71 mins.**

AUDIENCE SLANT: (Family) This new Gene Autry film has all the excitement, thrills and mysterious goings-on sought by fans of the series.

BOX-OFFICE SLANT: On a par with his previous offerings, this latest Autry picture should do the same amount of business.

Cast: Gene Autry, Champion, Sterling Holloway, Adele Mara, Bob Steele, Charles Evans, Martin Garralaga, Howard J. Negley, George J. Lewis, Nacho Galindo, Tex Terry and the Cass County Boys. **Credits:** Directed by Frank McDonald. Original screenplay by Dorrell and Stuart E. McGowan. Photography, William Bradford. Associate Producer, Armand Schaefer.

Plot: When his ranch partner is found murdered in Mexico, Autry decides to stay on and find the killer. In the process, he uncovers the smuggling of jewels. When he finds the leader of the gang, he also finds the killer of his partner and several other men.

Comment: This is the third in the six-picture deal Gene Autry made with Republic after his return from the Army Air Forces. And comparing it with the others, there is no difficulty in surmising that it should be just as well accepted as previous Autry films. It has the same exciting elements, plus several tunes sung by Autry, Tex Terry and the Cass County Boys. There is hard-riding which provides a good bit of action, and for thrills and excitement it has knife-throwing and fisticuffs. Sterling Holloway again takes care of the comedy, with Adele Mara handling the feminine lead with much more ability than the average western ingenue. In fact, her part is much larger than the one usually accorded the heroine of a western, and she gets to sing several numbers. The supporting cast are all quite good; particularly outstanding is Martin Garralaga, as a Mexican investigator. Direction credit goes to Frank McDonald, and Armand Schaefer handled the associate producer's reins.

Torment

Oxford Films **Drama** **95 mins.**

(Swedish Dialog; English Titles)

AUDIENCE SLANT: (Adult) An extraordinary achievement in motion picture production, this is one of the best pictures to be seen on any screen any time. It won the Grand Prix du Cinema at the Cannes Film Festival last year and deservedly so. Its theme makes it strictly for adults—no children should be permitted to see it.

BOX-OFFICE SLANT: The fact that it is in Swedish and that the players are unknown will mitigate against its box-office chances. But the fact that is an extremely fine motion picture should encourage some exhibitors who do not ordinarily play foreign language films to buy it and sell it on the fact that it is a Grand Prix winner. It should be screened, however, before it is bought.

Cast: Stig Jarrel, Alf Kjellin, Mai Zetterling, Olof Winnerstrand, Gosta Cederlund, Hugo Bjorne, Stig Olin, Olav Riego, Marta Arbin, Jan Molander, Anders Nystrom, Nils Dahlgren. **Credits:** An SF Production. Directed by Alf Sjoberg. Script by Ingmar Bergman. Photography by Martin Bodin. Music by Hilding Rosenberg. Musical direction by Erik Tuxen. American version prepared by Edward L. Kingsley.

Plot: Boys in the graduating class of a Swedish High School are terrorized by a sadistic Latin professor whose cruelty also is indicated by the terror in which he is held by a young girl, unwillingly his mistress. A young student meets the girl accidentally one night and they begin a surreptitious relationship which ripens into adoration for the girl by the inexperienced youth. The girl lets neither know who the other is, but the boy is aware of the girl's relationship with the other man, knows of her terror, but is powerless to make the girl break off this relationship. He gives her up, returns to his studies but is so overwrought he suffers a breakdown. Later he can't stand his loneliness, goes to the girl's quarters and finds her dead. The professor is there. The girl had died of self indulgence, drink, etc., so neither is held by the police. The boy is expelled, fights with his family, leaves home, [illegible] that time will heal his sorrow. He returns to his family, with a clearer outlook.

Comment: [illegible] cate the powerful dramatic story contained in "Torment." The production values are exceptionally fine, the direction superb and the acting so good that Alf Kjellin, who plays the boy, and Mai Zetterling, the girl, have been signed by David O. Selznick and J. Arthur Rank, respectively, solely on the strength of their work in this film. The story is told in a more unreserved vein than might have been done had the picture been made in England or America. But evidently Sweden is not troubled by the censorship problems of either country and the film is stronger because of the utter frankness with which the story has been told. Even the smallest parts, a few of which are played by groups of adolescent boys, are real, natural and directed with such a sure, strong hand that they add just those minor touches which are the difference between only a fair picture and a fine one. How American audiences generally will take to this production is a question. But mature audiences are certain to rave about it and tell others of the fine entertainment qualities contained in it. Exhibitors are warned to screen it for themselves before booking it for their own theatres. There are delicate questions of morals that should be judged by each exhibitor based on his knowledge of his own patrons. In any event children should not be permitted to see it. Properly handled, "Torment" can do very well. But it must be very carefully handled.

Honeymoon

RKO Radio **Comedy** **74 mins.**

AUDIENCE SLANT: (Family) Amusing and delightful comedy that should please the majority of moviegoers.

BOX-OFFICE SLANT: With its cast, title and exploitation possibilities, "Honeymoon" should bring in satisfactory returns.

Cast: Shirley Temple, Franchot Tone, Guy Madison, Lina Romay, Gene Lockhart, Cinema Mata, Grant Mitchell, Julio Villareal, Manuel Arvide, Jose R. Goula. **Credits:** Produced by Warren Duff. Directed by William Keighley. Screenplay by Michael Kanin. Based on [illegible] Edward Cronjager.

Plot: An American girl goes to Mexico to marry a soldier with a three-day pass. Complications arise in the form of housing shortage, official red tape, etc., but the handsome assistant in the American Consulate takes over their problems and almost loses his lovely Mexican fiancee in the hectic process of dealing with the unpredictable youngsters. All ends happily with the elaborate wedding.

Comment: The fact that one wonders whether such a series of events as are depicted in this tale could really happen, is of minor importance as far as "Honeymoon" is concerned. The fact that each and every occurrence is played for laughs and that the comic situations occur frequently is enough to make this a good entertaining comedy, one that most theatregoers will find thoroughly enjoyable. Shirley Temple and Franchot Tone fit their roles perfectly, with Tone carrying most of the footage with convincing ability. Adequate in the role of the soldier

(Continued on Page 20)

SELLING THE PICTURE



U-I SALES EXECUTIVES ADDRESS MEETING. Universal-International sales executives who addressed a two-day meeting of the company's field and home office promotion departments last week at the Hotel Astor are shown above. From left to right they are Fred Meyers, U-I eastern division sales manager; William A. Scully, vice-president and general sales manager; Maurice A. Bergman, eastern advertising and publicity director; C. J. Feldman, western division sales head; A. J. O'Keefe, assistant general sales manager; Al Horwits, eastern publicity manager, and "Hank Linet, eastern advertising manager.

Scully Urges Exhibitors to Return To Tried, True Methods of Ballyhoo

Return to the tried and true methods of traditional ballyhoo to sell pictures was urged upon exhibitors and distributors by Universal-International Vice-President and General Sales Manager William A. Scully, at the concluding sessions of last week's two-day meeting of the company's home office and field promotion staffs at the Hotel Astor in New York City. Advertising and Publicity Director Maurice A. Bergman presided at the conferences.

Once a motion picture has lost its news value, which can be obtained only through the old-time methods of exploitation, Scully told the promotion force, the value of advertising itself will diminish.

"We are now trying to gain new audiences, particularly younger people and also to get certain elements of the population which are not ordinarily motion picture-minded," Scully declared. "Only by developing closer contact with theatre managers can the distributor hope to obtain the extra revenue which is required to meet the advancing costs of production."

Scully indorsed the methods and techniques being put into use between the field and home office publicity staffs of U-I, and said that every key city was entitled to the same type of promotion in helping to sell a picture as is used in launching a new picture in New York.

Bergman announced that Charles Simonelli had been appointed as special publicity coordinator with the field force to insure closer contact between the home office, studio and field promotion staffs. Simonelli who will work under Al Horwits in his new post, will continue as director of special events, Bergman said.

Horwits outlined U-I's new publicity service to channel special material directly to the field men according to requirements of individual situations.

Others attending the final day's sessions were A. J. O'Keefe, C. J. Feldman, Fred Meyers and James J. Jordan.

Field exploitation men for Universal-International will be given greater authority in devising and handling promotion campaigns on company releases in key cities, it was disclosed last week by Bergman.

The new method of localizing advertising and publicity in conjunction with national campaigns will insure closer cooperation between exhibitors and the company's east and west coast publicity departments, Bergman said. The field men will be given authority to develop territorial plans furmulated by the home office, he explained, with particular emphasis being placed on J. Arthur Rank productions now in release or soon to be released.



CHAPS AND ALL! A rider in cowboy costume, chaps, 10-gallon hat, checkered shirt and bandana handkerchief was employed by Manager George Daransoll of the Fabian-Wilmer & Vincent Granby Theatre in Norfolk, Va., to ballyhoo the reissue, "Kit Carson." The horseman covered the city's main streets for two days in advance and on the opening date.

Special Campaigns on Allied Artists Releases

Special exploitation campaigns for Allied Artists releases which will include field exploiteers traveling in advance of the picture to insure its receiving proper ballyhoo, was emphasized by Monogram Sales Manager Morey Goldstein this week in New York following a regional sales meet.

Goldstein declared that each one of the Allied Artists trio discussed—"Black Gold," "Tragic Symphony," "The Gangster"—will have special treatment based on the type of picture and the audiences which must be reached. Each of the films is budgeted at a million dollars.

Confer on Opening of 'The Guilty' in Dallas

President Steve Broidy of Allied Artists and Monogram, R. J. O'Donnell, general manager of the Interstate circuit and producer Jack Wrather held a series of conferences over the weekend regarding opening there of Wrather's initial production, "The Guilty."

Special exploitation campaign for the picture is being planned, as Wrather is a hometown boy who invaded the motion picture industry last year.

Warners in Gruen Watch Tie-up on 'Possessed'

Under a tieup arranged by Warner Bros. with the Gruen Watch Co., a car-card featuring Joan Crawford in "Possessed" is being put out by the watch firm for use nationally in street cars, buses and subways.

The cards will be put up at a time to coincide with the summer opening of "Possessed."



FIGHTING WINDOW. Tony Cirasio, manager of the Stanley-Warner Alhambra Theatre, Philadelphia, arranged this fighting (for business) window for the showing of fight films of the past 20 years. Cirasio obtained prints of official pictures of the prize fights, edited and spliced them together into one subject.



U-I's "The Egg and I" has them saying "Sunny-Side Up!"

KANSAS CITY
Uptown
Esquire
Fairway
All-time Sunday house record smashed!

DETROIT
Fox
Doubled previous Universal top grosser!

LOS ANGELES
Bruin
United Artists
Ritz
Carthay Circle
Studio
Iris
Six theatres combined for day-and-date opening to take care of crowds!

INDIANAPOLIS
Keiths
All day line. Thousands turned away—but coming back!

CINCINNATI
Keith's
Nothing like it in the history of the theatre. Topped everything!

CALIFORNIA
SANTA ANA
Broadway
RIVERSIDE
De Anza
Biggest holiday business in years!

LOUISVILLE
National
Even a hail-storm couldn't stop a new house-record!

OKLAHOMA CITY
Home
A new high mark to shoot at. Terrific!

LONG BEACH, Cal.
West Coast Crest
The theatres weren't big enough to hold crowds!

TORONTO
Uptown
SRO for every performance!

ST. PETERSBURG, Fla.
Playhouse
Turned them away all day long!

Watch the scramble to see ...

UNIVERSAL-INTERNATIONAL presents
Claudette COLBERT Fred MacMURRAY
in "The EGG and I"
... MARJORIE MAIN
LOUISE ALLBRITTON PERCY KILBRIDE
BILLY HOUSE RICHARD LONG

From the Best-Selling Book by Betty MacDonald

Produced and Written for the Screen by CHESTER ERSKINE and FRED F. FINKLEHOFFE Directed by CHESTER ERSKINE A UNIVERSAL-INTERNATIONAL PICTURE

SELLING THE PICTURE

Applause for the Assistant

All too often the assistant manager is the unsung hero of an outstanding exploitation campaign or the successful operation of a theatre. While the manager in many instances basks in the plaudits and accolades of a job well done, the assistant goes quietly on doing the 101 spectacular and non-spectacular jobs assigned him.

Fully aware of the assistant's behind-the-scenes activities that make the going easier for his superior is Cyril Mee, manager of Warners' State and Strand theatres, Harrisonburg, Va. When a manager receives compliments for a job well done, Mee points out, behind the scenes is a well-trained assistant manager and the balance of the staff responsible for their various assignments.



Because he knows the value of teamwork, Mee has instilled that knowledge in his employes, so that all work together to produce best results. And instead of taking all the credit for himself, the Harrisonburg exhibitor likes to extend it where it is due.

With considerable pride, he reports the fine job done by his assistant, Alton W. Lawson (see cut, man standing at left) and other members of the staff in exploiting RKO's "Song of the South." Lawson, who is secretary of the local Exchange Club, contacted the president of the club, who is also principal of the Main Street School (see cut, man wearing hat), and arranged for the principal and teachers to sponsor the attendance of 100 grade students at the opening matinee. The doorman and ushers distributed handbills and window cards, while one of the cashiers promoted an automatic record player from a music shop to play hit tunes in the lobby before and after shows prior to the opening day.

Manager Mee joins us and other exhibitor readers in congratulating Assistant Manager Lawson and the other members of the house staff for their swell showmanship in behalf of the Walt Disney feature.

'Locket' Essay Contest Cohen Promotion Stunt

Cash and guest tickets to the picture were offered for the best answers to the question, "What sentiment is carried in the wearing of your locket?" in a contest arranged by Manager Lou Cohen of Loew's Poli- Hartford, Conn., to promote RKO Radio's "The Locket."

Tie-up was made with a local radio station which plugged the contest for a number of days in advance.



HIS HEAD WAS TURNED. For a street stunt on Eagle-Lion's "Bedelia," Manager Mike Guttman of the Century Theatre, Minneapolis, and Dorothy Jensen of the theatre's publicity staff rigged up a much-frightened false face and attached it to the back of a man's head, so that he appeared to be walking backward.

Minn. Amusement Primes Spring Drive With Cash

Minnesota Amusement Company is priming its spring drive with $2,075 in prize money—$250 in weekly prizes for the eight weeks of the drive's duration, from May 4 to June 28. Circuit's theatres are divided into three groups for the drive with weekly prizes totaling $100 for the "A" group of 28 theatres, $80 weekly for the "B" group of 27 houses, and $70 per week for the "C" group of 24. The grand total of prize money for best box-office returns is $2,000.

The extra $75 is for the winners in each group for the greatest improvement in the sale of popcorn—$25 for each group winner.

Chairman of the drive is W. C. Winchell, advertising and publicity head for the circuit, who has prepared a promotional booklet on the spring campaign for extra business.

Screening for Prosecutor

Manager Jack O'Rear of the Colonial Theatre, Harrisburg, Pa., invited District Attorney Carl B. Shelley and his staff to be guests at the performance of Columbia's "Mr. District Attorney," together with Trudy LaWatsch, columnist on the Harrisburg *Telegraph,* who did a "play-by-play reaction" interview with Shelley.—HAR.

Dairy Tie-up on 'Joke'

For the showing of Eagle-Lion's "It's a Joke, Son," the manager of Shea's Hippodrome in Buffalo tied up with Kart's dairy for a bottle hanger plugging the milk and the picture. Copy read: "Kart's milk is Buffalo's best, says Senator Claghorn. See Kenny Delmar as Senator Claghorn . . ." with appropriate theatre and playdate credits.

Trip to Havana Prize in 'Lost Honeymoon' Contest

Three prizes of a first-class trip to Havana and a week with all expenses paid at the Hotel Nacional de Cuba will be awarded by Eagle-Lion Films in a nationwide "Lost Honeymoon" contest, designed to publicize "Lost Honeymoon," starring Franchot Tone and Ann Richards. The trips will be awarded to the three couples writing the best letters on the subject "Why Ours Was a 'Lost Honeymoon'."

The contest was inspired, according to E-L officials, by the picture's theme, which relates the misadventures of an ex-GI who suffers from amnesia and cannot recall his marriage while in England. It is expected that among the entries will be many from ex-service men and women, who married during the war, but who were prevented from taking a normal honeymoon because of wartime conditions, military service, etc.

The contest winners will be taken from their home towns to Havana and back by first-class transportation, and will be given, during August, 1947, a full week of vacation and entertainment at the Hotel Nacional de Cuba.

The contest will be conducted through local theatres showing "Lost Honeymoon," with all entries being submitted to Eagle-Lion Films for final judging.

Valentine Window on 'Cross My Heart'

Paramounnt's "Cross My Heart" inspired a Valentine Day window display at the Larsen Music Shop, Oklahoma City, for the run of the picture at the Criterion Theatre in that city.

The "heart" in the title of the picture was capitalized upon in arranging the tieup. Appropriate records, compositions romantic in theme, were featured in the albums displayed. Especially plugged were "Valentine Day Records" by Bing Crosby.

Robert Hynes, manager of the Criterion, cooperated with George Y. Henger, Paramount's special representative, in making the tieup.



HERE'S HOW! say two boys from the Loew Poli-Elm St. Theatre, Worcester, as they portray two habitues of New York's famous Bowery to ballyhoo 20th-Fox's reissue of "The Bowery." That's apparently an old-time music box on wheels, seen often on the Bowery at the turn of the century. Manager Robert R. Portle set up the stunt.

SEA HAWK

ERROL FLYNN
CLAUDE RAINS
BRENDA MARSHALL
DONALD CRISP
FLORA ROBSON
ALAN HALE
DIRECTED BY MICHAEL CURTIZ

From the novel by RAFAEL SABATINI • Screen Play by Howard Koch, Seton I. Miller
Music by Erich Wolfgang Korngold

WARNER RE-RELEASE

SEA WOLF

EDWARD G. ROBINSON
IDA LUPINO
JOHN GARFIELD
BARRY FITZGERALD
ALEXANDER KNOX • GENE LOCKHART
DIRECTED BY MICHAEL CURTIZ

From the novel by JACK LONDON • Screen Play by Robert Rossen • Music by Erich Wolfgang Korngold

WARNER RE-RELEASE

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howing!

Look where it's booked already! ...AND IT'S ALL READY FOR YOU!

RPHEUM Kansas City
STANLEY Pittsburgh
HIPPODROME Clevela
ARLE Washington
AMBASSADOR Washington
RIALTO Chicago
PAN Min
OGER SHERMAN New Haven
GRAND Columbus
STRAND Hartford
OHIO
ARNER Hollywood
WILTERN Hollywood
WARNER Los Angeles
BRANDEIS Om
TANLEY Baltimore
ORPHEUM Des Moines
WARNER Milwaukee
CIRCLE Indi
ARAMOUNT Syracuse
ORPHEUM St. Paul
GRAND Cincinnati
WARN
ARNER Bridgeport
STANLEY Atlantic City
ALDINE Philadelphia
PA
CAPITOL
MARYLAND
VIRG

...a few of the first 267 dates set and running now!

SELLING THE PICTURE

'Lady Luck' Penny-Guessing Stunt

A life-like figure of Barbara Hale as Miss Lady Luck, wearing a bathing suit covered with pennies, was used in a lobby set-piece in all the RKO metropolitan New York theatres to exploit the circuit's showing of RKO's "Lady Luck." The stunt not only served to publicize the attraction but brightened up the lobbies with color.

Message to the public on the setpiece was an invitation to guess the number of pennies on the bathing suit, both front and back. At each theatre, the first correct, or nearest correct, guesser received $10 in cash; the next 20 nearest were given a pair of passes to the theatre.

Entry slips were attached to the setpiece and had to be filled out with name, address and time when guess was made. In this way, managers could determine the first winning entrants. A box in which to drop the slips was also provided for. The attractiveness of the display was proved by the extraordinary number of entrants, totaling over 100,000 in the participating theatres.



'Dead Reckoning' Is Plugged by Mayor at Golden Gloves Contest

With the mayor of Cincinnati aiding in the plugging for "Dead Reckoning" before a packed house at the Golden Gloves championships, Walter Ahrens, manager, and Nate Wise, publicity director of the RKO Grand, Cincinnati, ran a topnotch campaign for their playdate of the Columbia picture. The night of the Gloves finals for the Cincinnati area, Mayor Stewart presented the Humphrey Bogart Boxing Trophy to Earl Butler, chairman of the boxing committee of the Cincinnati A.A.U. The award was made in the ring before thousands of fight fans with a telegram from Bogart supplying a note of authenticity. Spectators in the jammed arena heard the mayor's presentation speech which incorporated many plugs for the film and Bogart. Sportswriters present afforded complete news coverage of the event and of the mayor's plugs for the film.

Radio proved an important facet for the campaign with records of Either It's Love Or It Isn't, hit tune from the film, distributed to all disc jockeys through agreements with Columbia records, and Decca. These received daily plugging over a great number of the local disc jockey shows, with film mention incorporated in all instances. In connection with the song's title, Bill Dawes of WCKY and Paul Dixon of WCPO ran contests where their listeners were to write a letter of 25 words or less containing their definition of love. The contests proved to be extremely successful for both radio and word of mouth publicity for the film; copies of the record of the film's hit tune were awarded to the winners. WCKY's popular emcee, Nelson King, gave away copies of the record over his audience participation show daily and other plugs were received from Malcolm Richards of WCPO and Helen Nugent and Penny Pruden of WKRC.

A number of choice window locations were obtained, with a full window at the Fair, one of the town's leading establishments, highlighting this phase of the campaign.



RECEIVES MGM AWARD. For his campaign on MGM's "Lady in the Lake," Manager Roland Koutnik of the Wisconsin Theatre in Milwaukee receives MGM's Photo of the Month award. Left to right: Koutnik; Harry Boesel, district manager for Fox theatres in Milwaukee; Louis W. Orlove, MGM exploiteer.

Br'er Rabbit Blowup

An attractive lobby piece was constructed by Herb Sumby, manager of the Grove Theatre in Freeport, L. I. Backstage he discovered an old 70x70-inch board. He took a 40x60 blowup of Br'er Rabbit and mounted it on the board, with copy on the special early shows for children of RKO's "Song of the South." Blowup was topped by a 20x70 banner with title, playdate.

Fashion Round-up Plugs 'California' in Dallas

A California-Texas fashion roundup served as the basis for an effective exploitation campaign for Paramount's "California" at the Majestic Theatre, Dallas, Tex. Tieup was made with the A. Harris & Co., Dallas' leading department store, by Jeraldine Cooper of Paramount's home office exploitation staff, and Manager F. Thompson of the Majestic. The roundup consisted of an elaborate program of fashion displays featuring items inspired by California climate, weather and terrain. The store gave one of its large windows entirely to the display, the exhibit being the biggest ever put on in Dallas. It was the first of a series of events commemorating the store's sixtieth anniversary.

During the three-day exposition, style reviews dramatized the fashion alliance between California and Texas, due to a similarity in climate and mode of life, styles from the two states bearing a striking resemblance. This similarity is especially noticeable in sportswear. Contrast between feminine fashions in 1840 and 1947 were emphasized. To illustrate the fashions of the earlier period the costumes worn by Barabara Stanwyck in "California," all of which were copied from museum pieces, were loaned to the department store. The style shows were held in the grand ballroom of the Hotel Adolphus and were open to the public without charge. The showing of "California" was given plenty of publicity in all these style events.

Sixteen popular west coast designers and manufacturers of men and women's wearing apparel were guests of the Harris department store and were entertained at numerous social functions, all helping to exploit the Majestic's feature.



TOPS IN COUNTER DISPLAYS. This is a counter display in a Woolworth store that will require much showmanly ability and persuasiveness to equal. Reade Circuit City Manager Julius Daniels and Manager Sam Shumer of the Strand Theatre in Perth Amboy, N. J., put it across for the showing of 20th-Fox's "The Razor's Edge." Center display of the Somerset Maugham novel is surmounted by an attractive and eye-compelling set of stills and posters of the production, with large middle sign carrying cast, theatre and playdate credits.

YOU NEED THESE FOR GOOD BUSINESS!
READY NOW AND IN RELEASE...



".. packs more laughs and entertainment than average."
DAILY VARIETY



". . chock-full of laughs and hilarious situations . . ."
MOTION PICTURE HERALD



". . good supporting comedy . . . expert direction . . ."
DAILY VARIETY



". . one of the real 'sleepers' among light comedy-dramas this season." SHOWMEN'S TRADE REVIEW

ALL FROM *Republic!*

SELLING THE PICTURE

New Haven, Bridgeport in 'Jolson Story' Sendoff

Records of Al Jolson's songs formed the backbone of the exploitation for Columbia's "The Jolson Story" in both New Haven and Bridgeport. The campaigns were arranged and put over by Manager Morris Rosenthal of Loew's Poli, New Haven, Manager Matt Saunders of Loew's Poli, Bridgeport, and Lou Brown, publicity director for both theatres.

Opening gun of the New Haven campaign was fired by Mayor Celentano who proclaimed the first week of its playdate as Jolson Week in that city. Newspapers and radio stations gave his proclamation much space and time.

More than 100 juke boxes, with cards carrying playdate and theatre copy, plugged Jolson recordings of Anniversary Song and April Showers. Top night clubs and other entertainments spots were given orchestrations and melodies of Jolson songs. His records were played at intermissions in all sport events at the New Haven Arena.

All New Haven radio stations played Jolson recordings on various programs with frequent picture plugs.

Window displays on the picture were obtained during playdate in a score of the city's outstanding stores, restaurants and hotels, and cooperative ads were run in the newspapers.

In Bridgeport emphasis was also on the Jolson records; 75 placarded juke boxes played them as did a number of the city's most popular clubs and cocktail lounges. Two Jolson impersonation contests were held—one at Dubonnet's Club, the other at the Lyric Theatre. Bridgeport radio stations gave the picture a great deal of airtime.

Admitted 'Bedelias'

Walter B. Lloyd, M&P Allyn, Hartford, Conn., manager, had as his guests the first 20 women whose name was identical with the picture's title, during a screening of "Bedelia." Teaser displays were used throughout thee theatre.—HFD.



YOU'D STARE, TOO. Especially if you were walking along the street minding your own business and suddenly was confronted by a gigantic hand. So you'll excuse the folks in the picture above who stopped to gape at the papier-mache stunt thought up by Al Kvool, Warner Theatres district manager, as an attention-getter for the showing of Warners' "The Beast With Five Fingers" at Warners' Alhambra Theatre, Milwaukee.

'Beast' Midnight Shows for Women in Three Cities Grab Newspaper Space

Theatres which have exploited Warners' "The Beast With Five Fingers," with an offer to pay $10 to any lone woman who would sit through a performance alone at midnight, have found it a grabber of newspaper space and the cause of much comment.

Manager E. J. Harvey of the Palace Theatre, Danbury, Conn., announced his $10 offer in a series of newspaper ads and through mimeographed notices distriibuted to factories and other places employing female help. A teaser trailer on the stunt was attached to the regular trailer. There were several volunteers from whom Harvey selected one, and again took newspaper space to announce the showing. A large crowd gathered at the Palace to see the young woman enter and many waited for her to come out. The day after the midnight show, the woman's reaction to the picture was published in another newspaper ad. Newspapers played up the stunt.

Earl J. Hudson's Broadway Capitol Theatre in Detroit used the same stunt and garnered feature stories in the Detroit newspapers. Among other promotional stunts, the theatre had its ushers wear on their right hands rubber gloves covered with luminous paint to lend them an eerie appearance in the darkened theatre. In the lobby was a large display consisting of a hand enclosed in a glass box, with a sign reading: "Can you take it? Watch this hand move —it's a killer!" Inside the theatre, in addition to a teaser trailer, a large hand was floated across the stage by the use of piano wiring.

Manager Murray B. Howard of the Palace Theatre, South Norwalk, Conn., found the midnight show for a lone woman equally successful in arousing curiosity and getting advance and follow-up stories.

Winston Stages Western Stunts For 'Clementine' in Blasé New York

A western atmosphere pervaded the promotional stunts played up by Manager Ansel Winston of the RKO Coliseum Theatre, New York City, for the showing of 20th-Fox's "My Darling Clementine." He used his theatre personnel, starting with himself in fancy roping, for a roundup of range stunts. For some time in advance he had his ushers and usherettes wearing 10-gallon hats, bandanas and sashes with the film's title imprinted on them.

Next he coralled four young men from his staff and turned them into a western quartette which he sent around the community in a hay-filled, horse-drawn wagon, and let them sing the title song to their heart's content. The wagon was decorated with window cards announcing the film's playdate. The wagon also carried a portable phonograph equipped with a Bing Crosby recording of My Darling Clementine. The wagon would stop at busy intersections and entertain passers-by with the Crosby recording. Needless to say, plenty of attention was attracted.

Within the theatre itself, Winston boosted favorable attention by displaying a sign topped by an alluring blow-up of Linda Darnell, and with copy reading, "Gents! Check Your Guns Here! During the Showing of 'My Darling Clementine'." Placed near the sign was a table with a number of guns resting on it, guarded by an usher dressed as a cowboy. Completing the western illusion, a bright brass spittoon was set just below the sign, on a rubber mat.

On vaudeville night at the Coliseum, the night before "Clementine's" opening, the staff quartette appeared during the stage show as an added attraction and sang the title song. The Crosby recording was played as the exit music.

Winston also had signs placed in local bars and ice-cream parlors which read: "Order a Clementine Cocktail" or "Order a Clementine Soda," as the case might be, and with the additional line. . . . "and see 'My Darling Clementine' opening at RKO Coliseum on Wednesday. . . ." The signs were made up by local printers.

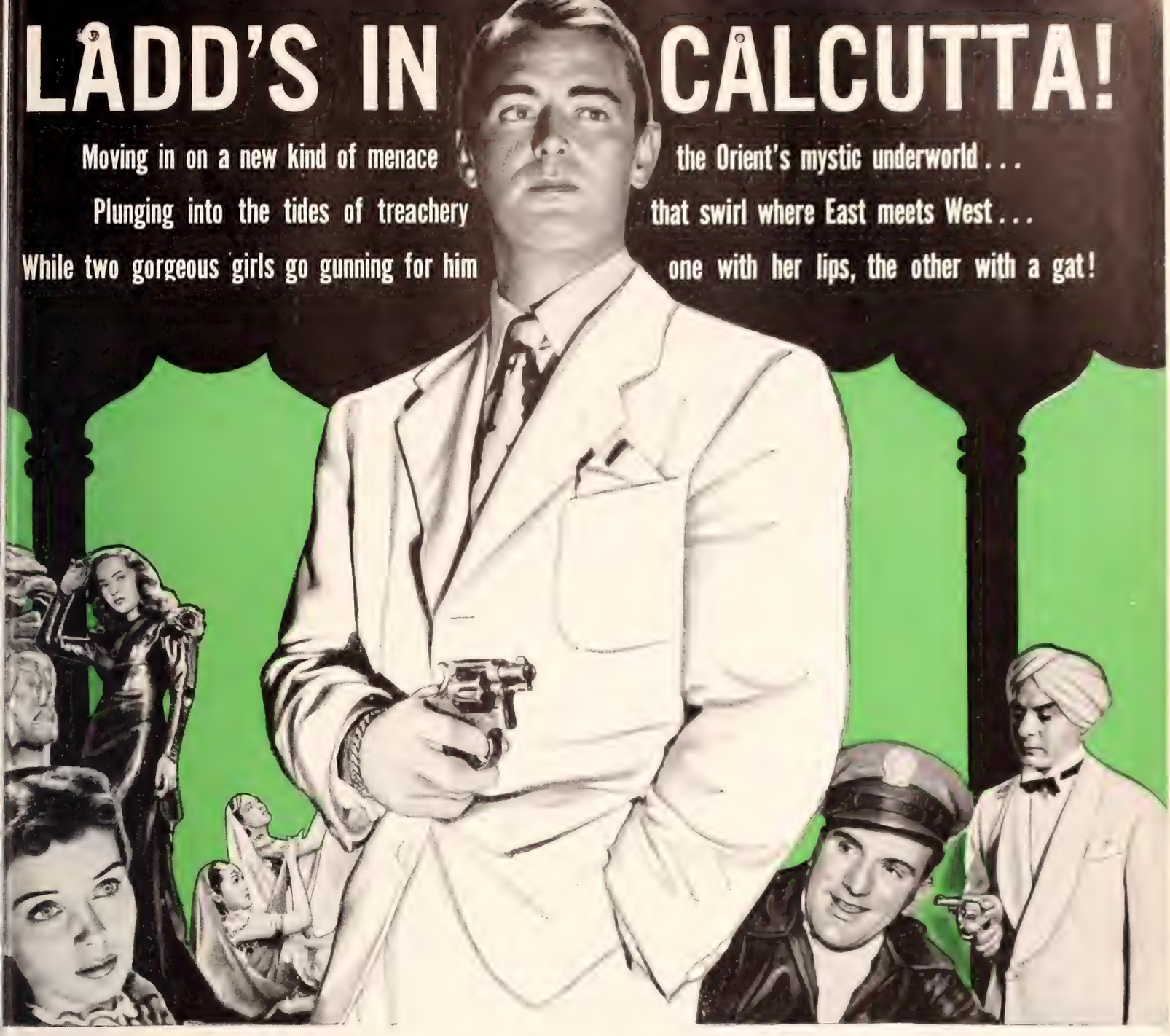


NEWSPAPER OVERPRINT. Manager Ted Butterfield of the Stuart Theatre, Lincoln, Neb., made special use of a drawn-in overprint in red on the front page of the Nebraska State Journal of that city to attract attention to Wallace Beery and the MGM picture, "The Mighty McGurk." The overprint occupied most of two columns with its large still of Beery pasted on. Butterfield had a girl walk about town stopping at newstands, riding busses, etc., reading the paper but keeping the front page in others' line of vision.

LADD'S IN CALCUTTA!

Moving in on a new kind of menace
Plunging into the tides of treachery
While two gorgeous girls go gunning for him

the Orient's mystic underworld . . .
that swirl where East meets West . . .
one with her lips, the other with a gat!



ALAN **LADD** · GAIL **RUSSELL** · WILLIAM **BENDIX**

in

"CALCUTTA"

with
JUNE DUPREZ
Lowell Gilmore · Edith King
Produced and Written for the Screen by Seton I. Miller

"Two-Years-Before-The-Mast" thrills
topped by the same director
JOHN FARROW,
and
Paramount

WORLD PREMIERE. N. Y. PARAMOUNT, APRIL 23

THEATRE MANAGEMENT



The Brass Tacks of Efficient Picture Theatre Management*

WHAT TO DO WHEN 'MISSOUT' OCCURS

By Jack Jackson

Compared to the bedlam and confusion that erupts like a volcano in a theatre when one of those rarest of rarities, a "missout," happens along, the hubbub and flurry of Grand Central Station at rush hour is the very essence of serenity. "Missouts" are infrequent—and fortunately so—and many theatres go through a liberal lifetime without once experiencing such a holocaust. However, because I've had a couple of distressing incidents lately, it strikes me that some discussion on the subject may help other fellows to live through the experience with slight discomfort and positively no loss of revenue.

Somehow or other, it seems that in my town the past few months have been delegated to a "brain vacation" for the chaps who handle film and accessories. The Railway Express clerks and drivers, as well as the employes of the well organized and carefully operated film carriers, have been guilty of the most unforgivable and unwarranted lapses in discharging their duties. There have been frequent instances where the film for one theatre has been left at another several miles distant, and many others where the cans have been misplaced on the delivery dock. These have all been correted at only a nominal outlay of effort and but trifling and unnoticeable inconvenience to the customers. Because of the almost incidental expense involved in straightening out these small tangles, no claims were ever presented and no vigorous complaints registered.

Perhaps our negligence in not setting up a howl about the little things is partly responsible, since error becomes an easy habit when it goes uncorrected. But whatever the cause, the past few weeks have brought on some pretty disastrous instances of the sometimes deadly and always expensive "missouts."

Unsavory Job of Facing Patrons With No Feature

Discovering how little my own staff—all recruited in the war years—knew of the best procedure to follow in covering up the film loss, and that they were totally ignorant of their rights of restitution in the premises, I came to the conclusion that the instructions I have since given may be of use to others who have yet to experience the disconcerting and unsavory job of facing incoming patrons without any idea of where or when the feature picture they paid their money to see would be on hand for exhibition. If—and I hope it doesn't—such an occasion should present itself, your quickest solution of the dilemma lies in following these rules in chronological order:

Check your files for the shipping orders—or copy of same—showing where the picture is being shipped from and by what carrier. (The film delivery service under contract to your house carries most film on a regular route but frequently the use of Railway Express Company facilities is necessary).

Phone other theatres in your immediate neighborhood to see if they happen to have received the film in error.

Check the nearest office of the film delivery carrier (express or film service) to make sure the can is not laying on the docks, in the office, or being carried around on the delivery truck.

When checking with the film carriers, be certain to get the name of the person to whom you are talking and be sure to inform them of the importance of giving you correct information and the possibility of a damage claim being filed to cover your financial loss. There is a possibility that the threat of a damage suit will jolt them out of their lethargy and result in a more thorough search. Make a written record of your conversation showing time and date on investigation.

If failure has followed your effort to this point, your next move is a long-distance (if you happen to operate in other than an exchange center) call to the distributor-

(Continued on Page 25)

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Readers Learn Fate of Their Admission Dollar

Theatremen who frequently receive complaints about present-day admission prices from budget-conscious patrons might do well to explain their position in a manner similar to that done recently in Milwaukee, Wis., when exhibitors of that city, through an article "What Price Movies?" by Ray McBride, apprised readers of the Milwaukee *Journal* "what happens to the money shoved through the little hole in the window."

Pointing out that many a patron considers himself "soaked" when he pays 90 cents for a ticket, McBride begins to apportion the amount by pointing out that the Government takes 15 cents out of every 90.

"The remaining 75 cents," the explanatory article continues, "covers the theatre's 'nut,' which is show business slang for expenses. By far the largest item is extracted in the sliding scale by which a theatre pays from 25 to 70 per cent of its weekly gross to a film company for rental of a picture. The amount paid depends upon the gross, going upward like income tax brackets.

"A theatre pays an average of 40 to 50 per cent of its gross to the film company weekly, and when there is a big attraction, like 'The Best Years of Our Lives,' or 'The Jolson Story,' the percentage may climb as high as 70 per cent.

"In addition, the theatre must pay outright for its short subjects. Then there is the theatre rental, and salaries, which have gone up considerably in recent years.

"Those are the big items, but there are other costs, such as promotion work. The theatremen claim they are not looking for sympathy, rather for an understanding of their profits. These, they claim, are handsome if they amount to four or five per cent, and sensational if they amount to 10 per cent. Some weeks the theatres go into the red.

"'I wish I was back in the 50-cent days,' said one manager. 'Life was not so complicated then. Everybody's expenses are going up these days, and ours are, too. And as long as the expenses stay up, we have to charge enough to make a reasonable profit'."

Pick Up Loose Stubs

Loose ticket stubs, used matches, candy wrappers, etc., are thrown carelessly on the floor by patrons can make the theatre look as though it were ill cared for. Even if a porter is assigned to be constantly on the lookout for these things, members of the service staff also can look for them and remove them

Popcorn Forbidden

Eating of popcorn in the Midland Theatre, Kansas City, Mo., has been forbidden by Manager Howard Burkhardt. He has posted a notice by the outside box-office window that popcorn will not be permitted in the theatre. Similar steps have been taken by Loew managers in other territories. The Midland has never handled popcorn, but does offer candy for sale in the lobby.

Screen Guild's SHOWMEN'S GROUP Number 3

Adventure!
Action!
Romance!

"Buffalo Bill Rides Again"



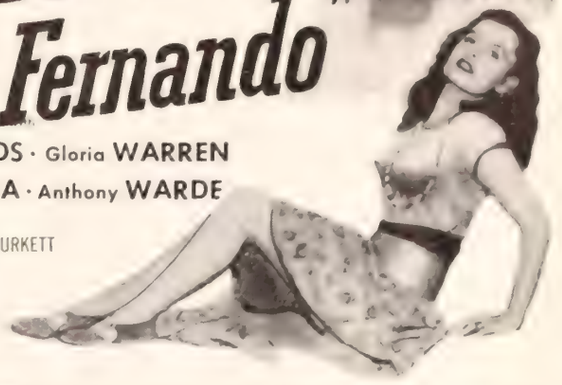
with
RICHARD ARLEN
Jennifer HOLT · Lee SHUMWAY
Gil PATRICK

Producer, JACK SCHWARZ
Director, BERNARD B. RAY

Greed!
Gold!
Glamour!

"The Bells of San Fernando"





Donald WOODS · Gloria WARREN
Shirley O'HARA · Anthony WARDE

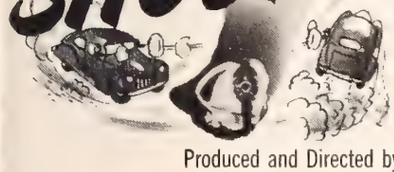
Producer, JAMES S. BURKETT
Associate Producer
RENAULT DUNCAN
Director
TERRY MORSE

Fearless!
Daring!
Roaring!



ROBERT L. LIPPERT presents

"SHOOT TO KILL"

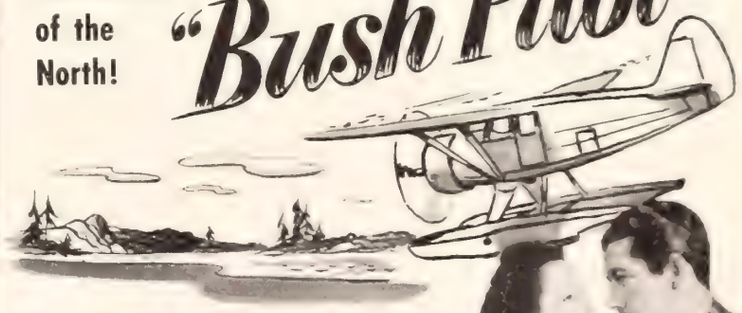


with
Russell WADE · Edmund MacDONALD
Douglas BLACKLEY · Susan WALTERS

Produced and Directed by WILLIAM BERKE

Rugged
Daredevils
of the
North!

"Bush Pilot"





with
Rochelle HUDSON Jack LaRUE
Austin WILLIS · Frank PERRY

Producer, LARRY CROMIEN
Associate Producer, JACK W. OGILVIE
Director, STERLING CAMPBELL

2 DETECTIVE ACTION STREAMLINERS



"THE HAT BOX MYSTERY" — Tom NEAL · Allen JENKINS
Pamela BLAKE · Virginia SALE

"The Case of the BABY SITTER" — Tom NEAL · Allen JENKINS
Pamela BLAKE · Virginia SALE

Executive Producer, MAURY NUNES · Produced by CARL HITTLEMAN · Directed by LAMBERT HILLYER

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Children a Vital Element in Theatre Policy, MPA Is Told

Declaring children the most vital element in her work, Mildred A. FitzGibbons, manager of the Skouras Roosevelt Theatre, Flushing, N. Y., told the Study Group of the Motion Picture Association last week that not until after three years of experimentation did she evolve in her mind the type of show she considered suitable for the youngsters.



M. A. FitzGibbons

Introduced by Mrs. Marjorie G. Dawson, associate director of the MPA's Community Service Department, as a motion picture theatre manager who is "laying down the pattern for the future in ideal community-exhibitor relations," Miss FitzGibbons related how she had been brought from St. Louis by George Skouras, head of the Skouras Theatres Corp., to manage the Roosevelt, a 1751-seat neighborhood theatre.

"I was totally without theatre experience," she told her listeners, "but I had certain ideas which I proceeded to put into practice."

From the beginning, she said, she concentrated on the children, and formed the Saturday Birthday Fun Club which rapidly rose to a membership of 3,500 boys and girls. She designed a children's show built around a central theme, with cartoons, shorts and features all correlated, the whole accented with a stage activity or personality. The result was a harmonious, integrated show, well-rounded and selected with due regard to action and child appeal, and shorn of objectionable features.

In her selection of famed personalities for the shows, Miss FitzGibbons reported the personal appearance of Ham Fisher (for a Joe Palooka Show), Joe Shuster (for a Superman Show), Harry Welch, the original Popeye (for a Popeye Show), Joe Hasel, WJZ sportscaster (for a Dynamic Thrill Show), and others.

Commenting on the types of films popular with children, the Roosevelt manager said: "They want action pictures." She added that she had made use of the Children's Film Library, selecting those films she believed would have the greatest appeal for the youngsters.

Adults also come in for a big share of attention, Miss FitzGibbons reported. She told how she had arranged special events for her adult audiences and spoke of the growing appreciation with which these special shows were received.

A properly-trained staff is largely responsible for the success of the Roosevelt operation. In addition to the over-all training, staff members are encouraged to develop their individual aptitudes, and these are put to daily use with resultant benefit to the manager, members of the staff themselves, the patrons and the general efficient operation of the theatre.

Community activities nurtured by the Roosevelt include the Broadway-Flushing Civic Association, which is literally the theatre's own "baby," since it was organized in the manager's office and is lineal successor of the active bond-selling group which sold five million dollars worth of bonds when the theatre was Broadway-Flushing's official bond-selling headquarters. Latest community activities include the holding at the theatre of the Spring exhibition of the Douglaston Art League, an exhibition of paintings by contemporary artists of Flushing and surrounding areas.

Another community move sponsored by Miss FitzGibbons is a Broadway-Flushing Food and Fashion Show organized by a committee of Broadway-Flushing women under the welcoming roof of the Roosevelt. Such celebrities as Jinx Falkenburg and her husband, Tex McCrary of the "Hi Jinx" WNBC Radio Program; Vyvyan Donner, Fox Movietone woman editor; Mary Margaret McBride, WNBC woman commentator and many other food and fashion experts will appear on the program. Merchants are giving $500 in attendance prizes and food, fashion and garden exhibits will be displayed in the theatre lobby and foyer. This will bring over 1,800 women to the theatre May 27.

"In our work with all groups," Miss FitzGibbons concluded, "we are making the Roosevelt a real community center."

Heralds New House

Using one of the time-honored, effective methods by which a new theatre may be introduced to the public, Jack Rettinger of the new Time Theatre, Pepin, Wis., arranged for a special section to be made up and distributed to subscribers of the Pepin Herald.

The section was of four convention-sized newspaper pages, containing congratulatory advertising from the merchants of the town, descriptive material about the theatre itself and a program containing entertainment scheduled for the first eight days of the theatre's existence.

Mayor, Town Owner

Rowe E. Carney has the unique distinction of being the owner of one town and having been elected mayor of another town. Carney is a real estate and insurance agent in Rolla, Mo., where he owns the 750-seat Rollamo and the 1,000-seat Uptown Theatres. At the election on April 1 Carney was elected mayor of Rolla by 450-vote margin over J. E. Ashton.

Carney attracted nation-wide attention several months ago when he purchased the town of Arlington, Mo., at a sheriff's sale for $10,000. The R. E. Carney Theatres Corporation's opposition in Rolla is Mildred Rauth's 600-seat Ritz Theatre.

Old-Time Showmanship Goal of Schine Drive

Plans for the "13-Week Schine Showmanship Drive" for the purpose of reintroducing managers to the old-time brand of showmanship were completed last week following the return to Gloversville, N. Y., of Schine Circuit executives after attending regional managers' meetings in Rochester, Cleveland, Cincinnati, Wilmington and Gloversville.

In each situation, according to Gus Lampe, who is spearheading the campaign, pictures which need extra selling will be designated "bonus pictures." Managers will be encouraged to redouble their exploitation efforts. After playing such pictures, the managers will submit their complete campaigns to a home office committee which will appraise them solely on their exploitation value, and credit the managers accordingly with a number of points. Those with the greatest number of points at the end of the drive will receive cash prizes.

Theme of the 13-week drive is "Springtime Is Schine Showtime." Special newspaper slugs, ushers' sashes, stringers and pennants have been distributed to the theatres.

Reade Campaign to Emphasize Active Role of Theatres in Community Life

"We are in the process of setting up a unique and able public relations campaign which will endeavor to stress the importance of our theatres, as well as all theatres, in community life, and will cover all phases of public relations."

Thus did Walter Reade, Jr., last week reveal plans for a special department under his direction, and consisting of Jim Brady, Reade field man in the Asbury Park area, and Steve Brener, home office advertising and publicity director, to work out initial plans to place Reade and other theatres in an important light in community affairs by making the managers active in civic groups, the theatres a place of meeting and information, and the entire Reade staff willing to cooperate in all local promotions.

Addressing managers at a special meeting in the circuit's New York home office, Reade said that in each situation directors of churches of all denominations will be contacted by the circuit's city manager, who will ask these directors to form a committee to work on the preparation of a special trailer which will impart to the theatre audience the spiritual value of attending their places of worship often.

Institutional advertising and publicity will begin immediately in newspapers in all towns illustrating what the theatre is doing to help each situation grow and prosper. Particular emphasis will be placed upon the fact that the theatre has always "offered the best dollar entertainment value; that it is safe for adults and children, as well as being clean and comfortable; that it has a courteous and helpful staff and that, most important, it is a leader in community life and action."

Local merchants and Chambers of Commerce will be called upon by the Reade field force and offered numerous cooperative selling aids. Reade theatre and city managers in each situation will meet wtih the officers of all local charities and organize a committee whose duty will be to formulate an agreeable system of distributing funds collected in local theatres on a selected week each year.

Schools will be given the use of theatre auditoriums for special shows for which the theatre will donate the services of its employes. All members of Reade theatre staffs will be

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THEATRE MANAGEMENT

Jackson Outlines Rules on 'Missout'

(*Continued from Page 22*)

shipper to place the burden of further tracing on their shoulders.

If you are close enough to permit a duplicate print to be sent in time to fill in behind your short subjects, you're lucky. If this cannot be accomplished, have the distributor advise the earliest possible moment he can get you another print and by what carrier service it will be shipped. Insist on the fastest possible service—air express, if possible—as you will be materially hurting the future business of your theatre every minute you are without the picture advertised for exhibition.

After that, you are at the mercy of your friends. Phone the closest theatre and determine whether or not there is any possibility of "bicycling" their feature in order to keep your doors open.

The recommendation of "bicycling" is only in the instance of a "missout" emergency and, even in such circumstances, it is advisable to again call the distributor from whom your original feature is due (collect) and have them square the "bicycling" job with the distributor whose picture is to be used to cover the emergency.

In some cities there is an "emergency print" of a formerly played picture kept on hand for such instances—most big circuits and big cities where a major company salesman resides have such accommodations—and if such is the case, by all means take advantage of the situation.

Note Time of Arrival

Make use of the "bicycling" or "emergency" print only until your own feature arrives and be sure to make written note of the time of such arrival.

Be certain that your cashier and door attendant are instructed to inform every customer of the substitution of pictures. Frequently the cashier's admonition is unheard because of traffic noises, and the added caution from the door attendant may prevent complaint and refund.

Now let us consider what you are entitled to recover in damages and how to go about the job of collecting.

Check back on your daily box-office records to determine the receipts up to the hour your regular "booked" feature reached the screen of your theatre. Compare an eight-week average with the receipts of the particular day up to the same hour and whatever discrepancy exists is an actual monetary loss due to walkaways, refunds, folks who had seen or were disinterested in the substitute picture, etc.

Compute the amount of money expended in telephone calls (local and long distance).

Determine the rental charge expected by the distributor of the substitute film used.

Figure as closely as possible the amount of time expended by yourself and members of your staff in attempting to trace the original shipment and in securing a substitute.

If taxi or other conveyance was necessary, either in "bicycling" or in securing original or substitute, the cost of same is recoverable.

The foregoing are provable items of cash expense and subject to deduction from the film rental charges of the distributor who failed to get the feature to you on time. Complete evidence of how you arrived at your figures and as many receipts as possible to support your claim should accompany whatever revenue remains due the distributor from the engagement so that they can, in turn, seek recompense from the erring carrier. Some distributors may ask that you handle the claim with the carrier but the distributor, as the shipper is best equipped to get prompt settlement.

There is a legal angle of mental anguish suffered, inconvenience to patrons and possible loss of recurring patronage through disappointment, but I am not familiar with what procedure to follow other than the recovery of the actual provable cash loss and outlay in correcting the shipping error.

Know Carrier Schedules

I'm hoping that you manage to negotiate your entire theatre experience without encountering one instance of "missout," but if it should happen to you there is no good or fair reason why the carrier or theatre offending should get off "scott free" of the expense to which you are put in correcting his negligence.

There are but few real instances where "missouts" cannot be avoided, provided the booker knows his train and carrier schedules. Of course, a flood, wreck or other mishap is beyond the control of all parties, but all too frequently "missouts" are caused through lack of interest or carelessness of employes preparing shipping labels, lateness in getting film to the shipping agents, failure to read and analyze shipping instructions. In such cases the offender should be made to "take it from his pocketbook," and making him do so will result in better service in the future.

And, while I'm about it how about taking a more careful check on how film is being handled and dispatched from your own theatre?

Bad Weather Openings

If patrons are able to at least get into the theatre lobby before the house is scheduled to open on rainy days, it is probable that matinee receipts will be higher than expected. Train at least one responsible member of the staff to be on the lookout for bad weather so that he will arrive at the theatre at least a half hour before its announced opening time, and thus be able to afford shelter to passers-by who might become ticket buyers.

Summer Uniforms

Now that summer uniforms are in the ready-supply category it might be well to replace the ones you have made do during the shortage years. New catalogues are available and salesmen ready to take orders.

This is Relamping Time

Now is the time to get ready for relamping in spring and summer colors.

Teen-Ager's Plea

A 14-year-old girl, who is a movie fan, in a letter to the Jewish Community Center Review in Harrisburg, Pa., advanced a plea which is worthy of consideration. She wrote: "We should have a medium-priced movie ticket. After all we are not children and not entitled to half-rate, but we are not adults and 60 cents makes a big hole in our allowance." To date no Harrisburg exhibitor has acted on the idea she advanced.



REGIONAL NEWSREEL

PITTSBURGH

Herbert Perer, who operates the Park and Novelty Theatres in this city, and Miss Beatrice Taper, were married in the Beth Shalom Synagogue on Sunday last, after which they left for a New York honeymoon.

Dr. A. L. Koontz, of the Lincoln Theatre, New Martinsville, W. Va., is seriously ill in the local hospital. The operation which he was to undergo has been postponed until his condition improves.

W. C. Jervis, branch manager for the National Theatre Supply Company, suffered a heart attack last week and is in the Magee Hospital here. He was recuperating from a previous mild attack when stricken for the second time.

At a recent meeting of independent exhibitors at the AMPTO of Western Pennsylvania headquarters, plans were completed for the United Jewish Appeal Fund Campaign, which was conducted by the co-chairman of the theatre group; Harry Feinstein, buyer and booker for Warner Brothers Theatres, and Norman Mervis, of the Mervis Circuit. M. A. Silver, zone manager for Warner Theatres, was also present. A "Night of Stars" rally will be held at Syria Mosque on April 20 to help raise funds for this purpose.

The Covi Theatre, Herminie, Pa., has been sold by Rudolph Covi to a newcomer, Charles Trozzo. The theatre has been re-named the Central, and will be renovated and extensively remodeled under the new ownership.

The new Eastwood Drive-In Theatre, constructed by Navari Brothers, and situated on Frankstown Road in Penn township, Pa., is scheduled to open next week. Local officials and civic leaders, together with many representatives of film distribution companies and exhibitors have been invited to attend this gala affair.

The engagement of Miss Marian Finer, secretary to J. T. McGreevey, buyer and booker for the Harris Circuit of Theatres, to Harold Labovitz, of the local Internal Revenue Department, has been announced by the bride-to-be's parents. The wedding is expected to take place during the early summer.

Bert M. Stearn, head of Cooperative Theatres Service here, who had been seriously ill since the first of the year when he suffered a heart attack enroute from Pittsburgh to Cleveland, returned to his desk last week, after spending several weeks in Atlantic City to fully recuperate.

WASHINGTON

Washington District Commissioners are considering a proposal to increase license fees of Washington theatres, based on the seating capacity of the house. This proposal is an alternate to the bill submitted to Congress by the Comissioners for a 10% tax in theatre admissions. Increase in license fees may bring in about $500,000 to the city. A. J. Brylawski, President of the Motion Picture Theatre Owners here advocated the increase in license fee, which is now set at $30 a year.

April 10 was the opening day for E. M. Loew's Open Air Theatre on the Richmond Highway below Alexandria. The first double-feature program was "Time Of Their Lives" and "My Pal Trigger." Last summer multiple loudspeakers were installed at the drive-in-lot.

Angie Ratto, manager of Loew's Palace Theatre, has booked a two-hour cartoon show for this Saturday morning, which included some 16 cartoons of the past year.

Sidney Lust has issued invitations to his annual party which heralded the opening of the baseball season at Griffith Stadium on April 14. The guest list this year ran to approximately 100 and included the Capital's and nearby Maryland's leading figures in government, business, sports, and civic activities.

Anne De Mello, Warner Bros. Theatres, is very proud to announce that her young daughter, Elizabeth Ann, won a four-year scholarship to Holy Cross Academy.

MGM Head Shipper James Tyler, is back at work after a bout with the flu.

K-B's Senator Theatre will be a first neighborhood-showing house along with the same company's Apex and Naylor Theatres, playing pictures direct from the downtown first-run showing.

"Seeds of Destiny," 1946 Academy award winner in the documentary field, which was rejected for theatre showing by the American Theatres Association, was added to the program at Constitution Hall, on April 12-14, where "Citizen Saint" was the feature attraction.

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Omaha Colosseum

A lodge of the Colosseum of Motion Picture Salesmen of America has been founded in Omaha with the following officers: President, William Barker of Columbia; Vice-President Iz M. Weiner, Universal; Secretary-Treasurer, Leon Mendelson of Warner Bros.

BOSTON

United Artists District Manager Clayton Eastman made a hurried trip to Albany accompanied by Mrs. Eastman and their children to attend the funeral of Mrs. Eastman's sister. Jack Derwin sent a floral piece in behalf of United Artists employes.

Jack Draddy of United Artists spent the holiday weekend visiting relatives and friends in New York City.

Jimmy Winn, formerly district manager for United Artists, dropped by recently for a short visit while on his way to New York. He reported that his health is very greatly improved.

Phil Engel, aggressive United Artists publicity chief, is working in close coperation with Joe Di Pesa and Jim Shanahan, both of the local Loew's publicity staff, exploiting "The Macomber Affair."

John Derwin and Bill Koster, both of the United Artists local office, were present recently at a luncheon given by the Variety Club in honor of Col. William McCraw of Dallas, Tex., a national executive director of the Children's Hospital, who was in Boston checking on the progress made due to the sponsorship, by the Variety Club, of a blood bank at the local hospital.

Claire Welsh, popular switchboard operator at United Artists, surprised everyone wtih her announcement of her coming wedding this week. Claire will return to her position after the honeymoon.

Art Moger, publicist for Warners, took Jerry Wald, Jennifer Jones and Joseph Cotten out to the Modern Homes Show in Mechanics Building and both Miss Jones and Cotten received an ovation.

The film industry in Boston lost one of its best friends and closest adherents when Emile Coulon, Sr., 74, owner of several hotels and for the past 60 years active in the hotel and amusement world died suddenly . . . Coulon was a close friend of many local film notables.

Sam Haas is improving rapidly and has completely recovered his sight.

Irving Shapiro made a business trip to Portland and Bangor this past week.

Jack Markle, here from Philadelphia for a day . . . he expects to return to Boston soon with the second engagement of "Henry V," which ran at the Esquire Theatre for nine months.

The Center Theatre opened under E. M. Loew and Larry Lask management April 8 with an indefinite engagement for "Everything's on Ice."

The Old South Theatre's new venture of showing classic films and foreign-made cinematic wonders has started with a real promise of success and the receipts for the first two weeks have been a new record for the theatre —which seats 600 persons in the heart of newspaper row.

Edward L. Hyman, vice president, Paramount Theatres Service Corporation, flew to Boston last week to attend a meeting of the board of directors of New England Theatres Incorporated.

The district learned with regret of the recent death from pneumonia of Francis McBride

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who had been employed as a truck driver for many years by the Film Exchange Transportation Company.

Nancy Moran, switchboard operator at Warners, is back at her duties again.

Miss Helen Lynch, of Winthrop, Mass., has been doing a special features assignment with the Modern Homes Show for the Floyd Bell Associates.

George Kraska, manager of the Kenmore Theatre, held a special press party at the Hotel Kenmore April 14 at which time an interview with Serge Eisenstein was conducted by telephone-cable from Boston to Moscow. A special showing of "Ivan the Terrible" was put on for the press.

DETROIT

Detroit's two drive-in theatres, one on the east side and one on the west, opened their 1947 season Friday (11).

Vaughn Monroe and his orchestra opened on the stage of the Michigan Theatre Friday. First 100 patrons in the theatre received a free recording of Monroe's "You Can't See the Sun When You're Crying."

The Paradise Theatre is featuring the popular King Cole Trio on its stage this week.

Sol Gordon, manager of the Royal Theatre, directed committees of the Westown Lions Club, of which he is a member, in preparing for its third annual benefit theatre party held at the Royal Theatre at midnight last Tuesday.

The United Detroit Theatres is stressing its no advance in prices policy on marquees and in newspaper advertisements.

Manny Pearson of United Artists' Cleveland office didn't let the phone strike interfere with business. Wanting to contact United Detroit Theatre offices here the first day of the strike, he merely told the operator it was an emergency call and got through immediately.

Newsreel cameramen of every company were out in force to cover the funeral of Henry Ford here Thursday.

A large number of Ford workers, having the day off Thursday, spent their time downtown boosting the income of the theatres.

Patrons leaving the Lincoln Park Theatre the other night after seeing a western feature were startled by a series of explosions. It turned out to be a display of fireworks by a 14-year-old boy. He had been shooting them off just outside the theatre for his nine playmates. "I was just entertaining my friends," the lad told police.

CLEVELAND

Barney Balaban, president of Paramount Pictures, was here in the interest of the United Jewish Relief Drive. In addition to speaking before a group at the Oakwood Country Club, he was guest of honor at a luncheon hosted by Meyer Fine, Jack Shulman and Nat Wolf, chairman of the local campaign's motion picture division.

M. B. Horwitz, general manager of the Washington Circuit will attend the National Variety convention on the west coast as national canvassman of the Cleveland Tent. Delegates from Cleveland, as appointed by Chief Barker Harry Schreiber, are Harold Raives, Schine Ohio zone manager, and Nate Schultz, Monogram franchise owner. John Urbansky, Sr. of Associated Circuit, is named alternate delegate.



GIFT REPORTED AT UJA STEERING COMMITTEE LUNCHEON. A personal gift of $500,000 by Edmund Kaufman of Washington, D. C., one of the national leaders of the United Jewish Appeal, was announced at the regular weekly luncheon of the UJA film drive steering committee held last Friday in the office of Paramount President Barney Balaban, national chairman of the motion picture division of the UJA. Kaufman addressed the gathering. Co-chairmen of the New York campaign are Matthew Fox, Billy Rose, Richard Rodgers and Emil Friedlander. Seated around the table are (l-r) Leopold Friedman, Harry Brandt, Arthur Israel, Herman Robbins, Sam Shain, Lou Novins, Kaufman, Max Cohen, Cecil Kaufman, Balaban, Fox, Jack Cohn and Malcolm Kingsberg.

Ben L. Ogron of Ohio Theatre Supply Company, Film Building, has closed a contract with Nate Schultz to lay Gulistan carpets in the Lorain Theatre, Lorain; Quilna, Lima and Ambassador, Cleveland. Ogron has also closed with Associated circuit to install Motiograph Mirrophonic dual channel sound system and a Robin-Imperial generator in the Detroit Theatre.

Max Lefkowich of Community Circuit and Mrs. Lefkowich spent Easter in Atlantic City.

Nate Schultz, Monogram franchise owner, attended a company meeting in New York over the week-end.

Wade M. Carr, district manager for Manley, Inc., is back at his desk. Since the Christmas holidays he has been laid up with a broken leg—result of an automobile accident

J. Knox Strachen, Warner theatre publicity director, was called to Messina, N. Y., over the week-end by the death of an uncle.

Variety Club dinner with Harold Russell as guest of honor scheduled for last Monday and called off because of Russell's illness, will be dated as son as Russell is well enough to attend.

"Best Years of Our Lives" is doing phenomenal business at both the Lower Mall and the University Theatres where it opened simultaneously on Good Friday.

Sam Stecker of Associated Circuit, J. S. Jossey of Hygienic Productions and Frank Gross are back from extended business and pleasure trips to the west coast.

Moe Dudelson, United Artist district manager and Sam Sepowlin, Republic district manager, were film row visitors. Max Cohen, U-I branch manager, back from Washington, D. C. where he went for Easter, was out in the territory last week.

Joe Leavitt of Independent Screen Room and Mrs. Leavitt are back from a Florida vacation.

Oscar Ruby, Columbus branch manager, finally won out over a flu germ that laid him low for a couple of weeks.

Academy Film Service, Inc., has been named a licensed distributor of Natco 16-mm. sound projectors. Gilbert Lefton, president of Academy, negotiated the deal when he attended the NAVED district meeting recently held in Chicago.

Word has been received from New York that Harry H. Walders has been appointed manager of RKO Radio's exchange in Cleveland. Walders, who has been with the company's Chicago office since 1933, starting as booker, succeeds A. Kolitz, recently promoted to Rocky Mountain district manager with headquarters in Denver.



EAST MEETS WEST. Or something like that. Anyway, Ned E. Depinet (left) RKO executive vice-president and Mrs. Depinet, who have been in Hollywood, are met on their arrival in New York by S. Barret McCormick, director of advertising, publicity and exploitation.

LOS ANGELES

Pete Gray [illegible] as booker from the same post at PRC. He was succeeded at PRC by Harold Goldstein, who moved up. Goldstein's booking post was taken by Henry Lefko, brother of PRC Branch Manager George Lefko.

Congratulations are being extended to Russell Heinemeyer, step-nephew of Darryl Zanuck, for gaining the hand of Lois Schaening, 20th Century-Fox biller. The couple will be married in the Little Chapel of the Dawn in Santa Monica on April 25. Lois' former post as re[illegible] Hull, formerly with RKO.

Sophie Smith, secretary to Warner Branch Manager Fred Greenberg, and Christina Emerson, District Manager Henry Herbel's gal Friday, recently sent a box of delicacies to Lillian Cramer in Berlin, Germany. Lillian, who worked as a secretary at Warners for some time after getting out of the WAC's, went back into the service and is now a staff-sergeant. She just sent some rare porcelain demi-tasse cups from Germany to the girls.

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and writes that she is doing court reporting on war criminal trials.

Louie Wutke's Projection Equipment and Maintenance Company recently installed Simplex machines for Herbert Shute's Barton Theatre in San Pedro. Shute changed over from his Powers mechanism. A two-months-old celebration was held for Miss Christine Lunt, baby daughter of Mack and Betty Lunt; he is a shop mechanic for P. E. & M.

Those happy smiles on the faces of Exhibitors Service employes are caused by a bunch of new houses just acquired for booking and buying, bringing the total for the organization to 47 accounts. Selly Levinson's Brentwood Theatre was one of the recently acquired theatres. Others now being booked and bought for by ES are Jack Broder's Florence Mills, which Sol Burns manages; International, San Ysidro, managed by Albert Bernal; the Roxy, Nogales, Ariz., owned by Jimmy Loomos and Constantine Varrela; Village, Coronado, a new $150,000 house, built by Coronado Homes, Inc., and managed by Jack Anderson; and Bill Kaye's Wilshire, Fullerton.

Keith McCallum of Exhibitors Service, will probably be able to retire shortly at the rate his twins are going. A top-flight soap company is very interested in using the twins for advertising purposes, and also they may go into the movies. The McCallums finally found a place a live, but had to go all the way to Long Beach to get it.

Sam Sunnas has succeeded Andy Dart at Exhibitors Service as booker. Sam ought to know his stuff because he also has two theatres back in Binghamton, N. Y.

Richard Hildreth, traveling auditor from 20th Century-Fox's New York home office, has been visiting branch manager Clyde Eckhardt's bailiwick. Morrie Sudman, Eckhardt's assistant, reports the local office in sixth place in the national branch managers' drive, with less than three weeks to go.

Confidential Reports lost Sarah Stacey to 20th-Fox, where she is appropriately working in the percentage department.

Jake Milstein, former distribution executive for MGM and Republic, is now in charge of sales and distribution for the recently formed Somerset Pictures company.

Lionel Toll, former trade paper editor is scheduled to start his PRC picture in June. He is already ensconced at Nassour Studios.

The Edwards Theatre company has bought the San Carlo Building at Griffith and Main Streets. Building houses a 1,000-seat theatre, stores and a hotel. The Edwards Circuit is remodelling its Granada Theatre in Alhambra, Calif., will change its name to the Coronet and will change its policy to first-run. Other houses of the circuit currently undergoing complete modernization and refurnishing programs are the Garvey in Garvey, the Rosemead in Rosemead and the Tajunga in Tajunga, all in California.

Extra Kid Crowds

The St. Charles Theatre in New Orleans is drawing extra crowds to its first shows on Saturdays and Sundays through booking special attractions for the youngsters. Included in the bookings for the early shows are Leon Errol and Edgar Kennedy comedies, "Gady Goody" and "Mighty Mouse" cartoons, Bert Lahr's "Dribble Puss Parade," two chapters of the serial, "Jesse James Rides Again," and the theatre's regular double-feature bill.

ST. LOUIS

George Kerasotes has sufficiently recovered from an emergency appendectomy in Springfield, Ill., to make a trip to St. Louis. While still a little weak he is recovering nicely.

Andy Dietz of Screen Guild Productions has sold his product 100 per cent to the Frisina Amusement Company, Springfield, Ill.

The Arcade Airdome on West Pine Boulevard here will open on May 31.

Earl Vandevort of Kenneth, Mo., and A. H. Sharp of Gideon, Mo., are recovering from attacks of influenza.

Harry Nash, operator of the Ritz Theatre in California, Mo., contemplates a vacation trip to the west coast in the near future.

Monogram Branch Manager Barney Rosenthal attended the company's regional meeting in Chicago, April 12-13. Before leaving St. Louis he closed a deal with C. H. Graham by which the Monogram product wlil play the Webster Theatre, St. Louis.

Milt Overman, of the Eagle-Lion advertising and publicity department is here to handle the promotion campaign on "It's a Joke, Son."

Hugh Nesbitt, city salesman for Universal, has returned from Hot Springs, Ark., where he picked the winner in the Arkansas Derby and won $42.70.

Ray Colvin of the Exhibitors Supply Company and Mrs. Colvin also have returned from Hot Springs.

Recent out-of-town visitors seen on film row were: Mr. and Mrs. William Collins of DeSoto, Mo.; Phil Griffin, vice-president and film buyer for the I. W. Rodgers Theatres, Cairo, Ill.; Sam Pirtle of Jerseyville, Ill.; Tom Edwards of the Edwards and Harris circuit in Farmington, Mo., and Herman Tanner of Vandalia, Ill. Edwards was no his way to Columbia, Mo., to attend a father-and-son get-together for students of the University of Missouri where his son is a senior.

The McLeansboro, Ill., city council was scheduled to pass this week the ordinance raising the annual license fee of theatres to $300. Affected will be the McLean and Capitol Theatres operated by Sam Pirtle who recently defeated in the courts another bill to raise the license fee to $750.

Bids from sub-contractors are being received for the new $30,000 theatre to be erected in Clinton, Mo. The stadium-type, one-story theatre, was designed by Robert C. Boller, theatre architect of Kansas City, Mo.

W. H. Hibbitts has opened his Ozark Theatre in Bunker, Mo.

C. T. Carr is returning to film exhibition and hopes to open within a few weeks a theatre remodeled from an auditorium in Russellville, Mo. Carr was an exhibitor in that section of the state 10 or 15 years ago.

The Hall Theatre in Columbia, Mo., has bought two 30-ton refrigeration units from the Exhibitors Supply Company. House is operated by the College Theatre Co., Inc.



'MONSIEUR VERDOUX' IN WORLD PREMIERE. World premiere of Charles Chaplin's latest production, "Monsieur Verdoux'," which is being released through United Artists, took place last Friday evening (11) at the Broadway Theatre in New York, with people prominent in the industry and in New York's social life present for the occasion. Shown here entering the theatre are Mary Pickford and Mr. and Mrs. Chaplin (the former Oona O'Neill, daughter of playwright Eugene O'Neill).

ALBANY

Leo Rosen, who joined the Warner Bros. 20 years ago and has been manager of the Strand Theatre, Albany, for the past five years, resigned to become assistant general manager of Fabian-Hellman Drive-In Theatres and a partner in Joy Bar, Inc. which will open a series of frozen custard and ice cream stands throughout the state. The first "Joy-Bar" will open in the Paramount Theatre Building shortly.

Al LaFlamme, manager of the Ritz Theatre for the past three years and previously manager of the Madison Theatre, will succeed Rosen as Strand manager. LaFlamme has been with Warner Bros. for the past 17 years and began as assistant manager of the Stanley Theatre, Utica.

Oscar Perrin, in motion pictures for the past 46 years, has been appointed to replace LaFlamme at the Ritz. Perrin, until this appointment, was in charge of the Madison Theatre.

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He was the manager of Harmanus Bleecker Hall when it held legitimate shows.

Shurburne I. Hutchinson takes over the managership of the Madison Theatre. He formerly had been manager of various theatres in the New England states.

Congratulations being extended to Joe Rosen, 20th-Fox branch manager, upon the birth of his first child, a boy weighing six lbs. 11 ounces, on April 2. Both Mrs. Rosen and Baby Robert Edward are fine.

Venera Germano, who resigned from the MGM office to be married on Saturday (12) to Louis Genovese, was presented with a pair of boudoir lamps by the office personnel.

Mrs. Charles Dortic, wife of Columbia salesman, is visiting her son, Carl, in Chicago where he is associated with the MGM office.

PRC Buffalo Branch Manager Lou Lieser visited Albany film row.

Joe Miller, former district manager for PRC, is now in charge of Film Classics for Albany and Buffalo territory. Good luck, Joe.

Harry Bernstein, Variety Club member and owner of The Rail, well-known restaurant in Albany, is slowly recovering in the Albany Hospital, after a very serious heart attack.

COLUMBUS

The Eastside Drive-In Theatre has been opened by Frank Yassenoff and Harold Schwartz for its second season. Many improvements have been made since the close of last season.

Mrs. Jessie May Bocook, mother of Robert Bocook who is on the service staff of Loew's Ohio Theatre, was killed when struck by an automoblie recently.

Jimmy Ascher, United Artists exploiteer, is here promoting "The Macomber Affair."

"Henry V" opened here last week at the Hartman Theatre to exceptionally good business, Manager Robert F. Boda reports.

While Samuel T. Wilson, theatre and music editor on the Columbus *Dispatch,* was covering the Metropolitan Grand Opera Company's appearance in Cleveland, Tod Raper subbed for him on the theatre page.

Earl Seitz of Sandusky, O., is chairman of the entertainment committee preparing for the annual convention of the Independent Theatre Owners of Ohio at Cedar Point, O., July 14 to 16.

Elmer J. Brophy has been named to succeed Capt. John Jordan as chief of the fire prevention bureau of the Columbus fire department. Jordan was exceptionally vigilant in enforcing fire and safety regulations in theatres and other places of amusement.

The Columbus *Dispatch* eliminated theatre ads again for the second successive Tuesday because of the newsprint shortage. Other local papers continue to print theatre advertising but have curtailed the amount of space devoted to film attractions.

Variety Club Tent 2 has admitted Attorney Troy Feiben as an associate member.



WINS AWARD. Jack Dieber (left), manager of Century's Marine Theatre, Brooklyn, receives a gold watch from Century Vice-President Fred J. Schwartz, an award given to three-time winners of the company's Timberdoodle Box-Office Drive. Sam Goodman, booking department head, also offers congratulations. Presentation was made at the regular quarterly Timberdoodle luncheon, held recently.

PHILADELPHIA

Biggest talk around the Stanley-Warner local office is the forthcoming Spring Dinner Dance which will be the first such affair since 1943. Committees for the affair are being formed, headed by the Warner Club president, Jack Brodsky, and the vice-president in charge of entertainment, Lou Davidoff. Since this is the first post-war party for the office members, the committee promised that it will be the biggest and best ever.

July 1 has been announced as the start of demolition of properties along Vine Street in the widening program. A tenant's protective association group has been formed and has made a move to stay eviction proceedings for a period of time.

Four employes of 20th Century-Fox donated blood to Sylvan Katz, booker, who, at last reports, is still quite sick in University Hospital. William Cohen, office manager, is still looking for more donors in case Sylvan may need more transfusions.

Howard Smith, salesman for 20th Century-Fox got a beautiful wedding present—he won a new car in the Skouras drive.

Dave Stadler and J. Ellis Shipman, visited the home office for a meeting of contact managers of Stanley-Warner offices.

Jack Greenberg acted as chairman of the third in a series of Allied Theatres of eastern Pennsylvania meetings on the film situation held at the Broadwood Hotel. The meeting was attended by independent exhibitors who represented approximately 150 area theatres. It is expected that another meeting will be held shortly.

Wally Makowski, Stanley-Warner purchasing agent, and A. J. Vanni, zone head for S-W out-of-town theatres, returned to work after a seige of illness.

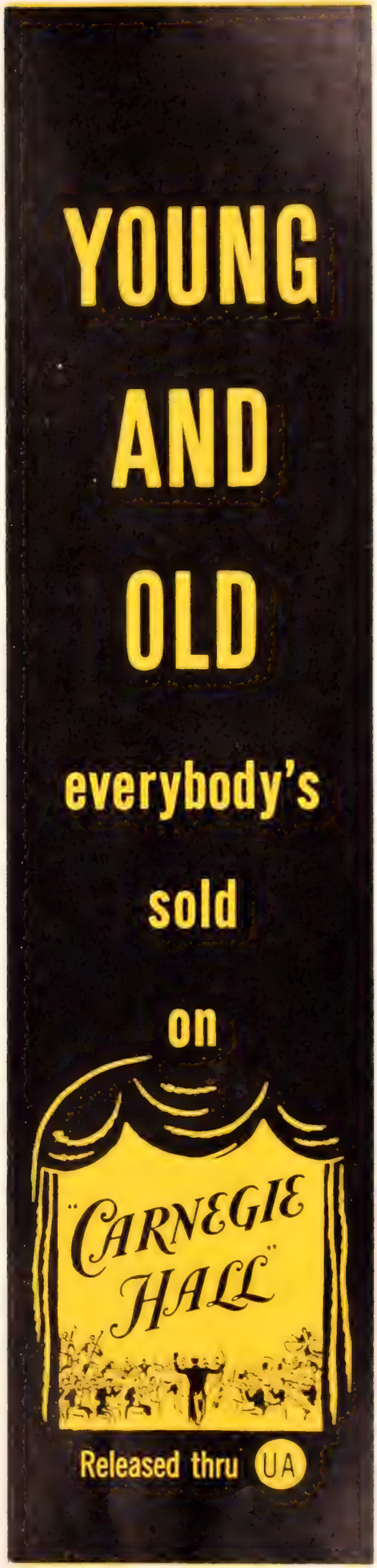
Dick Brown, chief of the motion picture division, Veterans Administration advised last week that his offices had been moved from Broad and Cherry Streets to the Philadelphia Signal Corps Depot, Wissahickon and Abbotsford Road, and that he is handling all bookings from his new office.

John Gallagher, RKO shipper has resigned while Ed Murphy returns as assistant shipper after his hitch in the service.

Milt Young, Columbia exploitation man, is still looking for a place to live.

A check for $3,000 to finance a year of occupational therapy activities for the crippled children of the Kernan Hospital was presented last week by the Variety Club of Baltimore to Dr. Allen F. Voshell, chief surgeon of the hospital. The check was presented by Frederick

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C. Schanberger, Jr., chief barker of the club, and Lauritz Garman, chairman of the welfare committee, and it was pointed out that the gift was particularly fitting since the hospital was founded by a theatrical man, the late James L. Kernan, 52 years ago. Schanberger's father, now 75 and a veteran theatrical man, is still an active member of the Kernan Hosptial board.

Mrs. Maurice Gable, wife of the first-run district manager for Warner Bros. Theatres and Woman's Club Champion at the Manufacturers' Golf and Country Club, made her first hole-in-one on the 135-yard fourth hole at the Club. Mrs. Gable used the 4 iron for the shot while playing in company with Mrs. Fred Cuthrie.

Morton Gordon, a former employe of the Broadway Theatre and a recently discharged Navy veteran, was hit over the head from behind and robbed of his wallet containing $6 while on his way home one night this week.

HARTFORD

Before a gathering of some 80 industry people from the New Haven territory and many out of town visitors, the new Variety Club Tent #31 of New Haven was formally inducted into the organization on Monday, April 14 at the Taft Hotel in that City.

Guest of honor was Mayor William C. Celentano, who voiced the sentiments of all good Variety Club barkers when he told the new club that so long as they stick to their charity work, they will have his complete and full support.

Boston Tent #23, sister tent in New England, was represented by its Chief Barker Murray Weiss, Joe Cifre and Bill Koster.

Chick Lewis, national director of public relations for the organization, was greeted by many old friends in the territory in which he operated a circuit of theatres in the late twenties. He talked to the barkers about the great opportunity they had to become one of the finest and most active tents in the International body.

C. J. Latta, second assistant national chief barker, and the officer who did so much to bring about the formation of the new tent, performed the ritual and inducted the newly elected officers.

Col. Willaim McCraw, national executive director of the clubs came up from Dallas and delivered the keynote address of the evening which was greeted with enthusiastic applause.

Herman Levy, well known in national exhibitor affairs, acted as toastmaster. Other talks were given by Harry Shaw, Loew Theatre executive for the New Haven division, and Barney Pitkin, chief barker of the new tent, who received the jewel of his office and pledged himself and the tent to do their utmost to live up to the fine traditions of the clubs.

Other officers installed were Dr. Jack Fishman, Rudy Frank, George Wilkinson, Arthur Greenfield and the following canvasmen: Harry F. Shaw, Herman Levy, Carl Goe, John Pavone, Lou Brown and Henry Germaine.

Three Warner New England Zone executives were local visitors the other day—I. J. Hoffman, Dan Finn, and Cy O'Toole.

Mike Nuzzola, 20th-Fox salesman in New Haven and his wife are parents of a baby girl.



VARIETY CLUBS CAMELLIA. Developed* by the Society of American Florists, a special hybrid camellia to be known as the "Variety Club Camellia" is being used as an attention-getter for the Variety Clubs' international convention to be held at the Ambassador Hotel, May 13-17. Above, on the set of RKO's "Mourning Becomes Electra," John H. Harris, Big Boss of Variety, has presented the first blossoms to Rosalind Russell. L-R: Miss Russell, Raymond Massey, Harris, Henry Hull and Katina Paxinou.

In conjunction with the Greek Relief campaign, "tag days" were promoted by Jack Sanson, State, Manchester; Vic Morrelli, New Bristol, Bristol; Denny Rich, Cameo, Bristol; Joe Borenstein, Strand, New Britain; and Joe Miklos, Embassy, New Britain, all Warner circuit houses. Henry L. Needles is Hartford district manager for Warner Theatres.

Capt. Eddie Rickenbacker, airline executive, visited Hartford, and local business men, including Henry Needles, Warner circuit; Jim McCarthy, Strand; Walter Lloyd, Allyn; George Landers, E. M. Loew's; Lou Cohen, Loew's Poli; and Fred R. Greenway, Loew's Poli Palace, attended a dinner in the captain's honor.

George Somma, Republic New Haven booker, and Mrs. Somma are parents of a baby girl.

"Duel in the Sun" starts a Hartford run (at Loew's Poli) on May 7.

Earl Wright is now salesman for UA in New Haven.

Capt. Edward Sarnoff, son of Gen. David Sarnoff, president of Radio Corporation of America, has become advertising and sales promotion manager for Radio & Appliance Distributors, Inc., East Hartford.

Gordon's Entertainment Bureau, Hartford, has opened a Springfield, Mass., branch, under Eddie Stone, field supervisor.

OKLAHOMA CITY

C and R Theatres has redecorated the Victoria Theatre here and is adopting a new policy of first-run films for it. The first picture will be "Brief Encounter" and it will be followed by other foreign films on their first showing in Oklahoma City.

Plans are almost complete for the Roxy Theatre at Ponca City, Okla. It will be a new 1125-seat Griffith house.

Plans are nearing completion for the addition to the American Theatre in Guymon, Okla., which will include remodeling, addition on the rear of 40 feet, increasing capacity to 900 seats, a new sign and marquee.

The Cove Theatre in Red Fork, Okla., has taken matters into its own hands in providing safety for children crossing the busy intersection at its location. Joe Noble, owner of the theatre, has employed a policeman to assist youngsters across the street between the hours of 12:30 and 4:30 P.M. on Saturdays and Sundays.

"The Egg and I" is packing them in at the Home Theatre here. With sell-outs at every performance.

The Agnew Theatre here featured a complete show of cartoons last weekend. There are 8 cartoons and 4 shorts. This is a special Kiddie hour on Saturday.

Cabot, Araknsas — Clarence Baily has sold equipment in the Bailey Theatre at Cabon, Ark., to Miss Bessie Waller of Judsonia, Ark.

Wesley White has been named manager of the Agnew Theatre here. He was formerly assistant manager in Bartlesville, Okla.

Tom Kirkham, manager of the Griffith Theatres in Drumright, Okla., has been named chairman of the fund campaign of the American Cancer Society for West Creek County.

The 81 Drive-In-Theatre has opened at Wichita, Kansas.

DENVER

C. J. Duer, with Paramount for about 25 years, has resigned as salesman and has been named special representative for Selznick Releasing Organization, and has established offices in the Denham building. William Sombar, head booker, moves into the salesman job at Paramount, while Paul Allmeyer, assistant, takes over the head booker's job.

Clarence Calland has sold the Iris, Edgemont, S. D., to R. T. Rademacher.

The Tabor, formerly a first-run, but for years a subsequent, is being boosted back into first-run status. The house will continue to use stage shows occasionally. In some of its first-runs Fox Intermountain is revamping the set-up to make it more flexible. Films will now show day-and-date at the Paramount and Esquire, or the Denver and Webber. The Aladdin will run moveovers from one of these two combinations, and the Rialto will either get its moveovers from the other combination, or from the Aladdin, as at present.

The Bluebird was suddenly elevated to first-run status when Fox Intermountain decided to move "The Jolson Story" from the downtown Paramount, where it had shown a week, following two weeks at each the Denver, Webber, Esquire and Rialto. Thus "The Jolson Story" breaks all records for number of weeks in Denver first-runs.

Barney Shooker, Columbia salesman, is getting along nicely following a major operation performed at St. Luke's hospital.

Robert Quinn, Paramount exploitation man, spent a few days in Salt Lake City.

Howard Banzhaf, formerly with National Theatre Supply, is out for election as councilman.

Paramount Branch Manager Chet Bell went to Los Angeles for a meeting of exchange managers and others with members of the home office legal department.

Lou ("Pop") Kreiger, representing Trans-International Films, was in town a few days on a selling trip from his Los Angeles headquarters.

*At the suggestion of Hollywood Publicity Associates, which is cooperating with Sherrill Corwin, chairman of publicity for Los Angeles Tent No. 25, and Charles P. Skouras, Chief Barker.

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INDIANAPOLIS

J. J. Grady, mid-east district manager for 20th-Fox, called at the local branch Friday while on his way from Chicago to Cincinnati, O.

Wliliam Clayson, advertising supervisor for 20th-Fox, left the local branch Wednesday for the Detroit branch after a two weeks' stay.

Ted Gamble and Leroy Furman, New York City, Fred Dolle and D. Long, Fourth Avenue Amusement Co., spent Thursday at the office of the Greater Indianapolis Amusement Co. in conference. Before the New York visitors returned east they visited Louisville, Ky.

The Allied Theatre Owners of Indiana, Inc., headquarters are being re-decorated and renovated.

Jim Keefe, exploiteer for the 20th-Fox mid-east division, visited the local branch on business Thursday.

Carl Harthill, manager Monogram branch, and William Embleton, salesman, attended a regional sales meeting of the company at the Blackstone Hotel, Chicago, over the weekend.

Betty Kaylor, booker at Affiliated Theatres, Inc., is visiting friends in New York City.

RKO branch occupies third place in the Ned Depinet Drive. It started out in first place.

RKO District Manager Milton Cohen visited the local branch Thursday and accompanied Russell Brentlinger, branch manager, to Ft. Wayne, Ind., where they visited exhibitors.

Doris McGinnis, has resigned her position at MGM and joined the National Screen Service Corp. staff.

Pierce and Ricketts, who operated the Elnora Theatre, Elnora, Ind., have dissolved partnership by Pierce taking over the half interest of Ricketts. There will be no change in the policy of operation.

James Mooney, United Artists auditor, arrived Thursday at the local branch and will remain several weeks checking things up.

Universal Branch Manager Ted Mendelssohn made personal calls on northern Indiana exhibitors during the week, including Ft. Wayne.

Eagle-Lion PRC Branch Manager Sam Abrams visited Ft. Wayne during the week for a conference with Harvey Cocks, general manager of Quimby Theatres.

Stuart Ruble has been made manager of the Park Theatre, Louisville, Ky., by Amusement Enterprises, operators of the house.

Herbert Nadel has been succeeded by Louis Hudson as manager of the Hill Top Theatre, Louisville, Ky.

Film row visitors during the week included, Bus Miller, Indiana, Marion; William T. Studebaker, Logan, Logansport; Robert L. Hudson, Hudson Circuit, Richmond; A. McCarty, Roxy, Pendleton; P. Murphy, Victory, Huntingburg; Vance Schwartz, Grand, Louisville, Ky.

Stork Derby

A daughter, Angela, was born to Warren Slee of MGM's Chicago publicity department on Easter Sunday while Slee was awaiting the arrival in Chicago of Mr. and Mrs. Ben Goetz from the coast bound for London. A telephone message apprised him of the arrival of the "honey bunny." Slee says she is the first arrival in the Chicago MGM stork derby, nosing out George Rose who "is still waiting at the post."

Republic Branch Manager Edgar [illegible] attended a three-day meeting of branch managers of his company at the Blackstone Hotel, Chicago.

The West Side Outdoor Theatre opened Saturday night fro the season. The Drive-In Theatre, Pendleton Pike, opened Friday night, and the Maywood Open Air Theatre, opened Thursday night. There will be a change of program three times a week at the three theatres during the season.

PORTLAND

Big kick-off two-day conference at the Benson Hotel, Portland, for the fifth annual Charles P. Skouras showmanship campaign, had an attendance of 60 from the Evergreen Theatres division office headed by Frank L. Newman, Sr.; Portland district headed by M. M. Mesher; Washington district headed by Carl A. Mahne, Seattle, and James O'Connell, Spokane; Seattle district headed by H. B. Sobottka.

National Theatres heads included Charles P. Skouras, H. C. Cox; George Bowser, John Bertero, E. F. Zabel, Thomas E. Page, A. J. Krappman, William Lyris and Irving Epsteen.

Manager R. J. Baker of Richland, Wash., theatres invited all the city's teachers as his guests together with officers of PTA to special family pictures and Popular Science cartoons. This is a worthwhile step in crusade to cure juvenile delinquency.

Mrs. Edna Faulkner, 61, known to another generation of theatre-goers as Edna Fenton, America's most beautiful girl, died at Harborview Hospital, Seattle, April 4. She played on Broadway opposite Richard Dix in "Song of Songs," also with Conrad Nagel.

Mr. and Mrs. Nick Reck have sold the Kalama (Wash.) Theatre to Mr. and Mrs. Charley Maggard who will make their home in Kalama. They plan many improvements to the house. Theatre Exchange Company handled the sale.

Due in large part to a controversy as to whether or not they should close the Empress Theatre in Spokane, the Spokane city censor board finally admitted that it is without power to control the conduct of all-night theatres' patrons. The censors decided that their only duty is that of eliminating the exhibition of objectionable moving pictures.

Among the board's recommendations to the city council was one that the 1916 censorship ordinance be so amended that theatre operators be required to submit to the city censor 15 days in advance of exhibition the titles of pictures, the companies producing and releasing them, and other pertinent information.

Manager Pregassis of State Theatre, Oregon City, is among the first Oregon exhibitors donating $80 for saving the lives of Greek children.

Verg Berg is the exploitation representative for EagleLion Pictures covering Pacific Northwest key cities.

Roy Brobeck and Ralph Swan of the B. F. Shearer Theatre Equipment company have returned from a Los Angeles meeting.

Lowell Spiess, formerly of Duluth, Minn., and who recently sold his theatres in Minnesota and Wisconsin before moving west, has purchased the Televue Theatre on super highway, near Oregon City from Norman Goodin. Consideration not named, but Goodin built the

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LONDON OBSERVATIONS

Hollywood Subject to Share of Ridicule, Panning on BBC Programs; Ealing Plans Australian Film Project

By JOCK MacGREGOR

Many American publicists are of the impression that their British contemporaries labor under a severe handicap through inability to use commercial radio. They overlook the fact that the enthusiast can get much free time on the BBC if he has the right material and approach.



MacGregor

While he cannot sponsor radio plugs such as Warners' "If you were 'Nora Prentiss' would you keep your mouth shut?", he can get his product and personnel featured in such programs as March of the Movies, Music from the Movies, Picture Parade, In Town Tonight and other items which use film material.

Over the year, Hollywood gets a very fair share of the British air, but at the same time receives pannings from the BBC film critics and ridicule on certain programs, in particular Picture Parade. This series is unpopular with cinemen for it has the unhappy knack of always including some item which gives offense. Invariably a new row starts before the previous one has subsided.

Recently Stewart Granger accused local showmen of cutting films and purposely omitting reels. Unless he is particularly thick-skinned, I imagine he is sorry he ever suggested it, so strong has been the counter-attack.

The producers are obviously anti-Hollywood. Roy Plomley's Drearitone Adventure is forced and as tedious as the title. Indeed, it is surprising that in view of this attitude, Hollywood cooperates in the way that it does. The current edition of Picture Parade includes scenes from "Calcutta" and "Boomerang" and interviews with Alan Ladd, Gail Russell and Dana Andrews. The British plugs consisted of interviews with Phyllis Calvert and Margot Graham on the set of Gainsborough's "Rescue."

Last week's edition included the plans of "Drearitone British" to open their studios at Boreham Stiff and star their Hollywood unusables in scripts which could not be filmed elsewhere. This was unfunny and in exceptionally poor taste. One can but wonder how Ben Goetz can feel about such a broadcast, for after all MGM-British are opening their own studios at Boreham Wood shortly.

Regularly the BBC gives live broadcasts based on famous films, either using the original cast or stock players. Herbert Wilcox previews all his films this way and has two sixty-minute broadcasts set for "Courtneys of Curzon Street." This is very valuable publicity.

* * *

Herbert Wilcox can well call himself Britain's No. 1 showman. He was bursting with pride when I met him, as his "Piccadilly Incident" won the *Daily Mail's* National Film Award for the best British picture of 1946, with Anna Neagle and Michael Wilding, his proteges, runners up to Margaret Lockwood and James Mason as the most popular stars.

Now in his latest picture, "The Courtneys of Curzon Street," he has, for the British market, one of the surest winners of all time. He has left nothing out of this family "Cavalcade" and I am not surprised that the Associated British Circuit has booked it for 100 weeks more than they did "Piccadilly Incident."

* * *

Ealing Studios have been selected by the Rank Organization to form the nucleus of the Australian film production project which has been started in conjunction with Norman Rydge. Under the direction of Michael Balcon and Reggie Baker, the Pagewood and Cinesound studios in Sydney are being re-equipped and a production team under Harry Watt is on its way to train personnel.

The plan is to make six films presenting the Australian country and life to the world. First will be "Eureka Stockade," a story of the 1850 gold rush; this will be followed by "Robbery Under Arms" and a story of modern immigration. The series promise to be Australian history in six Ealing lessons.

Ealing, incidentally, is one of London's more salubrious suburbs, and it is strange in the advertisements for "Nicholas Nickelby" to read "Ealing Studios present a British picture!"

Ian Dalrymple's Wessex Productions is yet another unit to start under the Rank banner. Initial offering is "Woman in the Hall," which Jack Lee, a graduate from the documentary shorts school, is directing in a cool, quiet manner. He obviously has the confidence of his players and technicians. In the short time I was watching, he got two setups in the can, and that is good going for a British studio where the pace is much slower than Hollywood. The picture gives Jean Simmons her first grownup role.

* * *

While at Pinewood I looked in on Cineguild publicist Stuart Chant who is one of the few Britons in his line who has worked in Hollywood. He is hoping that several connected with "Great Expectations," such as David Lean, Valerie Hobson and Anthony Havelock-Allen as well as John Mills, will visit New York for the opening of the picture at the Radio City Music Hall

Sorry to hear that Reggie Baker and Ben Henry have both been hospitalized for operations.

A certain renowned Holywood production is getting a very cold reception from London photo editors because they do not appreciate the high pressure methods being adopted to put it over.

CPA Approval

Lyons, Neb., will have a new motion picture theatre, the Civilian Production Administration having given its approval. The new house will be built by Henry Leringer whose request for a permit has been pending for some time.

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theatre last year at cost of $90,000.

Bill Forman announces the opening of his new Aut-View Theatre on the highway in the outskirts of Tacoma, Wash. The new drive-in accommodates 750 cars.

Thomas Aspell for some months past MGM branch manager in Seattle, leaves April 17 for Los Angeles to assume his duties there as branch manager.

Bill Hester of Orange, Cal. has taken over management of the Rose and Vogue Theatres at Milton, Freewater, Me., for Western Amusement Company. They were purchased from Pioneer owner-operators, Mr. and Mrs. G. L. Rose.

NEW ORLEANS

Summer-time competition starts in earnest this week at New Orleans and other points in the gulf states area.

Spring Fiesta, with all its ballyhoo slanted to attract visitors to the city's parks and gardens, opened in New Orleans last Sunday and Pontchartrain Beach Amusement Park was slated for opening last Saturday. Baseball, with leaders predicting attendance near last year's all-time high, also made its entrance.

Exhibitors at Pensacola, after seeing the dog-racing season end last Saturday, faced opening of Casino beach, with repainted, repaired and remodelled buildings and, a new water-front pier, this Friday. Southern Caterers, Inc., Whit Neal, Birmingham, Ala., is managing the resort this season.

John Hougland, 46, native of Matoon, Ill., former manager of the Paramount-Richards Tudor and United Theatres Tivoli in New Orleans, and theatres in Hattiesburg, Miss., and Beaumont, Tex., was killed in an automobile accident near New Orleans last Saturday. Car crashed into a parked truck. He had been with the Veterans Administration the past three years.

"The Best Years of Our Lives" has been held over at both RKO houses, Liberty and Orpheum, for second week.

MEMPHIS

Dick Lightman, son of M. A. Lightman, president of Malco Theatres, Inc., was honored with a stag party at the Variety Club given by his brother M. A. Lightman, Jr., on Friday of last week. Dick Lightman is to marry a New Orleans girl on April 23.

Tommy Baldridge, advertising manager of the Flexer Circuit, has recovered from a severe attack of influenza.

Loew Theatres Southeastern District Manager Allen Sparrow, was in Memphis this last week for conferences with Bill Kemp, manager of Loew's State, and Col. Cecil Vogel, manager of Loew's Palace.

The Malco Theatre has about completed remodeling of its first-floor lobby which will provide more office space and put back into use the theatre elevator, which for several years has been used as a check room.

Memphis film row was saddened by word of the death of Fred Larned, Paramount branch manager at Dallas, and the injury of Mrs. Larned in an automobile accident in California. Larned formerly worked out of the Memphis branch.

A midnight benefit show for Greek relief was given at the Malco here last Saturday. The

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show is expected to net more than $1,000 for Greek relief.

Opening date has been set for May 11 for the new W. C. Handy Theatre in Memphis, which is being built at a cost of $200,000 by Nate Evans, Chalmers and Ed Cullins, Kemmons Wilson and Louis Weaver. The theatre is said by its builders to be the first fully air-conditioned theatre for Negroes south of Chicago. It will seat about 1,100 and is being named in honor of W. C. Handy, "father of the Blues," who will come to Memphis for the opening ceremonies. A feature at the theatre will be the opening of every program with the playing of Handy's "Memphis Blues" and the closing of every program with the playing of his "St. Louis Blues."

NEW YORK

The Leo Durocher Club of film row, consisting of President Dan Ponticelle from Warner Bros., Vice-President Ralph Pielow of MGM, Secretary-Treasurer Ed Richter of MGM, Sergeant-at-Arms John Cuniff, MGM, and Single, Solitary Plain Ordinary-Member-without-an-Office Alex Arnswalder, also of MGM, are wearing their ties at half-mast this week because their hero got the bounce from baseball. (Comments that Mr. Cuniff, due to a well developed frontal section resulting from his epicurean tastes was having difficulty in wearing his at half-mast were emphatically denied.)

However, President Ponticelle declared that "neither sleet, nor storm, nor snow" would keep these ardent baseballites, or the Ladies Auxiliary, consisting of Jerry Ponticelle and Irene Pielow, from their accustomed seat in the Lower Grandstand, Sect. 17, Row 4.

Warner Bros. Exchange Manager Clarence Eisman is off to Florida on vacation while District Manager Sam Lefkowitz has returned from that place, hale, hearty, well-tanned and ready to take on exhibitors.

Victor Seach, Eagle-Lion's home office artist, has a seven-canvas show at the Laurel gallery. The subjects are: "The Dancers," "Ignoramous Rex," "Three Saints and a Devil," "Paleozoic Landscape," 'The Departure," "Lollipops," and "Odalisque."

Republic Publicist Evelyn Koleman is in Hollywood where she will be godmother at the christening of Roy Rogers' son.

Twentieth Century-Fox Shipper Jerry Goldstein was all set to forget his 20th birthday but the fellow workers over at the House on 44th Street didn't figure you could let anything with a "20th" go by and brought out the ice cream and cake.

George Vergona, son of Ruth Betchtoll of 20th-Fox, is set to get married on May 3 to Bess Goldstein. Allen of the same name has been on the sick list. Another sick list member, and seriously so, is Otto Marbach, who has a 35-mm. and 16-mm. export business.

And speaking of philatelists who are almost in the same class as exhibitors, Ray Moon's Assistant, Joseph V. St. Clair, has bought himself a sail boat.

Film row saw spring, robins and exhibitors this week. Among the latter were Clarence Dopp of the Johnstown, N. Y. Strand; John Rossi of the Schroon Lake, Strand, and Howard Lesser of the Callicoon, N. Y. Callicoon Theatre.

Irene Greenberg of United Artists is all pepped up over her second wedding anniversary and Charles Heymann, assistant elevator starter of the Film Center Building, is all pepped up over his. Only it's 27 years for him, not two.

Sam Selitzky has been appointed booker for the Aldon Theatre which will establish headquarters at Elizabethtown, N. J.

Monogram New Haven Branch Manager Johnny Pravan was a visitor at the New York Monogram branch this past week.

At a meeting held here this week, Paul Kellogg was elected to the vice-persidency of the Screen Office & Professional Employes Guild, Local 109, UOPWA, CIO, replacing Norman Hasselo, United Artist, who resigned from the post because of illness. Kellogg, an accountant in the internal audit department of RKO Service Corporation, has been in the industry since 1929.

MINNEAPOLIS

Advance reservations indicate a big attendance at the two-day annual convention of North Central Allied next Monday and Tuesday, April 21-22, at Nicollet Hotel, Minneapolis. Principal speaker will be Robert L. Wright, special assistant to the U. S. Attorney-General and main prosecutor in the government's film anti-trust suit. Wright will discuss the film decree. Leo Wolcott, president of Iowa-Nebraska Allied, will attend the convention as will the board of directors of Wisconsin Allied.

Dick Schiendbaum, former sales manager of Paramount, is in General hospital after suffering a stroke. His condition is reported as poor.

Arthur Anderson, branch manager of Warners, attended a sales conference in Chicago last fortnight.

Florence Bowen, inspectress at Warners, died last week of pneumonia.

Sporting new engagement rings on film row are Margery Ketcham, assistant cashier at Columbia, and Pat Nolan, ledger clerk at Paramount.

Eph Rosen, assistant branch manager of MGM, is acting branch manager in Milwaukee for the next five weeks. He is taking the place of J. J. Kempt, branch manager, who is on vacation.

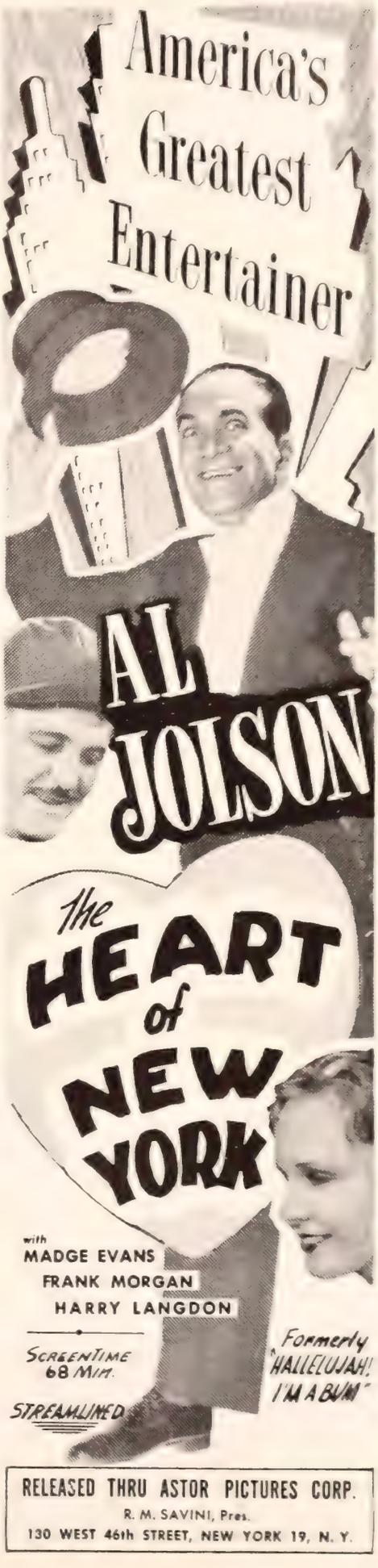
Margaret Elaine Workman, daughter of W. H. Workman, branch manager of MGM, will be married to Dwain Carl Lund on Thursday, April 24. The couple will honeymoon in Chicago and St. Louis and later will reside in Minneapolis.

Increased use of motion pictures and other audio-visual aids in schools was advocated by Walter A. Andrews, director of curriculum for the Minnesota department of education, who

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Seeking Clues

Iowa authorities are seeking clues as to the mysterious disappearance of Harold Marks, 27-year-old assistant manager of the two theatres at Perry, Ia., who disappeared from Humeston, Ia., on April 2. Marks, his wife and two small daughters had been forced to live at Humeston with his parents recently when his home at Perry was sold. Mrs. Marks reported that her husband left Humeston early on the morning of April 2 and expected to arrive in Perry by noon. He has not been seen since and there has been no trace of the automobile he was driving.



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he spoke at the annual audio-visual institute at the University of Minnesota. Surveys show that one-third of school children fail to learn from books alone, Andrews said.

Ben Berger, president of Berger Amusement Co., and Roy Miller, branch manager of Universal Pictures, expect a successful wind-up of the Greek war orphan relief drive when all returns are in. The Northwest film zone sought to raise $32,000 from 411 theatres.

Heavy rains and snow and muddy roads have cut box office grosses in many situations in the territory.

Gus Samuelson has completed installation of new equipment in the Lake, White Lake, S. D.

John Snyder has completed reseating of the Grand, Williston, N. D. The old seats are being installed in the Esmond, Esmond, N. D., by Eddie Erck and John Rieger, owners.

MILWAUKEE

Air conditioning equipment is being installed at the Grantland Theatre, Lancaster, Wis., two sets of coils, received the last week in March, alone weighing 1,300 pounds, according to manager Joseph A. Hogan. The system should be in full operation by the time the hot weather sets in, he says. Both temperature and humidity will be controlled, Hogan states.

Members of the Wisconsin legislature, now in session at Madison, are to become film actors, as they are to appear in a picture to be entitled "Wisconsin," an educational film to show how a proposed law winds its way through the various stages of the Assembly and state Senate, and finally is signed by Gov. Rennebhom. The first week in April shots were taken in the State Supreme Court, and also in the Assembly and Senate chambers, to show what goes on there during a session. Committee hearings are also being filmed, to show what takes place before a bill gets to the floor of the House. Many of the scenes will be filmed at night, when more power for lights is available. The film is to be shown throughout Wisconsin in connection with the state centennial celebration next year.

The Finley Theatre, at Finley, No. Dak., has been purchased by S. J. Clark, principal of Dakota Business College, from A. L. Archer. The new owner takes over April 20.

Sunday, April 6, was a big day for the people of Bruce, Wis., when the new Bruce Theatre was opened to the public with the film "Without Reservation." Robert F. Zielke is the manager. The latest in sound equipment and projection has been installed, and, Zielke says, this is of the same type as that installed in two Minneapolis theatres in March. Work on this house was started last September, but shortage of materials delayed completion. The theatre seats 325 persons. Zielke's son is assisting in the management. The elder Zielke will continue to operate the house at Hawkins, where he will spend most of his time.

New sound and projection equipment has been installed in the Relda Theatre, Marshfield, Wis. This includes RCA's latest devices for good projection and sound, including a new generator.



AT 'CALCUTTA' TRADESHOW. James Watson (left), of the Walter Reade Circuit; Jack Gelber, of the Interboro chain, and Alan Daly of the Skouras Circuit were among the exhibitors present for the tradeshowing of Paramount's "Calcutta" one day last week at the Normandie Theatre in New York.

DALLAS

Gene Autry and his horse, Champ, Jr., will appear with Everett Colburn's Rodeo at Lubbock, Texas on June 11-14. Autry's appearance will be one of seven that he will make outside of California this year.

The Port Theatre Corporation of Dallas, has been incorporated with $50,000 authorized capital stock by J. D. Russell, Fay Moore, and Leta Biggo.

The Joy Theatre began the first Dallas showing of the picture "Cancion de Mexico" on April 8.

Two persons were injured when a backstage fire destroyed the Princess Theatre in Luding, Tex., Friday, March 28.

From Houston, Tex., comes word that motion picture operators of the Tri-Cities area on last Monday left their jobs and set up picket lines in front of all movies in the Goose Creek, La Porte, Pelly, Baytown, and Channelview sections. The union is involved in a wage dispute with the East Texas Theatres, Inc.

Norman Moray, head of Warner Brothers short-subject department, arrived in Dallas Wednesday night to confer with Warner officials here.

In memory of Richard E. Foy the Variety Club of Dallas postponed its monthly meeting April 7 and remained closed until 1 P.M.

"The Wicked Lady" has been held over at the Telenews Theatre, Dallas, Ross McAusland, manager, announces.

Long Theatres of Delaware has been granted a foreign permit to incorporate in the state of Texas with offices at Bay City. Agent is J. G. Long of Bay City. Capital listed at $1,000.

TORONTO

An all-time record year in 1946 was registered by Famous Players Canadian Corp. for its 342 theatres in the Dominion, according to the 27th annual financial report to the company's 3,800 shareholders which was issued April 10 under the name of President J. J. Fitzgibbons. Net profit for the 12 months ending Dec. 28 was $2,836,066.90 after laying aside $2,135,000 for payment of income and excess profits taxes and, in addition, the circuit had paid off its bonded indebtedness of more than $5,500,000 last year through the sale of 375,000 common shares.

Surplus account was credited with $1,867,441.04 to make this total $11,362,113 at the close of the year's business while paid dividends totalled $1,138,550.40. Current assets were $8,546,242, against current liabilities at $471,814. Net consolidated working capital amounted to $7,984,428, against $2,544,192 a year ago.

The net profit for 1946 was equal to $1.63 on each of the 1,737,072 outstanding common shares and this was comparable with 91c per share in 1945 when the net profit was $1,594,973.

A glowing financial report for 1946 has been presented by United Amusement Corp., Limited, important subsidiary of Famous Players Canadian Corp., which operates more than 40 theatres in the Province of Quebec. Net profit of $254,898 was equal to $3.15 per common share, compared with the 1945 profit at $140,673 or $1.74 for each share of company stock. Total 1946 income was $1,535,098, dividends paid were $101,036 while the amount turned over to Dominion and Provincial governments for amusement taxes totalled $600,054. Surplus carried forward was $527,763, compared with $373,092 one year previously.

Mr. and Mrs. Paul Nathanson returned to Toronto from a winter's sojourn in Florida but proceeded to their new home in Montreal. The former Canadian Odeon president had no statement on the legal writ which has been entered by Empire-Universal Films and United World Pictures of Canada, Toronto, against J. Arthur



FOUR MEN AND A SCRIPT. Just a momentary interruption to let the reader in on a script conference in Hollywood in connection with "The Miracle of the Bells," which Jesse L. Lasky and Walter MacEwen will produce for RKO Radio release. The four gentlemen involved are Writer Quentin Reynolds, Lasky, Writer Ben Hecht and MacEwen. Based on Russell Janney's best-selling novel, the $3,000,000 film is slated to face the cameras in June.

REGIONAL NEWSREEL

Rank companies for alleged non-performance of agreement for the handling of product in the Dominion. It is believed in the trade that discussions for an amicable settlement are taking place.

Granada Films has been organized at Toronto for the distribution of 16-mm. pictures from England and elsewhere by I. H. Allen, president of Astral Films, Toronto, Canadian distributor of independent 35-mm. product. The first 16-mm. releases are two British films, "Children on Trial," and "School for Danger."

HARRISBURG

The nation-wide telephone strike did little in the way of affecting movie business locally except perhaps to save a little money, for several of the managers, unable to reach New York by phone, used Western Union.

Although most features are block-booked through home offices via New York, virtually all shorts are booked locally through the Philadelphia exchange. Principal confusion and delay will be in short bookings and in obtaining hurried advance material from film companies, the local exhibitors said. Otherwise the out-of-state business has been transacted almost as speedily by telegram and special delivery letter.

The Dauphin County Orphans' Court approved the second and final distribution of funds from the estate of the late C. Floyd Hopkins, for many years area manager for the Wilmer and Vincent chain. The first distributed $128,703.46, the second $55,241.20, while the total amount was $183,944.66. Included in the gifts were bequests to 17 Colonial employes who received a total of $850; 11 from the Rio, receiving $550; and 12 at the State, totaling $600. In addition three managers and a secretary received $500 each, the account stated.

A $25 bond each to the winner, a $10 bond each to the runners-up, and ten pairs of tickets went to Harrisburg's "most photogenic twins," in the search conducted by Bob Sidman, Senate manager, during the run of "Abie's Irsih Rose."

New at the Colonial is J. Foster Hack, doorman. Mr. and Mrs. Franklin Maury and son spent the week-end in Reading. He is assistant manager at the Colonial.

DES MOINES

Business was continuing at the film exchanges in Des Moines as usual despite the nation-wide telephone strike. A survey of the exchanges failed to disclose any hardships brought about by the strike. In fact, several of the exchanges disclosed long distance calls were coming in without any difficulty. Ds Moines has a dial system, but how the exhibitors in rural areas were getting the calls through was somewhat of a mystery. One filmman declared that long distance calls were coming through more rapidly than during the war when a priority was the thing to have.

Construction of the new McTague Theatre at Denison is now under way after several delays due to bad weather. Leo V. McTague is building the new house.

The Prim Theatre at Primghar, Ia., has been reopened after being completely redecorated with the walls and ceilings painted and new curtains installed.

Paramount District Manager Ralph C. Libau was visiting in Des Moines with George Smith.

Myrtle Bechtal recently celebrated her 18th anniversary with the Warner Brothers exchange in Des Moines.

The Clark Theatre at Clarksville, Ia., has been sold by Bob Hunerberg who has operated the house since 1938. L. J. Mechlhause of Cherokee, Ia., will take over possession on May 1.

The Grand Theatre at Dubuque has installed a new RCA Photophone sound system and RCA Brenkert projection machines. Similar new new equipment will be installed in the Avon and Strand Theatres at Dubuque, it was announced.

Quick Time Out

Newspaper votes by the citizens of New Orleans was against daylight saving time, and the city council, in compliance with the sentiment of the citizens, accepted a measure repealing "quick" time. The new law must lay over for a week. It is a foregone conclusion, however, that "slow" time will be in for this year.

LOUISVILLE

The Queen Theatre, Russell, Ky., which was damaged by a fire recently is undergoing complete repair and a re-opening date of April 19 has been announced. The Queen is owned and operated by Dr. A. T. Del Checcolo, of Ashland, Ky.

C. O. Humston of the Lyric Theatre, Lawrenceburg, Ky., is [illegible] a store building next door to his theatre. The [illegible] will be completely remodeled and will be made a part of the theatre auditorium.

An extremely polite young man in Army uniform held up the cashier's office at the Rex Theatre, Louisville and escaped with approximately $25. A few hours later police charged Pvt. Roger E. Morgan, 17, Fort Knox, with the robbery. He was identified by the cashier, Mrs. Lavina Skaggs. Police were told by Mrs. Skaggs the man came to the window with a piece of cloth wrapped around what she thought was a gun. He told her he needed the money to go home and politely insisted that she give him what was in the cashbox. She said that when she handed him the $25 he hailed a passing cab and rode away.

"Andy" Anderson, president of Photoplay Theatres, Inc., of Hartford, Ky. who helped organize the Kentucky Association of Theatre Owners, and saw that group fail in its efforts to get the Kentucky legislature to repeal the state ticket tax of 10 per cent on amusements, has his hat in the ring to see if he can't be elected representative from Ohio County.

Herb Nadel, former manager of the Hill Top Theatre, Louisville, is vacationing in Hot Springs, Ark., in company with Sylvester Grove of the Capitol and Shelby Theatres, Louisville.

H. S. Davidson is manager of the Shelby and Capitol Theatres, Louisville, owned by the Parkview Amusement Co.

The Orpheum Theatre, Louisville, is undergoing a complete redecorating. The theatre is

(*Continued on Page* 36)

NEW THEATRES

Oklahoma City—Plans have been completed for the construction of a theatre of Pueblo brick at Ulysses, Kan., it is announced by Charles Crocker, the owner.

Oklahoma City—J. T. Goshen of Sedalia, Mo., has announced that he will build a stadium-type theatre in Clinton, Mo., at an estimated cost of $30,000. It will replace the structure recently destroyed by fire.

Dallas—Fred V. Cannata is accepting bids for the construction of a theatre and store building on Airline Road in Houston, Tex.

Milwaukee—W. L. LaMere, manager of the Unique Theatre in Ladysmith, Wis., announces that he will build a new house there next autumn to be called the Miner. It will seat about 640 persons. A feature of the outer decoration will be a porcelain and stainless steel canopy and an electric sign to cost $2,600, LaMere stated.

Milwaukee—A new building housing a theatre and stores will be built in Green Bay, Wis., authority for the construction having been given the first of the month. Preliminary plans call for a seating capacity of between 600 and 700. No name for the theatre has been selected. It may not be ready for use till 1948.

Milwaukee—An open-air theatre is planned for Geneva, Wis., which is near the Illinois border, by Roland Wilcox. Site will probably be next door to the Hotel Luzern. The theatre, which may also house legitimate attractions, will seat about 450.

Milwaukee—The Platteville Theatre Corporation of Plattville, Wis., plans to build a 1,000-seat theatre there. The company may tear down its present Gem Theatre and a store next to it to make room for a large new house. Messmer Bros., architects, of Milwaukee, has been retained.

Vancouver, B. C.—William Risk will build a new theatre at Bella Coola in northern British Columbia this summer. At present the residents see only 16-mm. films.

Vancouver, B. C.—It is reported that a drive-in theatre will be built this summer at Victoria by local interests.

Vancouver, B. C.—Proteau and Whittingham have started construction of a 450-seat theatre at Lake Cowichan on Vancouver Island. House will be air conditioned and have a "cry room." The partners operate a theatre at Youbou.

Toronto—A United States investment company has applied to the North York municipal council for permission to open a drive-in theatre at Dawes Road and Sheppard Avenue, outside the Toronto limits. Application was laid over to hear the views of nearby residents. If granted, it will be the first drive-in in the Toronto district.

Minneapolis—Lee Macklin has revealed plans for construction of a 600-seat theatre on South Pearl Street in New London, Wis. Work on the new house is scheduled to start as soon as materials are available.

REGIONAL NEWSREEL

(*Continued from Page* 35)

operated jointly by Madge Dolan and Robert Whayne.

W. T. Cook has announced the opening of the Redstone Theatre located on St. Andrew's Church Road in the suburbs of Louisville.

The new theatre being constructed in Bonnieville, Kentucky by the Bonnieville Amusement Co., will be called the Bond.

OMAHA

Miss Llewellyn Miller, Goldwyn representative, was in town ahead of the showing of "The Best Years of Our Lives."

Keith Bain, RKO exploiteer here, has been transferred to the Portland, Ore., territory.

John Ash, MGM auditor, was in the city.

Harold Johnson, Universal branch manager, and Mrs. Johnson spent the Easter holidays in Minneapolis.

Blanche Colbert is the new owner of the Joy Theatre, North Bend, Neb. She bought the house from Edward Gannon, Schuyler exhibitor.

R. K. Stonebrook is the new manager of the Orpheum Theatre. He recently resigned as manager of the Omaha, then decided to return to Tri-States Theatres. Ted Emerson, former Orpheum manager, now will be in charge of publicity for the three local circuit houses. He returned to work on Friday after an extended leave due to illness.

Kenneth Aschim has moved from the Orpheum, Des Moines, to be treasurer of the RKO-Brandeis here. His marriage to Norma Gene Henry, MGM exchange employe at Des Moines, was set for April 12.

Conrad H. Evenson has sold his Soldier Theatre, Soldier, Ia., to Paul Phillips.

B. C. Marcus, Columbia district manager from Kansas City, was in the city.

Mort Eichenburg, Jr., Columbia salesman, now is headquartering in Hastings, heart of his territory, due to the housing shortage here.

Funeral services were held in Des Moines for Richard Barker, 84, the father of Omaha's Columbia Salesman William Barker.

Busman's Holiday

J. E. Elliott, Jr., projectionist at the Lincoln Theatre, Hodgenville, Ky., used his day off to attend the Louisville showing of "The Best Years of Our Lives." He not only caught the performance but paid to get in!

CHICAGO

Harry R. Foster, 73, retired theatre operator who owned the Julian, Buckingham and Rivoli Theatre which he sold to the Essaness Circuit, died at the Swedish Covenant Hospital after a long illness. His widow and two married daughters survive.

Arthur Rosenthal has resigned from the United Artists exchange after 20 years of service to join the PRC booking department. Erwin Lang joins the UA booking department.

The April 17 meeting at the Drake Hotel of National Screen Service is expected to draw an attendance of 80.

Ampro Advertising Manager Will Scranton is leaving for a three-week vacation at Hot Springs, Ark.

Pete Kelty, formerly assistant manager of the RKO Palace Theatre, Chicago, and now with the Orpheum Theatre, Kansas City, Mo., has been laid up with a heart attack.

Larry Strong, head of the Essanay Electric Company is seriously ill at the Wesley Memorial Hospital.

Louis Calameier is the new assistant manager at the Apollo Theatre.

The Chicago Variety Club will tender a testimonial dinner on April 28 at the Continental Hotel to Edward Kelly and his wife on the occasion of their completing 14 years of theatre cooperation. George Jessel will be master of ceremonies.

Norman Kassel, director of Essaness publicity is in Hollywood on vacation and visiting the Samuel Goldwyn studios.

The McDonald Cook Advertising Agency which handles the DeVry advertising is moving to larger quarters at 360 North Michigan Avenue.

IATSE vice-president Roger Kennedy presided at the annual meeting of the Michigan projectionists at Battle Creek, Mich. Clyde Adler of the Detroit Local 38 was elected president of the Michigan group, and Charley Sorong of Lansing Local 274, vice-president.

Natco Theatre Director Irving Pearlman celebrates his tenth wedding anniversary this month.

KANSAS CITY

Carver Theatre, newest in the Fox Midwest string, opened for business April 9. It is on the site of the old Prospect Theatre, but is entirely new except for pieces of two walls. The house seats 680 and is unique in the curved design of its lobby. Sammy Nastor, manager of the Lincoln Theatre, doubles as manager of the Carver. Both houses cater to the colored trade.

Arthur Burke, a film row and theatre row veteran, has taken over the Bijou Theatre. At various times he formerly owned the Giles, Gillham and Colonial Theatres.

The strike of building and construction trades is holding up remodelling work on the Ashland Theatre of the Commonwealth Amusement Corp. The theatre is scheduled to get 1,280 new seats and a new floor, among other items.

Cliff Johnson, operator of the Deluxe Theatre, Bucklin, Kans., has just completed remodelling of the house.

G. J. Malafronte, assistant manager of branch operations for Universal Pictures, was in town last week talking business with District Manager Ed Heiber.

Sid Eckman, MGM salesman, has been shifted from his territory in northern Kansas to an assignment out of the Oklahoma City exchange.

O. K. Mason, Commonwealth vice-president, and Mrs. Mason have just returned from a Florida vacation jaunt.

The MGM exchange is running over with new cars. The folks who have acquired new vehicles very recently include Al Adler, manager, Bob Johns, salesman, Bernie Evens, exploiteer, Mrs. Hilda Eastburn, cashier, Roger Leaton, booker.

Dick Orear of the Commonwealth circuit reports its theatres in Belleville, Kans., and Warrensburg, Mo., are getting new seats. The Blair at Belleville gets 700, the Star at Warrensburg 850. The Lee Theatre, Clinton, Mo., is being redecorated and gets new drapes and carpets. The Midway Theatre, Kansas City, Kans., also is scheduled to get new seats.

The Electric Theatre on the Kansas side has a new screen to go with new seats

The Gillham Theatre, usually a subsequent-run, entered the first-run picture last week showing "Road to Hollywood."

The Fiesta Theatre on the Missouri side and the Midway Theatre on the Kansas side are offering vaudeville on Saturday and Friday nights, respectively.

. . . NEWSREEL SYNOPSES . . .

(*Released Saturday, April* 19)

PARAMOUNT (No. 67)—$500,000 fire sweeps Treasure Island, San Francisco; Atomic Commission gets down to work; Britain hears Wallace; Riots in Korea; Anapolis—Navy juniors swap leather; Ice packs smash bridge in Poland in spring thaw.

UNIVERSAL (Vol. 20, No. 30)—Bridges topple and crash into ice-jammed rivers as spring floods sweep Poland; More rioting in Korean capital; 150 die in Oklahoma tornado; $500,000 blaze sweeps main building on San Francisco's Treasure Island; Navy tests 10-place transport helicopter; Historic 14th century spectacle reenacted in Florence, Italy; Living statue gymnasts perform at Paris; Small-fry one-punch boxing match.

PATHE (Vol. 18, No. 69)—Wallace in London on tour; Fire on crowds in Korea; Lilienthal takes over atom; Memorial of death of F. D. R.; Treasure Island blaze; Robinson becomes a Dodger; Polish floods smash bridges.

NEWS OF THE DAY (Vol. 18, No. 264)—Million dollar fire sweeps Navy base on Treasure Island; Five-minute Oklahoma tornado kills scores, injures 1,000; Rampage ice in Vistula destroys Polish bridge; 100,000 Koreans in rioting to protest occupation forces; United Nations home site consecrated in New York; Paris roller derby; Navy boxers (j.g.).

MOVIETONE (Vol. 29, No. 66)—Europe's terrible winter climaxed by wild floods; Atomic Commission confirmed after Senate battle; Independence rally in Korea ends in riot; Tornado rips through Oklahoma and Texas; Fire destroys building at coast naval base; New navy helicopter carries heavy load; Navy kids boxing; Harness rcing in Hollywood.

(*Released Wednesday, April* 16)

NEWS OF THE DAY (Vol. 18, No. 263)—Death of Henry Ford with film glimpses of his amazing career; De Gaulle sees France with U. S. against tyranny; The man who stole a bus; Dionne Quints at first wedding; Mule Day in Dixie; Leo Durocher suspended in big baseball sensation; Submarines on parade; Greeks mourn King.

MOVIETONE (Vol. 29, No. 65)—Volcano in Iceland erupts after 100 years of silence; Greece pays homage to King George in Athens funeral; Henry Ford, pioneer of auto industry, dead at age of 83; U. S. Navy observes 47th birthday of its first submarine; Famous Dionne five are bridesmaids at brother's wedding; Babe Ruth takes job to help boys playing baseball; Deer that damage farm crops are chased by plane.

PATHE (Vol. 18, No. 68)—Henry Ford dead at 83; Truman reviews army on parade; Services for late King of Greece; People of all Asia in first international Congress; De Gaulle returns to politics, hails U. S.; Runaway bus driver reaches end of line.

PARAMOUNT NEWS (No. 66)—Babe Ruth gets a new job; Five famous bridesmaids; Truman praises film industry's foreign program; Nation pays tribute to "silent service"; Henry Ford dies; Durocher of Dodgers suspended.

UNIVERSAL (Vol. 20, No. 29)—Henry Ford, auto pioneer, dies; U. S. "subs" have birthday; Dionne Quintuplets as bridesmaids; Last rites for Greek King; Mule is king for a day; "Northwind" brings penguins; School of hard knocks (U. of Texas "round-up"); Water skiers do tricks.

ALL AMERICAN (Vol. 5, No. 234)—Fire, the great destroyer; Civilians need the navy—"sew" what?; Missouri's educational landmark; Second century of life; Missouri landmark emphasizes Christian teachings; ". . . Smile for the camera"—and they do; ROTC takes part in Army Day celebrations.

HOLLYWOOD

STR West Coast Offices 6777 Hollywood Blvd. Hollywood 28, Calif. Telephone Hollywood 2055

'Children's Village' Optioned by MGM

Metro-Goldwyn-Mayer is planning a picture, tentatively titled "Children's Village," which will tell the story of the unique children's village in Switzerland where war orphans of several European nationalities are being afforded the comforts of daily life and education through the efforts of a group of Swiss philanthropists.

According to present plans, the film will be based on a novel to be written by the famed novelist I. A. R. Wylie who will leave at the end of the month for Europe to live in the children's village which is at Trogen, Switzerland, while writing her story.

Under its agreement with the author, MGM holds an option for the screen rights to this novel.

DeMille Testing Aspirants For Role of 'Samson'

Cecil B. DeMille, presently supervising the scoring of Paramount's Technicolor epic, "Unconquered," took time off last week to view his first tests in connection with the selection of a male lead for his projected biblical spectacle, "Samson and Delilah."

The tests were of a 25-year-old newcomer, Fred Libby, 20th Century-Fox contract player. Final selection, however, will await testing of scores more of aspirants.

Production on the story, to be based on a treatment by Harold Lamb, is not expected to get under way for several months. It will be DeMille's first picture with a biblical theme since "The Sign of the Cross" in 1932.

Tests Chan Candidates

James S. Burkett, Monogram producer, has completed tests of 19 Hollywood actor candidates for the role of Charlie Chan, succeeding the late Sidney Toler, and final choice will be postponed until the return of President Steve Broidy from "It Happened on 5th Avenue" premiere in Dallas late this month. Chan series will be resumed immediately thereafter with the new star, first picture going before the cameras in May.

An Offer for Gloria

Producer Barney Gerard wired Gloria Vanderbilt over the weekend, offering her a contract to portray herself in "Jiggs and Maggie in Society," second in the Bringing Up Father series to be released by Monogram. Already set to appear as themselves in the picture are Dale Carnegie, Arthur Murray and George McManus, creator of the famous cartoon strip.

McDowall Checks In

Roddy McDowall checked in at Monogram studio last week for conferences with Producer Lindsley Parsons on his initial assignment, "Return to Yesteryear." McDowall recently signed a long-term contract with Parsons, who releases through Monogram.

STUDIO ROUNDUP

Hollywood Production Continues at a Fairly Normal Pace Despite a Large Number of Films in Backlogs; Light Entertainment Keynote of Pictures Shooting

Although the studios have an unusually large number of films in their backlog, present production remains at a fairly normal pace. Columbia has a half-dozen pictures rolling, for example, and RKO and Universal-International both have five films shooting. Warners also has five going, including one in Technicolor. In all, 13 lots, large and small, are in the throes of production. Of the current group of films being made, light entertainment is the keynote, with musicals and western-type dramas predominating.

'Tycoon' on Location

RKO's Technicolor drama, "Tycoon," is on location at Lone Pine, some 200 miles away from Hollywood. Films from various companies are being flown by the studio to the cast and crew, and screened twice a week. For the first time, William Randolph Hearst's fabulous San Simeon ranch sold three of its wild llamas, native animals of South America, to be used to add authenticity to the story of railroad building through the Andes Mountains.

Dana Andrews, Merle Oberon, Ethel Barrymore and Hoagy Carmichael soaked up some California sunshine for a week as Harriet Parsons, producer, and John Cromwell, director, moved "Memroy of Love" outdoors for six days of location shooting. Constantin Bakaleinikoff, RKO's musical chief, and crew returned from New York, where they made a recording of Artur Rubenstein, accompanied by the New York Philharmonic-Symphony Orchestra, playing Leith Stevens' Concerto in C Minor for the picture.

Director Edward Dmytryk and crew were in Calgary, Alberta, for a week to test filters and camera equipment in the Canadian Rockies preliminary to leaving in June for Switzerland to film "The White Tower."

Columbia Film Starts on Time

Columbia started "Smoky River Serenade" on schedule, with Carolina Cotton, radio and night club entertainer, a last-minute addition. Paul Campbell, Ruth Terry, the Hoosier Hot Shots and Billy Williams play leading roles. Derwin Abrahams is directing the western action-musical, which Colbert Clark is producing.

Armand Schaefer, president of Gene Autry Productions, returned to Hollywood from Tucson, Ariz., where he spent three days checking location sites for Gene's initial independent picture, which will be released by Columbia. It is to start in mid-May. Earl Snell and Jack Townley are now working on the screenplay, a western musical developed from an original story by Townley.

Sidney Buchman, home again after shooting backgrounds for "Assigned to Treasury" on the Pacific and in Cuba, put stars Dick Powell and Signe Hasso and Chinese starlet Maylai before the lenses at Columbia last week, starting his final Hollywood production. Incidentally, the luckiest location crew of the year was the one that accompanied director Gordon Griffith on that 16-day Caribbean cruise, filming backgrounds. Seymour Friedman is in Cairo for Egyptian sequences for the international narcotics-ring story, and Ray Nazarro just returned from getting footage in Shanghai.

The studio is using 75 stunt men, an unprecedented number, in its battle and fire scenes in the Technicolor story of the Old West, "The Man from Colorado." Thurston Hall was given the role of a grumpy retired legal counselor in "The Son of Rusty." Ginger Rogers checked in last week for extensive wardrobe and makeup tests for her forthcoming comedy-drama, "I Found a Dream."

'Atlantis' Windup Due

Seymour Nebenzal was due to finish "Atlantis" this week, which would leave United Artists without an entry in the production sweepstakes. Vladimir Sokoloff, veteran character actor, was one of the last additions to the cast; oddity is that Sokoloff played the same role (of the Count) in the French production of "Atlantis" in 1932! This was filmed in Europe and also produced by Nebenzal. Nebenzal revealed that a special unit filming Sahara Desert sequences for the picture had arrived in Paris from Algeria.

Shooting started April 11 at Enterprise for added scenes to "Body and Soul." Director Robert Rossen worked John Garfield, Lilli Palmer, Hazel Brooks, Canada Lee and William Conrad for five days with a full camera crew, plus 55 extras. R. B. Roberts is producer.

Chinese Extras Get Break

Director John Brahm used all of his principals and 200 Chinese extras for all-night shooting of night scenes in Universal-International's "Singapore." Cast includes Fred MacMurray, Ava Gardner, Philip Dorn, Richard Haydn, Thomas Gomez and Spring Byington.

"Jeopardy," which has been retitled "The Dark Web," is in cidting. Another title change is "For the Love of Mary," which is now tagged "Something in the Wind." Jacqueline de Wit reported for her featured role in the Deanna Durbin starrer, and Patricia Alphin and Bert Davidson were also named for the cast by Producer Joseph Sistrom. Miss Durbin, reports say, gives a surprise rendition of a fast Johnny Green-Leo Robin song.

The camel in "Slave Girl" proved so entertaining at sneak previews that U-I is shooting

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STUDIO ROUNDUP

(*Continued from Page 37*)

added scenes with the animal and has engaged radio announcer Harry Lang as its "voice." Howland Chamberlain will portray an attorney in Mark Hellinger's "Brute Force." Fritz Lang called 250 dress extras for a garden party sequence in "Secret Beyond the Door," Diana Production he is producing and directing for U-I with Joan Bennett and Michael Redgrave co-starred. Agnes Moorehead, who plays the 105-year-old lady in Walter Wanger's "The Lost Moment," made her first appearance on the set last week and had to sit for three-and-a-half hours while Buddy Westmore, studio make-up artist, properly aged her!

Alex Golitzen, associate producer; Rosy Rosenbloom, assistant director; and Jack Lawton, location manager, trained out for Jackson, Mississippi, where they are now hunting locations in Senator Bilbo's state and Louisiana for the James Street novel, "Tap Roots." Picture will start early next month.

20th-Fox Starts 'Foxes'

"The Foxes of Harrow" got off to a running start April 14 at 20th Century-Fox, following a week of shooting the prologue and rehearsal-reading. Director John M. Stahl supervised things. Cast is headed by Maureen O'Hara and Rex Harrison, with Richard Haydn, Gene Lockhart, Vanessa Brown, Victor McLaglen, Hugo Haas and Dennis Hoey. Kenny Washington, Negro all-American football star, is being tested for an important part.

Director F. Hugh Herbert assigned four more players to supporting roles in the June Haver-Lon McCallister co-starrer, "Scudda Hoo, Scudda Hay," which Walter Morosco is producing in Technicolor. Henry Hathaway, who is in New York directing "Kiss of Death," signed six more Broadway actors for supporting parts.

Republic Ends Trucolor Western

"Along the Oregon Trail," Republic's Trucolor western musical featuring Monte Hale and Adrian Booth, was completed this week. Mel Tucker served as associate producer. However, the studio has another Trucolor film going, "Bill and Coo," which is being shot on a sound stage filled with birds, a crow, cats, monkey and other assorted animals. The picture stars George Burton's great bird act, with comedian Ken Murray narrating. Murray is also producing.

Gene Autry has a while longer to go on his next-to-last effort for the Yates lot; he is working on location in "Robin Hood of Texas."

'Bury Me Dead' on Location

"Bury Me Dead," PRC's high-budget special, went on a two-day location last week. A prizefighter's training site was erected for sequences featuring Greg McClure. Bernard Vorhaus is directing for Producer Chuck Reisner.

Jerry Thomas started production of "Ghost Town Renegades," with the weather finally permitting "Pioneer Justice" to finish. "Renegades" is Thomas' latest film in his Lash LaRue-Al "Fuzzy" St. John series for PRC. Jennifer Holt again gained the feminine honors. Ray Taylor directs.

"Voice of Theatre Speakers"
JOE HORNSTEIN has it!

Bobby-Soxers Heeded

To satisfy bobby-soxers (so say the praisery boys of Paramount) Rory Calhoun is being given three additional close-ups in "Adventure Island," his initial starring color film. The added close-ups are termed "screaming footage" by the press agents. Producers Bill Pine and Bill Thomas held a sneak preview the other night and every time Calhoun appeared in close-up, the bobby-soxers drowned out the dialogue with screams and shrieks. Silent close-ups are being inserted for the youngsters.

Every wall in the ultra-modern offices of the magazine publishing building in "The Big Clock," Paramount's drama starring Ray Milland and Charles Laughton, is on rollers. This allows freedom of camera movement previously accomplished only by stationing squads of men to haul barriers out of the way for "boom" shots.

Screen Guild Film Starts

After threatened labor trouble made the start of Maurice Coon's "Dark Bullet" a question mark, he managed to get started. This Screen Guild producer last week added Douglas Dumbrille, Maxine Semon and Buddy Roosevelt to his film, shooting at Nassour Studios. Douglas Blackley began his character role of a detective in the film, and Virginia Dale was set for a top feminine role. Also added was Allan Nixon, Marie Wilson's husband. "Dark Bullet" went before the cameras at the Terminal Island Naval Air Station on April 8, with Leslie Goodwins directing. The troupe then returned to the studio. Mary Brian was another actress handed a top role. Henry Wilcoxon stars.

'Portrait' Moves to Boston

"Portrait of Jennie," David O. Selznick's picture, moved from its New York shooting grounds to Boston. It will spend two weeks in Boston Harbor and then return to Gotham. In the Bean City, the Selznick Releasing Organization unit fought storms, with only one injury. Clem Beauchamp, unit manager, had his hand crushed on his arrival at the lighthouse to make arrangements for the arrival of the company. Final filming of the picture will take place in the RKO Pathe Studios in Manhattan, following the lensing of New York exteriors.

Monogram's Lone Film

Monogram, which has been very active, is currently taking it easy, with only one film, "The Hunted," which has been rolling for almost three weeks. This Allied Artists special, being produced by Scott R. Dunlap, features Belita, Preston Foster, Cathy Carter, Russell Hicks and J. Farrell MacDonald. Glenn Cook is serving as associate producer and Jack Bernhard is directing.

MGM Shooting 3 Pictures

Metro-Goldwyn-Mayer has three pictures in front of the lensmen, including "Good News," musical comedy which went into its second month. Cast includes June Allyson, Peter Lawford, Joan McCracken, Pat Marshall, Ray McDonald and Mel Torme. "The Pirate," which is being produced by Arthur Freed (who also has "Good News"), features Judy Garland, Gene Kelly, Walter Slezak, Gladys Cooper, Jerry Bergen and Ellen Ross. Miss Garland's husband, Vincente Minnelli, is directing. The third film is the Wallace Beery starrer, "Alias a Gentleman."

WB's Night Production

Three nights of shooting came up last week for the Warner Bros. "Wallflower" company, with Director Fred De Cordova taking the Joyce Reynolds-Bob Hutton-Janis Paige starrer through railroad station sequences. Alex Gottlieb produces.

Michael Curtiz left Hollywood to personally scout locations and shoot backgrounds in Napa Valley for his production of "Shadow of Fear," which rolls in several months. Frances Marion, who wrote the original story, accompanied Curtiz, since she is a native of that country. Curtiz' camera crew, after completing the Napa chore, was to fly back to the flood area of Missouri to get two weeks of background shots.

Ensign Productions to Release Through PRC

Harry H. Thomas, PRC president, has signed a releasing deal with Ensign Productions, headed by Lionel Toll.

Toll's first picture, "Blonde Savage," is scheduled to go before the cameras in six weeks. Charles Marion is doing the screenplay from an original by Gordon Bache. Toll recently was discharged from the army where he held the rank of captain. Prior to his entry into the armed forces, Toll was editor and publisher of *The Independent,* a film trade paper.

Sinatra Is Entertainment Chairman for CYO Event

Frank Sinatra has voluntarily assumed the Entertainment Chairmanship of the Hollywood Bowl show of May 23rd, for the benefit of the Catholic Youth Organization.

The Hollywood Bowl event will be the first big affair of the Los Angeles Chapter of the CYO, a non-sectarian charitable enterprise. The proceeds will comprise a fund for summer camps for underprivileged children and to carry on recreational activities.

'Race' Script to Rackin

Martin Rackin has been assigned by RKO Radio to the script of "Race Street," melodrama of racketeering and the Fourth Estate by Maurice Davis, in which George Raft will star.

Johnson Seeks Douglas

Nunnally Johnson has been reported dickering with Paul Douglas for the part of the "party boss" in his Universal-International production, "The Senator Was Indiscreet."

'New Mexico' Conference

Producer Irving Allen left for Santa Fe, New Mexico over the weekend to confer with Governor Thomas Mabry regarding the filming there of his next picture for Allied Artists release, "New Mexico."

HOLLYWOOD

Warners Set a High In Property Purchases

Total of nine properties purchased at Warner Bros. during the past six weeks sets a new high in acquisitions during any like period in the history of the studio. Majority, five are originals, two are plays, one is a novel and one was serialized in the *Saturday Evening Post.*

The originals are "Up Until Now," by David Goodis, Jerry Wald producing; "Rainbow Mountain," by Stephen Longstreet, Alex Gottlieb producing; "Sunburst," by Dietrich Manneken and Aleck Block," Ranald McDougall producing; "Romance in High C," scripted by Philip G. and Julius J. Epstein, Alex Gottlieb producing; and "Shadow of Fear," by Francis Marion, which Michael Curtiz Productions will film at the studio.

Plays are "John Loves Mary," by Norman Krasna, Jerry Wald producing; and "Ever the Beginning," by Lucille Prumbs and Sarah B. Smith, Milton Sperling producing for United States Pictures.

Stories, "Forever and a Day," from the novel, "Nothing But the Night," by Roy Huggins, will be filmed by U.S.P., and "Sugar Foot," which ran in the *Saturday Evening Post,* is by Clarence Budington Kelland, and will be produced by Curtiz' own unit for Warner Bros. release.

Same Staff Set for 'Foxes' and 'Jericho'

Producer William A. Bacher, now readying two best-sellers for 20th-Fox production, has announced that the same unit preparing the Frank Yerby novel, "The Foxes of Harrow," which co-stars Maureen O'Hara and Rex Harrison and goes before the cameras this week, is also working on Paul Wellman's book, "The Walls of Jericho."

Director John M. Stahl, Joseph LaShelle, Academy award winner cameraman, art directors Lyle Wheeler and Maurice Ransford, unit manager Fred Fox, first and second assistant directors Joseph Behm and Bruce Fowler and property man Lorry Haddock will be responsible for both pictures.

Original Story Optioned

Enterprise has optioned an original story by Jack Briggs, based on Robert Browning's poem, "Pippa Passes." Briggs worked out a romantic theme from the poem and has registered both the title and story. Negotiations are now under way for Ginger Rogers, Briggs' wife, to play the starring feminine role after completion of "Wild Calendar," her forthcoming picture for Enterprise.

Set for Title Role

Charles Boyer has been signed by Enterprise for the title role in "The Passion of Eugene Aram" by Edward Bulwer Lytton. The screen adaptation will be by Ladislas Fodor, who also collaborated on the screenplay of "The Other Love," recently completed.

U-I to Star Ann Blyth

Universal-International will star Ann Blyth in Lillian Hellman's "Another Part of the Forest," which Michael Gordon will direct. Jerry Bresler has been set as producer.

STUDIO NEWS & PROGRAM NOTES

Melvyn Douglas Signed for Paramount's 'True Love'; Reagan, Smith to Co-Star in 'Sunburst' at Warners

Barbara Read was signed by Columbia to play the second feminine lead in "Destiny," mystery thriller now in production with *John Beal* and *Trudy Marshall* in the top spots.

Dramatizing today's mounting juvenile delinquency problems, MGM is scheduling "Born Bad," to be produced by *Robert Lord* from an original story by *Sid Boehm.* Film is slated for early production with many of the backgrounds to be made in actual locales of the story.

Melvyn Douglas was signed by Paramount to co-star with *Phyllis Calvert* in "My Own True Love," from the forthcoming novel "Make You a Fine Wife," by *Yolanda Foldes. Val Lewton* will produce the picture, slated to get under way in June.

Hoagy Carmichael has written a burlesque song, Who Killed 'Er? which will be introduced by him in RKO's "Memory of Love." Carmichael will sing it as the one modern number amid the classic score of *Leith Stevens* which is featured in the film.

Fritz Lang has engaged *Herb Parsons,* rated the world's greatest exhibition shooter, as technical director for "Winchester '73," his next Diana production after "Secret Beyond the Door," now shooting at Universal-International.

Ronald Reagan and *Alexis Smith* will co-star in "Sunburst," an original story just acquired by Warners. Film will be produced by *Ranald MacDougall,* recently elevated to producer-writer status after writing screenplays for "Mildred Pierce," "Objective Burma" and "Possessed."

Flame, great-great-grandson of the dog actor *Strongheart,* was signed by Columbia for the leading animal role in "The Son of Rusty," which *Wallace MacDonald* is producing with *Ted Donaldson, Tom Powers, Ann Doran* and *Stephen Dunne* in the cast. *Lew Sanders* directs.

Six cameras, shooting action from many angles, are being used nightly at Polar Ice Palace in Los Angeles, to film *Belita's* skating scenes for "The Hunted," Allied Artists film in which she is starred with *Preston Foster. Jack Bernhard* is directing for Monogram Producer *Scott R. Dunlap.*

Julia Faye, famous as a star in *Cecil B. DeMille* films for many years, makes an appearance in Paramount's suspense drama, "The Big Clock," playing a secretary to *Charles Laughton* who stars with *Ray Milland. Richard Maibaum* produces.

Charlotte Greenwood has been signed for one of the starring roles in Republic's top-budgeted production, "Driftwood," and will join a cast headed by *Walter Brennan, Ruth Warrick, Dean Jagger* and *Natalie Wood.*

Jack Carson and *Oscar Levant* were set for important roles in "Romance in High C," musical comedy which Michael Curtiz Productions will soon place before the cameras as its second picture for Warner release. *Michael Curtiz* will direct and *Alex Gottlieb produce.*

William Wright has been added to the cast of PRC's "Gas House Kids Go West," which is now in production with *William Beaudine* directing a new Gas House Gang headed by *Alfalfa Switzer, Chili Williams* and *Vince Barnett.*

Columbia acquired star [illegible] for use in his Durango Kid pictures. The new [illegible] will share billing with Starrett's famous [illegible], which has been featured in the western series.

Fay Holden and *William Demarest* have been given important roles in Paramount's "Whispering Smith," Technicolor outdoor drama of the old west, starring *Alan Ladd* and *Robert Preston.* Film is now in production with *Leslie Fenton* directing.

His performance in Samuel Goldwyn's "The Best Years of Our Lives" won a long-term contract with RKO for *Dean White,* former Navy combat flier. He will play Billy the Kid in RKO's forthcoming big-budget western, "Return of the Badmen," which will start production next month.

Tom D'Andrea is set for the important role of *Errol Flynn's* gambling henchman in Warners forthcoming Flynn-*Ann Sheridan* co-starrer, "The Silver River," Nevada silver mining story by *Stephen Longstreet.*

Vince Barnett has been signed for a featured role in Republic's "The Outcast," joining a cast which includes *John Carroll, Vera Ralston, Robert Paige, Henry Travers, Broderick Crawford* and *Hattie McDaniel.* Barnett will enact a back-stage door man, one of the key figures in the story of love, hate and murder.

Sol Siegel received, as his second assignment at 20th-Fox, the production reins on the *Henry Helseth* novel, "The Chair for Martin Rome." *Ben Hecht* will write the screenplay. Siegel's first film under the Fox banner will be the *Kenneth Roberts* best-seller, "Lydia Bailey."

MGM has acquired the screen rights to "Quarter From an Angel," short story by *I. A. R. Wylie,* who will write the screen treatment for Producer *Edwin Knopf.* Story deals with the romance and problems of an ambitious war veteran while attending college as a GI Bill of Rights student.

Brisson Signs Flannery

William Flannery has been signed by Frederick Brisson, head of Independent Artists, as art director on the company's first independent production starring Rosalind Russell, "Lucky Penny," which will be released through RKO Radio. The picture will go into work immediately after Miss Russell finishes her starring role in "Mourning Becomes Electra."

E-L Signs Gene Raymond

Eagle-Lion has signed Gene Raymond to play the father of 14-year-old Lois Butler in "Clementine," adapted from Peggy Goodin's prize-winning novel. Raymond's "heart interest" will be Lynn Bari. Agnes Christine Johnston and Muriel Roy Bolton wrote the screenplay.

New Ideal Theatre Chairs
JOE HORNSTEIN has it!

BOX-OFFICE SLANTS

(*Continued from Page* 13)

whom Shirley has gone to Mexico to marry, is Guy Madison, and Lina Romay, Gene Lockhart, Corinna Mura and Grant Mitchell ably essay their characterizations. Production values are high and the direction of William Keighley proves him quite adept in guiding his players through farcical situations. Generally speaking, "Honeymoon" should have humorously responsive audience reaction, and with its cast, title and exploitation possibilities, should chalk up satisfactory grosses at the box-office.

Valley of Fear

Monogram **Western** **57 mins.**

AUDIENCE SLANT: (Family) Very weak western that suffers from talkiness, mediocre plot and indifferent production.

BOX-OFFICE SLANT: Johnny Mack Brown has definite drawing power in action houses, and word-of-mouth matters little in such spots. Should do good business.

Cast: Johnny Mack Brown, Raymond Hatton, Christine McIntyre, Ed Cassidy, Tristram Coffin, Ted Adams, Steve Darrell, Pierce Lyden, Eddie Parker, Cactus Mack. Credits: Director, Lambert Hillyer. Supervisor, Charles J. Bigelow. Screenplay, J. Benton Cheney. Photography, Harry Neumann.

Plot: The hero returns home after being away several years to discover he is wanted in connection with his late uncle's alleged embezzlement of the local settlers' funds. The badmen pose as friends of the hero, but are actually planning his demise, plus pinning the misdeeds on an honest banker. The hero pretends he believes the villains, but gets them in a final gun battle and restores peace to the community.

Comment: Johnny Mack Brown is one of the screen's best western stars, with a top name among western fans. However, his material in this one was just too much even for his talents. There is far too much talk and not enough action. The plot is mediocre, often getting the audience too confused, and the dialog is hackneyed. Even usual dependable photographer Harry Neumann turned in a spotty job on this effort, and Director Lambert Hillyer should have sensed the considerable periods of lagging interest. The most enthusiastic western audiences in the world will grow restless at numerous points throughout the film. Exhibitors, however, will not have to worry about critical reaction or word-of-mouth talk on those Saturday matinees and kid shows.

SHOWMEN'S SILHOUETTES by Dick Kirschbaum



Next Week ..... **Abram F. Myers**

Bulldog Drummond at Bay

Columbia **Mystery** **70 mins.**

AUDIENCE SLANT: (Adult) Fair mystery weakened by an inexpert script and spotty direction. Ron Randell, new Australian star, shows promise of bigger things.

BOX-OFFICE SLANT: Should score satisfactorily as second half of double bill and in action houses. "Bulldog Drummond" name may pull in some extra coin.

Cast: Ron Randell, Anita Louise, Pat O'Moore, Terry Kilburn, Holmes Herbert, Lester Matthews, Leonard Mudie, Dave Thursby, Oliver Thorndike. Credits: Producers, Louis B. Appleton, Jr. and Bernard Small. Director, Sidney Salkow. Screenplay, Frank Gruber, based on a novel by Sapper. Photography, Philip Tannura.

Plot: Bulldog Drummond, just discharged from the British army, is interrupted in his long-awaited vacation in suburban London by mysterious intruders. Drummond, with the help of a young newspaper reporter and an old cricket-playing pal, keeps after the intruders for reel after reel. With little aid from Scotland Yard, he nevertheless succeeds in breaking up a jewel gang, rescuing a beautiful damsel in distress and her secret service operative brother and maintaining his reputation as a sleuth.

Comment: "Bulldog Drummond at Bay" lacks a topnotch script and therefore has a number of lagging spots. Better direction might have eliminated this; but as it is, most audiences will fidget during stretches of the film. Ron Randell, who was brought here from Australia by Columbia, shows up well, however, in his first American effort. He is a good-looking young fellow, who acts with assurance. The rest of the cast is up to par, but name values are conspicuously lacking. The "Bulldog Drummond" title, however, should mean something to the average patron, having been nurtured all these years as a detective story tag.

A Likely Story

RKO Radio **Comedy** **88 mins.**

AUDIENCE SLANT: (Family) This entertaining light comedy will be enjoyed by the entire family. It is the first picture teaming Bill Williams and Barbara Hale, and augurs well for any future offerings.

BOX-OFFICE SLANT: Should help greatly in bolstering a program with a dramatic top feature. In spots where the names are known, it is worthy of top billing.

Cast: Barbara Hale, Bill Williams, Lanny Rees, Sam Levene, Dan Tobin, Nestor Paiva, Max Willenz,

BOX-OFFICE SLANTS

Henry Kulky, Robin Raymond, Mary Young. Credits: Directed by H. C. Potter. Written by Bess Taffel. Suggested by a story by Alexander Kenedi. Photography, Roy Hunt. Produced by Richard H. Berger. Executive producer, Jack J. Gross.

Plot: A girl, a veteran, an insurance man and a gangster meet on a train going to New York. Knocked out by a falling package, the veteran arrives via ambulance and wakes up in a hospital. There he overhears the doctor giving him a short time to live, so he arranges with the gangster to take out some insurance on his life . . . for the $5,000 cash he wants to give the girl. When the truth comes out, it looks pretty serious, until matters are settled.

Comment: This teaming of Bill Williams and Barbara Hale appears to be the beginning of a new setup at RKO. For they work well together, and the smooth way in which they handle their roles has a great deal to do with this picture's entertainment values. Their interpretations of the young folk trying to straighten out their difficulties gives this light comedy its audience appeal. And for the average moviegoer, there is many a laugh and lots of good fun. Good too, are the members of the supporting cast, among them Dan Tobin's swell interpretation of a smug insurance agent in love with the girl, Lanny Rees as Miss Hale's young brother and Sam Levene and Nestor Paiva as two supposedly reformed crooks. Direction has been capably handled by H. C. Potter.

Born to Kill

RKO Radio Drama 91 mins.

AUDIENCE SLANT: (Adult) As sheer drama with more than its quota of thrills, this picture should provide a vicarious pleasure for the unthinking moviegoer. But it is such a sordid piece that thinking audiences are likely to find it revolting. Exhibitors should see it for themselves and then decide whether the money it will make will be worth the criticism and condemnation that may well come their way from civic organiaztions. Not for children or adolescents under any circumstances.

BOX-OFFICE SLANT: If sold along sensational lines, it can make money.

Cast: Lawrence Tierney, Claire Trevor, Walter Slezak, Phillip Terry, Audrey Long, Elisha Cook, Jr., Isabel Jewell, Esther Howard, Kathryn Card, Tony Barrett, Grandon Rhodes. Credits: Produced by Herman Schlom. Directed by Robert Wise. Screenplay by Eve Green and Richard Macauley, based on the novel, "Deadlier than the Male," by James Gunn. Music by Paul Sawtell. Musical director, C. Bakaleinikoff. Photography, Robert de Grasse.

Plot: An egomaniac kills a girl and the man she had tried to use to make him jealous. He leaves town and meets a woman on the train who had discovered the bodies, but who had neglected to tell the police of her find. They become deeply involved with each other, in spite of the fact that she is engaged to another man and that he later marries the girl's wealthy sister. A woman puts a private detective on the killer's trail. The murderer tries to arrange for her murder, too, but she gets away and then, when his inamorata tries to bribe the detective, the killer suspects her, shoots her and is in turn shot down by the police.

Comment: Although "Born to Kill" is an expert job of picture making, in view of its well-written story, well-chosen cast and excellent production values, it is such a sordid piece that thinking audiences are likely to find it revolting. Since the picture has been okayed by the Breen branch of the Johnston office, it does conform to the Production Code. But theatremen had better see it and then decide for themselves whether the money it is likely to bring to the box-office will compensate them for the criticism that may come their way from civic groups, professional "bleeding hearts," church groups and others. As sheer drama with more than its quota of thrills, the picture should provide vicarious pleasure for the unthinking moviegoer, and if sold along sensational lines, it can make money. However, children and adolescents should be specifically barred during its engagement.

Words that Speak . . .

Incorporation papers issued to the new Adams Theatres Corporation of Adams, Wis., allow it to operate as a theatre and to sell "peanuts and candy."

Monsieur Verdoux

United Artists Comedy Drama 123 mins.

AUDIENCE SLANT: (Adult) Brilliant passages of eloquent comedy and drama are diluted with distracting irrelevancies of personal observations and stereotyped attitudinizing on life, love, religion and what have you. There is much to amuse and stir the discriminating picturegoer but too little to satisfy the amusement-seeker.

BOX-OFFICE SLANT: This picture poses a problem that will be answered only when a fair proportion of later-run theatres have offered it and counted up the house. At this point it seems that all will depend upon how much controversy can be stirred up by commentators pro and con in discussion of the picture in newspaper columns and over the radio.

Cast: Charles Chaplin, Mady Correll, Allison Roddan, Robert Lewis, Audrey Betz, Martha Raye, Isobel Elsom, Margaret Hoffman, Ada-May, Helen Heigh, Marjorie Bennett, Marilyn Nash, Irving Bacon, Edwin Mills, Virginia Brissac, Almira Sessions, Eula Morgan, Bernard J. Nedell, Charles Evans. Credits: Written, produced and directed by Charles Chaplin. Associate directors, Robert Florey, Wheeler Dryden. Photography, Roland Totheroh. Music composed by Charles Chaplin. Music arrangement and direction, Rudolph Schrager.

Plot: M. Verdoux is seen as a dilletante dealer in antiques, but his chief preoccupation is that of making money with which to support his crippled wife and his young son by wooing foolish, wealthy old dames and then dispatching them to unmarked graves by means that are so dark and devious that several such slaughters take place before the cops catch up with him. He excuses these grisly violations of the natural and civil law by referring bitterly to the heartless behavior of a bank which summarily fired him during the "depression." In the end there is retribution as the law sends M. Verdoux to the head-chopping machine which is the prescribed instrument of capital punishment in France.

Comment: This is a picture to excite the admiration of those who look upon such things with a professional eye for the adroit tricks, the talents and accomplishments of screen writing, direction and acting. Certainly, Mr. Chaplin displays an abundance of eloquent expression in the medium with which he is so expertly identified. It is only when attempts at satirizing the instant or scold or persuade the audience in personal philosophical generalities which seem to be of the boulevardier vaudeville variety arise —that his picture descends from the high level of brittle, brilliant and exciting "theatre" to the dull, dreary and wholly futile "footage" of a routine "B" film. There are so many excellently written, directed and acted dramatic and comedy incidents in this picture that a theatregoer well might put up with the distractions for the sheer enjoyment of these isolated and individual moments of delightful entertainment. High up among the lusty and delightful passages are scenes with Martha Raye, who is one of the many wives the embittered little hero marries with an eye for the profit to be realized when he becomes her widower. The Chaplin acting is resourceful, brilliant, as was expected. It and fine writing, direction and some acting by other members of the cast seems far, far too good for the purposes to which it is put in a picture that, for all its many brilliant moments, doesn't quite succeed in making murder funny.

Great Films of Past On Film Society Agenda

Organization plans of the Hollywood Film Society have been completed with the announcement that it has chosen as its permanent headquarters, the newly constructed Coronet Theatre, 366 No. La Cienega, near Beverly Blvd., recently leased by a group headed by Paul Schreibman and John Houseman.

By arrangement with the Museum of Modern Art in New York and other film libraries and private collections, the Hollywood Film Society, a non-profit membership group, will present a regular program of noteworthy feature pictures, documentary and experimental subjects.

Max Nosseck to Direct 'Thieves' for Katzman

Max Nosseck has been signed by Sam Katzman to direct "The Prince of Thieves," based on a novel by Alexandre Dumas, which Katzman will produce in Cinecolor for Columbia release. Nosseck has been under contract to MGM and to RKO. He also directed "Black Beauty" at 20th Century-Fox.

Jon Hall will play the title role in "The Prince of Thieves," which is scheduled to go before the cameras April 30.

Reade Theatres to be Active in Civic Life

(Continued from Page 24)

briefed on what they specifically are to do in cooperation with this organized campaign. In towns where there are other theatres, a special committee of Reade city and district managers will meet with the other theatre operators and invite them to participate and cooperate in the theatre-community campaign.

"This public relations campaign attacks a problem," Reade said, "which has led to much of the petty and major legislations that have and are still being imposed on the entire industry and especially on the individual theatre."

FEATURE Booking GUIDE

TITLE INDEX

Listed in the following index are titles of features (exclusive of western series releases) with name of the distributor following the title. For data as to running time, stars, etc., refer to title under distributor company listings.

A

Title	Company
Abie's Irish Rose	UA
A Boy, a Girl, and a Dog	FC
Accomplice	PRC
Adventure for Two	Misc.
Adventures of Don Coyotes	UA
Adventuress	EL
Affairs of Geraldine	Rep.
A Lady Surrenders	Univ.
Albuquerque	Para.
Alexander's Ragtime Band	20th-Fox
A Likely Story	RKO
Alias Mr. Twilight	Col.
A Miracle Can Happen	UA
Angel and the Badman	Rep.
Adventuress, The	Eagle-Lion
Angel and Sinner	Misc.
Angel on My Shoulder	UA
Anna and the King of Siam	20th-Fox
Apache Rose	Rep.
Arch of Triumph	Ent.
Arnelo Affair	MGM
Assigned to Treasury	Col.
Atlantis	UA
A Woman of My Own	MGM
A Yank in Rome	Misc.

B

Bachelor and the Bobby-Soxer	RKO
Bachelor's Daughters	UA
Backlash	20th-Fox
Banjo	RKO
Battle for Music	Misc.
Beast With Five Fingers	WB
Beat the Band	RKO
Beauty and the Bandit	Mono.
Bedelia	EL
Before Him All Rome Trembled	Misc.
Beginning of the End	MGM
Behind the Mask	Mono.
Bellman, The	Misc.
Bells of San Angelo	Rep.
Bells of San Fernando	SGP
Below the Deadline	Mono.
Best Years of Our Lives	RKO
Betty Co-Ed	Col.
Beware	Astor
Beware of Pity	Misc.
Beyond Tomorrow	Astor
Big Sleep	WB
Bill and Coo	Rep.
Birds and the Bees, The	MGM
Big Town	Para.
Birth of a Star	Astor
Bishop's Wife, The	RKO
Black Angel	Univ.
Black Beauty	20th-Fox
Black Gold	Mono.
Blackmail	Rep.
Blaze of Noon	Para.
Blind Spot	Col.
Blonde Alibi	Univ.
Blonde Menace	Favorite
Blondie Knows Best	Col.
Blonde for a Day	PRC
Blondie in the Dough	Col.
Blondie's Big Moment	Col.
Blondie's Holiday	Col.
Blue Skies	Para.
Bob, Son of Battle	20th-Fox
Body and Soul	UA
Bohemian Girl	FC
Boomerang	20th-Fox
Boston Blackie and the Law	Col.
Born to Kill	RKO
Born to Speed	PRC
Bowery, The	20th-Fox
Bowery Bombshell	Mono.
Boys' Ranch	MGM
Brasher Doubloon	20th-Fox
Brief Encounter	Univ.
Bringing Up Father	Mono.
Broadway Limited	Favorite
Brute Force	Univ.
Brute Man	PRC
Buck Privates Come Home	Univ.
Buffalo Bill Rides Again	SGP
Bulldog Drummond at Bay	Col.
Bury Me Dead	PRC
Bush Pilot	SGP

Features and western series pictures are listed alphabetically by title under name of distributor. (Consult TITLE INDEX *for distributor of pictures known only by title.) Numerals at left of titles indicate* PRODUCTION *or* BLOCK NUMBER, *(SP in this column indicates Special release sold separately), those at extreme right give publication date of Advance Data: a; or Box-Office Slant: b. Asterick following title indicates color photography with adjoining letter giving name of type of color thus: *T: Technicolor, *C: Cinecolor, *M: Magnacolor, *U: Trucolor, *V: Vitacolor. Audience Classification is indicated by letters following titles: A—Adult; F—Family. Letters and combinations thereof in parenthesis indicate type of story in accordance with following key:*

(B) *Biographical*	(C) *Comedy*
(D) *Drama*	(Doc) *Documentary*
(G) *Gangster*	(M) *Musical*
(H) *Horror*	(W) *Western*
(My) *Mystery*	(Wa) *War*

ASTOR PICTURES

Prod. No.			Run Time Mins.	Rel. Date	See Issue of
	Beware (M)F	Louis Jordan-Frank Wilson	55		b6/22/46
	Beyond Tomorrow	Winninger-Carey-C. Aubrey Smith	88		Reissue
Sp.	Birth of a Star	Danny Kaye	38		New Release
Sp.	Caldonia	Louis Jordan & Band	28		New Release
	Fangs of the Wild	Rin Tin Tin, Jr.	60		New Release
	Flying Deuces, The	Stan Laurel-Oliver Hardy		10/10/46	Reissue
	Gentleman From Arizona	John King-Joan Barclay	70½		Reissue
	Hell's Angels (D)	Lyon-Harlow-Hall	100		Reissued
	Her Enlisted Man (CD)	Barbara Stanwyck-Robt. Young	70		Reissued
	I Cover the Waterfront (D)	Claudette Colbert	80		Reissued
	Jimmy Steps Out	J. Stewart-P. Goddard	89		Release
	Let 'em Have It (G)	Bruce Cabot-Virginia Bruce	70		Reissued
	Little Men	Oakie-Francis-Bancroft	83		Release
	One Romantic Night	Ilona Massey-Alan Curtis	86		Reissue
	Scarface (D)	P. Muni-G. Raft-A. Dvorak	88		Reissued
	Second Chorus	Fred Astaire-Paulette Goddard		11/18/46	Re-release
	Silver Devil (D)F	H. Gibson-Stephin Fetchit	62		Remake
	Sky Devils (C-D)	Spencer Tracy	88		Reissued
	Swiss Family Robinson	Mitchell-Best-Holt	74		Release
	Thunder in the City	Edw. G. Robinson	81		Reissued
	Tom Brown's Schooldays	Hardwick-Lydon-Bartholomew	85		Release

COLUMBIA — Current 1945-46

	Gallant Journey (D)F	Glenn Ford-Janet Blair	86	9/24/46	b9/7/46
	It's Great to Be Young (M-C)F	L. Brooks-R. Stanton-J. Donnell	68	9/12/46	b11/23/46
	Personality Kid	Anita Louise-Michael Duane	86	8/8/46	a5/23/46
	Shadowed	Anita Louise-Robert Scott	70	9/26/46	
	Sing While You Dance (M)F	Ellen Drew-Robert Stanton	73	7/25/46	b10/12/46
	Thrill of Brazil, The (W)F	E. Keyes-Keenan Wynn-A. Miller	91	9/30/46	b9/14/46
	Unknown, The (H)A	Karen Morley-Jim Bannon	70	7/4/46	b7/27/46

CURRENT 1946-'47

828	Alias Mr. Twilight (D)A	Michael Duane-Trudy Marshall	69	12/19/46	b12/28/46
824	Betty Co-Ed (C)F	J. Porter-W. Mason-S. Mills	71	11/28/46	b11/23/46
	Blind Spot (My)A	Chester Morris-Constance Dowling	73	2/6/47	a11/2/46
807	Blondie's Big Moment (C)F	P. Singleton-A. Lake-A. Louise	69	1/9/47	b12/14/46
	Blondie's Holiday (C)F	Arthur Lake-Penny Singleton	67	4/10/47	b3/1/47
806	Blondie Knows Best (C)F	Penny Singleton-Arthur Lake	70	10/17/46	b9/21/46
822	Boston Blackie and the Law (My)F	Chester Morris-Trudy Marshall	69	12/12/46	b11/16/46
	Cigarette Girl (C)A	L. Brooks-J. Lloyd-J. Barton	67	2/13/47	b2/15/47
816	Crime Doctor's Man Hunt (My)F	Warner Baxter-Ellen Drew	60	10/24/46	b9/21/46
830	Dead Reckoning (D)A	Humphhrey Bogart-Lizabeth Scott	99	Feb. '47	b1/4/47
	Framed (D)A	Glenn Ford-Janis Carter	82	April '47	b3/8/47
	Guilt of Janet Ames, The (D)A	Rosalind Russell-Melvyn Douglas	83	April '47	b3/8/47
	Johnny O'Clock (D)A	Dick Powell-Evelyn Keyes	86	Mar. '47	b1/4/47
	Jolson Story, The *T (D-M)F	L. Parks-E. Keyes-W. Demarest	128	Jan. '47	b9/21/46
	King of the Wild Horses (D)F	Preston Foster-Gail Patrick	79	3/27/47	b3/29/47
823	Lone Wolf in Mexico (My)A	Gerald Mohr-Eric Blore-Sheila Ryan	70	1/16/47	b12/28/46
	Millie's Daughter (D)F	Gladys George-Paul Campbell	71	3/20/47	b2/15/47
832	Mr. District Attorney (My)A	Dennis O'Keefe-M. Chapman	81	Feb. '47	b12/28/46
829	Return of Monte Cristo (D)F	L. Hayward-G. Macready-U. O'Connor	91	Dec. '46	b11/23/46
818	Secret of the Whistler (My)A	Richard Dix-Leslie Brooks	65	11/7/46	b11/2/46
804	Singin' in the Corn (C-M)F	Judy Canova-Allen Jenkins	66	12/26/46	b11/16/46
805	So Dark the Night (D)A	Stephen Geray- Micheline Cheirel	71	10/10/46	b9/14/46
	The Thirteenth Hour (My)A	Richard Dix-Karen Morley	65	3/6/47	b2/15/47

COMING

Assigned to Treasury	Dick Powell-Maylia	
Blondie in the Dough	P. Singleton-A. Lake-L. Simms	
Bulldog Drummond at Bay	Ron Randell-Anita Louise	
Corpse, Came C.O.D., The	G. Brent-J. Blondell-A. Jergens	a1/11/47
Destiny	John Beal-Trudy Marshall	
Down to Earth *T	Rita Hayworth-Larry Parks	a7/13/46
For the Love of Rusty	T. Donaldson-T. Powers-A. Doran	
Girl from Shanghai, The	Rita Hayworth-Orson Welles	a4/12/47
Gunfighters, The *C	Randolph Scott-Dorothy Hart	
Her Husband's Affairs	F. Tone-L. Ball-E. E. Horton	
Keeper of the Bees	Gloria Henry-Michael Duane	
Last of the Redmen	Jon Hall-Michael O'Shea-Evelyn Ankers	
Little Miss Broadway	Jean Porter-John Sheldon	
Man From Colorado, The	Glen Ford-Ellen Drew-William Holden	
Millerson Case, The	Warner Baxter-N. Saunders	
Smoky River Serenade	P. Campbell-R. Terry-Hoosier Hot Shots	
Son of Rusty	T. Donaldson-T. Powers-A. Doran	
Sport of Kings	Gloria Henry-Paul Campbell	
Sweet Genevieve	Jean Porter-Jimmy Lydon	
Swordsman, The	Larry Parks-Ellen Drew-G. Macready	a1/4/47
Three Were Thoroughbreds *T	R. Young-M. Chapman-W. Parker	a1/11/47

COLUMBIA (Continued)

Prod. No.		Run Time	Rel. Date	See Issue of
	Westerns (Current)			
863	Fighting Frontiersman (W-M)F.....Charles Starrett-Smiley Burnette	61	12/19/46	b11/9/46
	Heading West (WM)F.....Charles Starrett-Smiley Burnette	54	8/15/46	b8/24/46
861	Landrush (W)F.....Charles Starrett-Smiley Burnette	54	10/17/46	b9/21/46
	Lone Hand Texan, The (W-M)F.....Charles Starrett-Smiley Burnette	54	3/6/47	b2/1/47
854	Lone Star Moonlight.....K. Curtis-J. Barton-G. Kibbee	67	12/12/46	
	Over the Sante Fe Trail (W-M)F.....Ken Curtis-Jenifer Holt	63	2/13/47	b2/15/47
	Singing on the Trail (W)F.....K. Curtis-J. Barton-G. Kibbee	58	9/12/46	b11/16/46
	South of the Chisholm Trail (W)F.....Charles Starrett-Smiley Burnette	58	1/30/47	b2/1/47
862	Terror Trail (W)F.....Charles Starrett-Smiley Burnette	55	11/21/46	b11/2/46
7222	That Texas Jamboree.....Ken Curtis-Jeff Donnell	67	5/16/46	
	Westerns (Coming)			
	Law of the Canyon.....Charles Starrett-Smiley Burnette		4/24/47	
	Prairie Raiders.....Charles Starrett-Smiley Burnette			
	Riders of the Lone Star.....Charles Starrett-Smiley Burnette			
	Stranger From Ponca City.....Charles Starrett-Smfley Burnette			
	Swing the Western Way.....J. Leonard-M. Dugan-Hoosier Hot Shots			

EAGLE-LION

CURRENT

	The Adventuress.....Deborah Kerr-Trevor Howard	93	3/17/47	7/13/46
	(Reviewed in London under title "I See A Dark Stranger")			
	It's a Joke, Son (C)F.....Kenny Delmar-Una Merkel	62	1/25/47	b1/25/47
	Bedelia (D)A.....Margaret Lockwood-Ian Hunter	90	2/1/47	b6/3/46
	Lost Honeymoon (C)A.....Franchot Tone-A. Richards-T. Conway	71	3/29/47	b3/15/47

COMING

	Love From a Stranger.....J. Hodiak-S. Sidney-A. Richards			
	Out of the Blue.....G. Brent-V. Mayo-T. Bey			
	Repeat Performance.....Joan Leslie-L. Hayward-R. Basehart			a3/8/47

FAVORITE FILMS CORP.

	Blonde Menace (D)A.....Joyce Compton-G. Kibbee-F. Jenks	70	7/1/46	Reissue
	Broadway Limited.....Dennis O'Keefe-V. McLaglen	74	1/1/47	Reissue
	Captain Caution (D)A.....V. Mature-A. Ladd-L. Carrillo	86	8/1/46	Reissue
	Captain Fury (D)A.....B. Aherne-V. McLaglen-P. Lukas	88	8/1/46	Reissue
	Cat's Claw Murder Mystery (M)A.....Wallace Ford-J. Miljan	68	7/1/46	Reissue
	Daring Desperadoes.....Nino Martino-Ida Lupino		May '47	Reissue
	Housekeeper's Daughter (C)A.....J. Bennett-V. Mature-A. Menjou	79	10/1/46	Reissue
	Jungle Terror (D)F.....Frank Buck	70	7/1/46	Reissue
	Of Mice and Men (D)A.....B. Meredith-Betty Field-L. Chaney, Jr.	105	12/1/46	Reissue
	One Million B. C. (D)A.....V. Mature-C. Landis-L. Chaney, Jr.	79	10/1/46	Reissue
	Road Show.....C. Landis-J. Hubbard-A. Menjou	86	Mar. '47	Reissue
	Sea Bandits.....Dennis Morgan		May '47	Reissue
	There Goes My Heart.....Frederic March-Virginia Bruce	82	Mar. '47	Reissue
	Topper Takes Trip.....C. Bennett-R. Young-A. Mowbray	79	Feb. '47	Reissue
	Topper Returns.....O'Keefe-Landis-Blondell-Young	87	Feb. '47	Reissue

FILM CLASSICS

CURRENT

	A Boy, a Girl, and a Dog (D)F.....Jerry Hunter-Sharyn Moffett	88		b8/3/46
	Bohemian Girl.....Laurel & Hardy	74	7/15/46	
	Devil to Pay.....R. Colman-L. Young-M. Loy	74		
	Dodsworth (D)A.....Walter Huston-Mary Astor	101	8/1/46	
	Kid Millions.....E. Cantor-A. Sothern-G. Murphy	92	11/1/45	
	North Star.....Anne Baxter-Dana Andrews	109		
	Palmy Days.....Eddie Cantor-George Raft	80		
	Return of the Scarlet Pimpernel.....B. Barnes-J. Mason-S. Stewart	81		
	Scarlet Pimpernel, The.....Merle Oberon-Leslie Howard	98		
	Stella Dallas.....J. Boles-R. Stanwyck-A. Shirley	107		
	The Thief of Bagdad.....Sabu-Conrad Veidt-June Duprez	109		
	Unholy Garden.....R. Colman-Fay Wray	77		
	Westerner, The.....G. Cooper-D. Davenport-W. Brennan	102		
	Woman Chases Man.....Miriam Hopkins-Joel McCrea	70		

METRO-GOLDWYN-MAYER

Group No.				
	CURRENT			
	Beginning Or the End, The (D)F.....B. Donlevy-R. Walker-G. Tearle	112	Mar. '47	b2/22/47
17	Boys' Ranch (D)F.....James Craig-Skippy Hameier	97	July	b5/4/46
	Cockeyed Miracle (C)A.....K. Wynn-F. Morgan	81	Oct	b7/20/46
17	Courage of Lassie *T (D)F.....Elizabeth Taylor-"Lassie"	93	Aug	b6/11/46
Sp.	Easy to Wed *T (CM)A.....L. Ball-V. Johnson-E. Williams	109	July	b4/13/46
17	Faithful in My Fashion (C)F.....Donna Reed-Tom Drake	81	Aug	b6/15/46
	Gallant Bess *C (D)F.....Marshall Thompson-Jim Davis	99	Jan. '47	b9/7/46
Sp.	Green Years, The (D)F.....C. Coburn-T. Drake-S. Royle	127	July	b3/6/46
	Holiday in Mexico *T (M)F.....W. Pidgeon-I. Massey-J. Powell	127	Sept	b7/27/46
	It Happened at the Inn.....Fernand Ledoux-Maurice Rollin	103	April '47	a9/21/46
	Lady in the Lake (My)A.....Robert Montgomery-Audrey Totter	103	Jan. '47	b11/30/46
	Little Mister Jim (C)F.....James Craig-Frances Gifford	92	April '47	b6/8/46
	Love Laughs at Andy Hardy (C)F.....M. Rooney-B. Granville-D. Ford	93	Feb.	b12/7/46
	Mighty McGurk, The (C)F.....Wallace Beery-Aline McMahon	85	Jan. '47	b11/23/46
	My Brother Talks to Horses (C-D)F.....Butch Jenkins-Peter Lawford	93	Jan. '47	b11/30/46
	No Leave, No Love (CM)F.....V. Johnson-P. Kirkwood-K. Wynn	119	Oct	b8/31/46
	Rage in Heaven.....Ingrid Bergman-Robert Montgomery	84	Oct	Reissue
	Secret Heart, The (D)A.....C. Colbert-W. Pidgeon-J. Allyson	97	Dec	b11/30/46
	Show-Off, The (C)F.....R. Skelton-Marilyn Maxwell	83	Dec	b8/17/46
17	Three Wise Fools (CD)F.....M. O'Brien-L. Barrymore-E. Arnold	92	Aug	b6/15/46
	Till the Clouds Roll By *T (M)F.....J. Garland-R. Walker-F. Sinatra	135	Jan. '47	b11/15/46
	Two Smart People (CD)A.....J. Hodiak-L. Ball-L. Nolan	93	Nov	b6/8/46
	Undercurrent (D)A.....K. Hepburn-A. Taylor	115	Nov	b10/5/46
	COMING			
	A Woman of My Own.....Greer Garson-Richard Hart			a9/7/46
	Arnelo Affair, The (D)A.....John Hodiak-Frances Gifford	87		b2/15/47
	Birds and the Bees, The *T.....J. MacDonald-J. Iturbi-J. Powell			a3/1/47
	Captains Courageous.....Spencer Tracy-Mickey Rooney			Reissue
	Cynthia.....E. Taylor-G. Murphy-M. Astor			a2/15/47
	Dark Delusion (D)F.....L. Barrymore-J. Craig-L. Bremer	90		b4/12/47
	Fiesta *T.....Esther Williams-John Carroll			a2/9/46
	Good News.....J. Allyson-P. Lawford-J. McCracken			
	Great Waltz, The (M)F.....L. Rainer-F. Gravet-M. Korjus	110	May	Reissue
	Green Dolphin Street.....Lana Turner-Van Heflin			a2/1/47
	High Barbaree (D)F.....Van Johnson-June Allyson	91		b3/15/47
	Hucksters, The.....G. Gable-D. Kerr-S. Greenstreet		May	
	It Happened in Brooklyn (C-M)F.....F. Sinatra-K. Grayson	103		a9/21/46
	Living in a Big Way.....Gene Kelly-Marie MacDonald			a9/7/46
	Merton of the Movies.....Red Skelton-Virginia O'Brien			a9 21 46
	Piccadilly Incident (D)A.....Anna Neagle-Michael Wilding	100		b8/31/46
	Pirate, The *T.....J. Garland-G. Kelly-W. Slezak			
	Romance of Rosy Ridge, The.....V. Johnson-T. Mitchell-J. Leigh			a9 21 46

Title	See Issue of
C	
Captain & Cleopatra	UA
Casanova	Para
Casbah	Univ
Casanova Girl	Rep
Casanova	Rep
Cash and Your Car	Rep
Canyon Passage	Univ
Captain from Castile	20th-Fox
Captain Caution	Para
Captain Kidd	Favorite
Captain Carnegie	MGM
Captive Heart	Astor
Carnival	Mono
Carnegie Hall	UA
Carnival	Mono
Carnival in Costa Rica	20th-Fox
Cat Creeps	Univ
Cat's Claw Murder Mystery	Favorite
Centennial Summer	20th-Fox
Chase, The	UA
Cheyenne	WB
Child of Divorce	RKO
Cigarette Girl	Col
Clandestine	Misc.
Claudia and David	20th-Fox
Cloak and Dagger	WB
Cockeyed Miracle	MGM
Code of the West	RKO
Conflict	Rep
Copacabana	UA
Corpse Came C. O. D., The	Col
Courage Reclaimed	PRC
Courage of Lassie	MGM
Crack Up	RKO
Crime Doctor's Man Hunt	Col
Criminal Court	RKO
Crimson Key, The	20th-Fox
Crossfire	RKO
Cross My Heart	Para
Cry Wolf	WB
Cuban Pete	Univ
Curly	UA
Cynthia	MGM
D	
Danger Street	Para
Danger Woman	Univ
Dangerous Millions	20th-Fox
Dangerous Money	Mono
Dangerous Venture	UA
Dark Delusion	MGM
Dark Herse	Univ
Dark Mirror	Univ
Dark Passage	WB
Dark Web, The	Univ
Daring Desperadoes	Favorite
Deadline for Murder	20th-Fox
Dead of Night	Univ
Dead Reckoning	Col
Dear Ruth	Para
Death Valley	SGP
Deception	WB
Decoy	Mono
Deep Valley	WB
Desert Fury	Para
Destry Rides Again	Univ
Destiny	Col
Desperate	RKO
Devil's Hand	Misc.
Devil on Wheels	PRC
Devil's Playground	UA
Devil Thumbs a Ride	RKO
Devil to Pay	FC
Dick Tracy's Dilemma	RKO
Dick Tracy vs. the Gruesome Gang	RKO
Dick Tracy Versus Cueball	RKO
Dishonored Lady	UA
Dodsworth	FC
Don Ricardo Returns	PRC
Down Missouri Way	PRC
Down to Earth	Col
Duel in the Sun	Selznick
E	
Earl Carroll's Sketchbook	Rep
Easy Come, Easy Go	Para
Easy to Wed	MGM
Egg and I	Univ
Emperor Waltz, The	Para
End of the Rainbow	Rep
Escape Me Never	WB
F	
Fabulous Dorseys	UA
Fabulous Joe	UA
Fabulous Suzanne	Rep
Faithful in My Fashion	MGM
Falcon's Adventure	RKO
Falcon's Alibi	RKO
Fall Guy	Mono
Fangs of the Wild	Astor
Fanny By Gaslight	UA
Farmer's Daughter	RKO
Fear in the Night	Para
Fiesta	MGM
Fighting Father Dunne	RKO
Flight to Nowhere	SGP
Flying Deuces	Astor
Fool's Gold	UA
For the Love of Rusty	Col
Forever Amber	20th-Fox
Foxes of Harrow, The	20th-Fox
Framed	Col
From This Day Forward	RKO
Fun and Fancy Free	RKO

Title	Company
Fun on a Weekend	UA
Fugitive	RKO

G

Gallant Bess	MGM
Gallant Journey	Col.
Gangster, The	Mono.
Gas House Kids	PRC
Gas House Kids Go West	PRC
Genius at Work	RKO
Gentleman Joe Palooka	Mono.
Gentleman from Arizona	Astor
Ghost and Mrs. Muir	20th-Fox
Ghost Goes Wild	Rep.
G. I. War Brides	Rep.
Girl From Shanghai, The	Col.
Ginger	Mono.
God's Country	SGP
Golden Earrings	Para.
Good News	MGM
Great Day	RKO
Great Expectations	Univ.
Great Waltz	MGM
Green Dolphin Street	MGM
Green Fingers	Misc.
Green for Danger	Misc.
Green Years	MGM
Guilt of Janet Ames	Col.
Guilty	Mono.
Gunfighters	Col.

H

Hard Boiled Mahoney	Mono.
Hat Box Mystery	SG
Heartaches	PRC
Heartbeat	RKO
Heart of Arizona	SGP
Heaven Only Knows	UA
Heldorado	Rep.
Hell's Angels	Astor
Henry the Fifth	UA
Her Adventurous Night	Univ.
Her Enlisted Man	Astor
Her Husband's Affairs	Col.
Her Sister's Secret	PRC
Here Comes Trouble	UA
High Barbaree	MGM
High Conquest	Mono.
High School Hero	Mono.
Hit Parade of 1947	Rep.
Holiday in Mexico	MGM
Hollywood Barn Dance	SG
Home in Oklahoma	Rep.
Homestretch	20th-Fox
Home Sweet Homicide	20th-Fox
Honeymoon	RKO
Hoppy's Holiday	UA
Housekeeper's Daughter	Favorite
How Dear to My Heart	RKO
Hucksters, The	MGM
Hue and Cry	Misc.
Humoresque	WB
Hungry Hill	Misc.
Hunted, The	Mono.

I

I Cover Big Town	Para.
I Cover the Waterfront	Astor
If I'm Lucky	20th-Fox
If You Knew Susie	RKO
I Know Where I'm Going	Univ.
I Walk Alone	Para.
Imperfect Lady	Para.
In Old Sacramento	Rep.
Indian Summer	RKO
Inner Circle	Rep.
International Lady	PRC
Invisible Informer	Rep.
I Stole a Million	Univ.
It Happened at the Inn	MGM
It Happened in Brooklyn	MGM
It Happened on 5th Avenue	Mono.
It's a Joke, Son	EL
It's a Wonderful Life	RKO
It's Great to Be Young	Col.
It Shouldn't Happen to a Dog	20th-Fox
I'll Be Yours	Univ.
Ivan the Terrible	Misc.
I've Always Loved You	Rep.
Ivy	Univ.
I Wonder Who's Kissing Her Now	20th-Fox

J

Jewels of Brandenburg	20thFox
Jimmy Steps Out	Astor
Johnny Frenchman	Univ.
Johnny O'Clock	Col.
Jolson Story	Col.
Journey Together	Misc.
Jungle Flight	Para.
Jungle Princess	Para.
Jungle Terror	Favorite

K

Keeper of the Bees	Col.
Kid Millions	FC
Killer at Large	PRC
Killer Dill	SGP
Killers, The	Univ.
Kilroy Was Here	Mono.
King of the Wild Horses	Col.
Kings Row	WB
Kit Carson	PRC

METRO-GOLDWYN-MAYER (Continued)

Prod. No.	COMING		Run Time Mins.	Rel. Date	See Issue of
	Sea of Grass (D)A	K. Hepburn-S. Tracy-M. Douglas	131	April	b2/15/46
	Song of Love	K. Hepburn-P. Henreid-R. Walker			a2/1/47
	Song of the Thin Man	William Powell-Myrna Loy			
	Summer Holiday *T	Mickey Rooney-Gloria DeHaven			a9/7/46
	Tenth Avenue Angel	M. O'Brien-G. Murphy-P. Thaxter			a9/21/46
	This Time For Keeps *T	F. Williams-L. Melchior			a9/7/46
	Undercover Maisie (C)A	Ann Sothern-Barry Nelson	90	May	b3/8/47
	Unfinished Dance, The *T	Cyd Charisse-Marget O'Brien			a9/7/46
	Yearling, The *T (D)F	G. Peck-J. Wyman-C. Jarman	128	May	b11/30/46

MONOGRAM

CURRENT 1945-1946

531	Beauty and the Bandit (A-D)F	Gilbert Roland-Ramsay Ames	71	11/9/46	b1/13/47
520	Below the Deadline (D)A	Warren Douglas-Ramsay Ames	65	8/3/46	b10/5/46
511	Bowery Bombshell (C-D)F	Leo Gorcey-Huntz Hall	65	7/20/46	b7/27/46
517	High School Hero (C)F	F. Stewart-June Preisser	69	9/7/46	b8/24/46
525	Missing Lady (My)F	Kane Richmond-Barbara Reed	59	8/17/46	b1/11/47
518	Shadows Over Chinatown	Sidney Toler-Victor Sen Yung	64	7/27/46	a4/20/46
530	South of Monterey (D)F	Gilbert Roland-Marjorie Riordan	63	7/10/46	b9/7/46
512	Spookbusters (CD)F	Leo Gorcey-The Bowery Boys	68	8/24/46	b8/24/46
521	Strange Voyage	Eddie Albert	61	7/6/46	

CURRENT 1946-'47

604	Bringing Up Father (C)F	Joe Yule-Renie Riano	68	11/23/46	b10/19/46
603	Dangerous Money (My)F	Sidney Toler-Victor Sen Yung	66	10/12/46	b10/12/46
601	Decoy (D)A	Jean Gillie-Edward Norris	76	9/14/46	b9/14/46
613	Fall Guy (My)A	Cliff Penn-Teala Loring	64	3/15/47	b3/8/47
602	Gentleman Joe Palooka (C)F	Joe Kirkwood-Elyse Knox	72	10/5/46	b10/5/46
609	Ginger	Frank Albertson-Barbara Reed	67	1/4/47	a9/28/46
614	Guilty, The (My)A	Bonita Granville-Don Castle	68	3/22/47	b3/22/47
	High Conquest (D)A	A. Lee-G. Roland-W. Douglas	83	4/19/47	b3/15/47
608	Mr. Hex (CD)F	L. Gorcey-H. Hall	63	12/7/46	b12/14/46
610	Riding the California Trail	Gilbert Roland-Teala Loring	61	1/11/47	a10/26/46
699	Suspense (D)A	Belita-Barry Sullivan-E. Pallette	101	6/5/46	b3/30/46
606	Sweetheart of Sigma Chi (M)F	Elyse Knox-P. Regan-P. Brito	75	12/21/46	b11/30/46
607	Trap, The (My)F	Sidney Toler-Victor Sen Yung	69	11/30/46	b1/11/47
611	Vacation Days (D-M)F	F. Stewart-J. Preisser	66	1/25/47	b4/5/47
615	Violence (D)A	Nancy Coleman-M. O'Shea	72	4/12/47	b4/12/47

COMING

	Black Gold	A. Quinn-K. deMille-E. Knox		5/13/47	a3/15/47
	Gangster, The	Belita-B. Sullivan-J. Lorring			
	High Tide	Lee Tracy-D. Castle-A. Shaw			
616	Hard Boiled Mahoney	L. Gorcey-Bowery Boys-T. Loring	63	4/26/47	a3/22/47
	Hunted, The	Belita-Preston Foster			
	Kilroy Was Here	J. Cooper-J. Coogan-W. McKay			
1	It Happened on Fifth Avenue (C)F	Gale Storm-Don DeFore	115		b2/8/47
	Louisiana	Jimmy Davis-Margaret Lindsay		6/21/47	
	Sarge Goes to College	A. Hale, Jr.-F. Stewart-J. Preisser		5/10/47	
	Scareheads	L. Gorcey-H. Hall-B. Jordan			
	Tragic Symphony	Frank Sundstrom-Audrey Long			

Westerns (Current)

564	Raiders of the South (W-M)F	J. M. Brown-Raymond Hatton	85	1/18/47	b2/22/47
683	Rainbow Over the Rockies (W-M)F	J. Wakely-"Lasses" White	56	2/6/47	b3/1/47
567	Shadows on the Range (W)F	J. M. Brown-Raymond Hatton	57	8/10/46	b8/17/46
563	Silver Range (W)F	J. M. Brown-R. Hatton	54	11/16/46	b12/14/46
612	Silver Stallion	David Sharpe-Leroy Mason	59	12/14/46	Reissue
684	Six Gun Serenade	Jimmy Wakely-"Lasses" White	55	4/5/47	
681	Song of the Sierras (M-W)F	J. Wakely-"Lasses" White	56	12/28/46	b1/25/47
676	Trailing Danger	J. M. Brown-R. Hatton	58	3/29/47	
568	Trigger Fingers (W)F	J. M. Brown-Raymond Hatton	58	9/21/46	b10/19/46
675	Valley of Fear	J. M. Brown-R. Hatton	54	2/15/47	

Westerns (Coming)

	Backfire	Johnny Mack Brown-Raymond Hatton		6/7/47	
671	Land of the Lawless	J. M. Brown-R. Hatton-J. Harrison	59	5/3/47	
	Song of the Wasteland	J. Wakely-"Lasses" White			

PARAMOUNT

Current 1945-46

Block No.					
	Jungle Princess, The	Dorothy Lamour-Ray Milland	84	9/1/46	Reissue
6	Monsieur Beaucaire (C)F	Bob Hope-Joan Caulfield	93	8/30/46	b5/18/46
6	O.S.S. (Wa)F	A. Ladd-G. Fitzgerald-P. Knowles	107	7/26/46	b5/11/46
	Plainsman, The	Gary Cooper-Jean Arthur	113	9/1/46	Reissue
6	Searching Wind, The (D)A	R. Young-A. Richards-S. Sidney	105	8/9/46	b5/11/46
6	Strang Love of Martha Ivers, The (D)A	B. Stanwyck-V. Heflin-L. Scott	116	9/13/46	b3/16/46
6	Swamp Fire (D)A	Johnny Weissmuller-Virginia Grey	69	9/6/46	b5/11/46
5	To Each His Own (D)A	Olivia DeHavilland-John Lund	122	7/5/46	b3/16/46

CURRENT 1946-'47

	Blue Skies *T (M)F	Bing Crosby-F. Astaire	104	12/27/46	b9/23/46
	California *T (WD)	Ray Milland-B. Stanwyck	93	2/21/47	b12/21/47
	Cross My Heart (C-M)F	Betty Hutton-Sonny Tufts	83	1/10/47	b11/23/46
	Easy Come, Easy Go (C)F	D. Lynn-S. Tufts-Virginia Field	78	3/7/47	b2/8/47
	Fear in The Night (D)A	DeForest Kelley-Kay Scott	72	4/18/47	b2/22/47
	Ladies' Man (C-M)F	Eddie Bracken-Virginia Field	90	2/7/47	b1/11/47
	My Favorite Brunette	Bop Hope-Dorothy Lamour	87	4/4/47	a8/24/46
	Perfect Marriage, The (C-D)A	L. Young-D. Niven-V. Field	87	1/24/47	b11/23/46
	Seven Were Saved	Richard Denning-Catharine Craig	73	3/28/47	a5/25/46
	Suddenly It's Spring (C)A	F. MacMurray-P. Goddard	87	3/21/47	b2/15/47
	Two Years Before the Mast (D)A	Donlevy-Ladd-Bendix	98	11/22/46	b8/24/46

COMING

	Albuquerque	Randolph Scott-Barbara Britton			a3/15/47
	Big Clock, The	R. Milland-C. Laughton-R. Johnson			

PARAMOUNT (Continued)

COMING		Run Time Mins.	Rel. Date	See Issue of
Big Town	Philip Reed-Hillary Brooke	60		a2/9/46
Blaze of Noon (D)A	A. Baxter-W. Holden-S. Tufts	90	5/2/47	b3/8/47
Calcutta	A. Ladd-G. Russell-W. Bendix	83	5/30/47	a7/14/46
Danger Street (My)A	Jane Withers-Robert Lowery	66		b3/1/47
Dear Ruth	J. Caulfield-W. Holden-E. Arnold	95		a10/26/46
Desert Fury *T	Lizabeth Scott-John Hodiak			
Emperor Waltz, The *T	Bing Crosby-Joan Fontaine			a7/13/46
Golden Earrings	Marlene Dietrich-Ray Milland			a9/28/46
I Cover Big Town (My)A	Philip Reed-Hilary Brooke	63		b3/1/47
Imperfect Lady (D)A	R. Milland-T. Wright-V. Field	97	4/25/47	b3/15/47
I Walk Alone	B. Lancaster-Kirk Douglas			a3/1/47
Jungle Flight (D)F	Robert Lowery-Ann Savage	60		b3/1/47
Perils of Pauline *T	Betty Hutton-John Lund			a5/18/46
Road to Rio	B. Crosby-B. Hope-D. Lamour			a2/1/47
Saigon	Alan Ladd-Veronica Lake-Douglas Dick			a1/4/47
Trouble With Women, The	T. Wright-B. Donlevy-R. Milland	80		a6/23/46
Unconquered *T	Gary Cooper-Paulette Goddard			a9/28/46
Variety Girl	Mary Hatcher-DeForest Kelley			a11/23/46
Welcome Stranger	Bing Crosby-Barry Fitzgerald	107	6/13/47	a5/25/46
Where There's Life	B. Hope-S. Hasso-W. Bendix			a5/25/46
Whispering Smith *T	A. Ladd-B. Marshall-R. Preston			
Wild Harvest	A. Ladd-D. Lamour-R. Preston			a11/2/46

PRC

CURRENT 1945-1946

Accomplice (My)A	Richard Arlen-Veda Ann Borg	68	9/29/46	b9/28/46
Blonde for a Day (C)F	H. Beaumont- Kathryn Adams	67	8/29/46	b8/3/46
Born to Speed (D)F	Johnny Sands-Terry Austin	65	1/12/47	b1/25/47
Down Missouri Way (M)F	Martha O'Driscoll-William Wright	74	8/15/46	b7/13/46
Her Sister's Secret (D)A	N. Coleman-P. Reed-M. Lindsay	83	9/23/46	b9/14/46
Larceny in Her Heart (My)A	Hugh Beaumont-Cheryl Walker	68	7/10/46	b5/25/46
Queen of Burlesque (My)A	Evelyn Ankers-Carleton Young	67	7/24/46	b7/5/46
Secrets of a Sorority Girl (D)A	Mary Ware-Rick Vallin	58	8/1/46	b8/24/46
Strange Holiday (D)F	Claude Rains-Martin Kosleck	57	9/2/46	b10/27/45

CURRENT 1946-'47

The Big Fix	Noreen Nash-Shelia Ryan	66	4/19/47	
Brute Man, The (H)A	Tom Neal-Jane Adams	58	10/1/46	b10/26/46
Devil on Wheels, The (D)F	D. Hickman-J. Ford-J. Cardwell	67	3/2/47	b1/25/46
Don Ricardo Returns	Isabelita-Fred Coby		11/5/46	a9/21/46
Gas House Kids (D)F	B. Halop-R. Lowery-T. Loring	68	10/28/46	b10/12/46
Kit Carson	D. Andrews-L. Bari-J. Hall	97	3/22/47	
Lady Chaser	Ann Savage-Robert Lowery	60	11/25/46	
Last of the Mohicans	R. Scott-B. Barnes-H. Wilcoxen	94	3/22/47	Reissue
Lighthouse	J. Lang-D. Castle-J. Litel	64	1/10/47	a10/19/46
Philo Vance Returns	W. Wright-R. Ames-I. Adrian		4/14/47	a1/11/47
Philo Vance's Gamble	Alan Curtis-Frank Jenks-Terry Austin	62	4/12/47	
Philo Vance's Secret Mission	Alan Curtis-Sheila Ryan		3/20/47	
Three on a Ticket (My)F	Hugh Beaumont-Cheryl Walker	64	4/5/47	b4/5/47
Untamed Fury (D)A	Mikel Conrad-Gaylord Pendleton	61	3/22/47	b3/29/47
Wild West *C (W)F	Eddie Dean-Roscoe Ates	73	12/1/46	b11/30/46

COMING

Bury Me Dead	M. Daniels-G. McClure-C. O'Donnell			
Can't Get That Gal	S. Ryan-E. Norris-G. Wills			
Corsican Brothers	D. Fairbanks, Jr.-Tamiroff-Warrick	111	5/24/47	Reissue
Gas House Kids Go West	Chili Williams-John Shelton-Alfalfa Switzer			
Heartaches	S. Ryan-E. Norris-G. Wills			
International Lady	G. Brent-I. Massey-B. Rathbone	102	5/24/47	Reissue
Killer at Large	Anabel Shaw-Robert Lowery		5/31/47	
Man Wanted	Anabel Shaw-Robert Lowery			
Philo Vance's Peril	W. Wright-L. Balasco-R. Ames			b1/25/47
Return of Rin-Tin-Tin *V	D. Woods-B. Blake-C. Drake			
Step-Child	B. Joyce-D. Woods-T. Austin			a3/22/47
Too Many Winners	Hugh Beaumont-Trudy Marshall		5/24/47	a3/22/47

Westerns (Current)

Driftin' River (WM)F	Eddie Dean-Roscoe Ates	55	10/1/46	b10/5/46
Flaming Bullets	Tex Ritter-Dave O'Brien	58	10/15/46	
Law of the Lash (W)F	Al LaRue-Al St. John	53	2/28/47	b3/1/47
Navajo Kid (W)F	Bob Steele	57	11/21/45	b3/30/46
Outlaw of the Plains (W)F	Buster Crabbe-Al St. John	54	9/22/46	b9/28/46
Overland Riders (W)F	Buster Crabbe-Al St. John	54	8/21/46	b8/24/46
Prairie Rustlers (W)F	Buster Crabbe-Al St. John	54	11/7/45	b8/10/46
Range Beyond the Blue (W-M)F	Eddie Dean	53	3/17/47	
Stars Over Texas (W)F	Eddie Dean-Roscoe Ates	57	11/18/46	b12/23/46
Terror on Horseback (W)F	Buster Crabbe-Al St. John	55	8/14/46	b4/20/46
Tumbleweed Trail (W-M)F	E. Dean-R. Ates-S. Patterson	59	10/28/46	b11/9/46
West to Glory	Eddie Dean-Roscoe Ates		4/12/47	
Wild Country (W)F	Eddie Dean	55	1/17/47	b2/1/47

Westerns (Coming)

Border Feud	Al LaRue-Al St. John	55	5/10/47	
Code of the Plains	Buster Crabbe-Al St. John	38	4/26/47	Reissue
Frontier Fighters	B. Crabbe-Al St. John-M. Manners	41	4/26/47	Reissue
Ghost Town Renegades	Al LaRue-Fuzzy St. John-J. Holt			
Gun Fighter	Al LaRue-Al St. John-Mary Scott			a12/18/46
Panhandle Trail	Buster Crabbe-Al St. John		4/26/47	Reissue
Pioneer Justice	Al LaRue-Fuzzy St. John-J. Holt			
Raiders of Red Gap	B. Crabbe-Al St. John	38	4/26/47	Reissue
Riders of Red Rock	B. Crabbe-Al St. John-M. Leslie	38	5/7/47	
Shootin' Irons	Jim Newhill-Tex O'Brien	40	4/26/47	Reissue
Thundergap Outlaws	Tex O'Brien-J. Newell	38	4/26/47	Reissue

RKO-RADIO

Block No.	CURRENT 1946-'47		Trade Shown		
4	Beat the Band (M)F	Frances Langford-Gene Krupa	67	Feb.	b3/1/47
Sp.	Best Years of Our Lives, The (D)A	D. Andrews-M. Loy-F. March	172	Dec.	b11/23/46
	Born to Kill	C. Trevor-L. Tierney-W. Slezak		April	a6/1/46
2	Child of Divorce (D)A	Sharyn Moffett-Regis Toomey	62	Oct.	b10/19/46
4	Code of the West	James Warren-John Laurenz	57	Feb.	a8/10/46
3	Crack-Up (D)A	P. O'Brien-C. Trevor-H. Marshall	93	June	b6/15/46
2	Criminal Court (My)A	T. Conway-M. O'Driscoll	62	Aug.	b8/10/46

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L

Ladies Man	Para.
Lady in the Lake	MGM
Lady Chaser	PRC
Lady Luck	RKO
Larceny in Her Heart	PRC
Last Crooked Mile	Rep.
Last of the Mohicans	PRC
Last of the Redmen	Col.
Late George Apley	20th-Fox
Laughing Lady	Misc.
Let 'Em Have It	Astor
Les Miserables	20th-Fox
Les Miserables	Misc.
Life With Father	WB
Lighthouse	PRC
Little Iodine	UA
Little Men	Astor
Little Miss Big	Univ.
Little Miss Broadway	Col.
Little Mister Jim	MGM
Little Prince	UA
Living in a Big Way	MGM
Locket, The	RKO
Lone Wolf in Mexico	Col.
Long Night	RKO
Lost Honeymoon	EL
Lost Moment, The	Univ.
Louisiana	Mono.
Love and Learn	WB
Love from a Stranger	EL
Love Laughs at Andy Hardy	MGM
Love on the Dole	Misc.

M

Macomber Affair	UA
Magic Bow	Univ.
Magic Town	RKO
Magnificent Doll	Univ.
Magnificent Rogue	Rep.
Make Mine Music	RKO
Man About Town	RKO
Man from Colorado, The	Col.
Man from Morocco	Misc.
Man Wanted	PRC
Man Within, The	Misc.
Margie	20th-Fox
Meet Me at Dawn	20th-Fox
Memory of Love	RKO
Men of Two Worlds	Misc.
Merton of the Movies	MGM
Michigan Kid	Univ.
Mighty McGurk, The	MGM
Millerson Case, The	Col.
Millie's Daughter	Col.
Miracle on 34th St.	20th-Fox
Missing Lady	Mono.
Mr. Ace	UA
Mr. District Attorney	Col.
Mr. Hex	Mono.
Monsieur Beaucaire	Para.
Monsieur Verdoux	UA
Moss Rose	20th-Fox
Mourning Becomes Electra	RKO
Mother Wore Tights	20th-Fox
My Brother Talks to Horses	MGM
My Dog Shep	SGP
My Darling Clementine	20th-Fox
My Favorite Brunette	Para.
My Heart Goes Crazy	Univ.
My Pal Trigger	Rep.
My Wild Irish Rose	WB

N

'Neath Canadian Skies	SGP
Never Say Goodbye	WB
New Orleans	UA
Nicholas Nickelby	Misc.
Night and Day	WB
Night Train to Memphis	Rep.
Night Unto Night	WB
Nobody Lives Forever	WB
Nocturne	RKO
No Leave, No Love	MGM
Nora Prentiss	WB
North of the Border	SGP
North Star	FC
Notorious	RKO
Notorious Gentleman	Univ.
Notorious Lone Wolf	Col.

O

Odd Man Out	Univ.
Of Human Bondage	WB
Of Mice and Men	Favorite
Oh Say Can You Sing	Univ.
One Exciting Week	Rep.
One Million B.C.	Favorite
One Romantic Night	Astor
O.S.S.	Para.
Other Love	UA
Out California Way	Rep.
Outcast, The	Rep.
Out of the Blue	EL
Out of the Past	RKO
Outlaw	UA
Overlanders, The	Univ.

P

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Partners of the Plains	SGP
Perfect Marriage	Para.
Perils of Pauline	Para.
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Personality Kid	Col.
Philo Vance's Gamble	PRC

Title	Company
Philo Vance Returns	PRC
Philo Vance's Peril	PRC
Philo Vance's Secret Mission	PRC
Piccadilly Incident	MGM
Pilgrim Lady	Rep.
Pirates, The	MGM
Pirates of Monterey	Univ.
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Portrait of Jennie	SRO
Possessed	WB
Prison Story	RKO
Private Affairs of Bel Ami	UA
Pursued	WB

Q

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R

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Ramrod	UA
Razor's Edge	20th-Fox
Red House	UA
Rendezvous With Annie	Rep.
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Repeat Performance	EL
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Return of Rin-Tin-Tin	PRC
Return of the Scarlet Pimpernel	FC
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Riff-Raff	RKO
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Road Show	Favorite
Rolling Home	SGP
Roll on Texas Moon	Rep.
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Root of All Evil	Misc.
Rupert of Hentzau	SRO
Rustlers Valley	SGP
Runaround	Univ.

S

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San Quentin	RKO
St. Francis of Assisi	Misc.
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Scared to Death	SGP
Scareheads	Mono.
Scarface	Astor
Scarlet Pimpernel, The	FC
School for Danger	Misc.
School for Secrets	Misc.
Scudda Hoo, Scudda Hay	20th-Fox
Sea Bandits	Favorite
Sea Hawk, The	WB
Sea of Grass	MGM
Sea Wolf, The	WB
Searching Wind	Para.
Second Chance	20th-Fox
Second Chorus	Astor
Secret Beyond the Door, The	U-I
Secret Heart, The	MGM
Secret Life of Walter Mitty	RKO
Secrets of Sorority Girl	PRC
Secrets of the Whistler	Col.
Seven Keys to Baldpate	RKO
Seven Were Saved	Para.
Shadow of a Woman	WB
Shadowed	Col.
Shadows Over Chinatown	Mono.
Shocking Miss Pilgrim	20th-Fox
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Shoot to Kill	Screen Guild
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Sinbad the Sailor	RKO
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Sin of Harold Diddlebock	UA
Sister Kenny	RKO
Sky Devils	Astor
Slave Girl	Univ.
Slightly Scandalous	Univ.
Smash-Up	Univ.
Smoky	20th-Fox
Smoky River Serenade	Col.
So Dark the Night	Col.
So in Love	SRO
Something in the Wind	Univ.
Son of Rusty	Col.
Song of Love	MGM
Song of Scheherazade	Univ.
Song of the South	RKO
Song of the Thin Man	MGM
South of Monterey	Mono.
So Well Remembered	RKO
Specter of the Rose	Rep.
Spoilers of the North	Rep.
Spook Busters	Mono.
Sport of Kings	Col.
Springtime in the Sierras	Rep.
Stanrway to Heaven	Univ.
Stallion Road	WB
Stampede	UA
Stanley & Livingcston	20th-Fox
Stella Dallas	FC
Step By Step	RKO
Step-Child	PRC
Stolen Life	WB
Stork Bites Man	UA
Story of the Pope, The	Misc.
Strange Holiday	PRC
Strange Journey	20th-Fox
Strange Love of Martha Ivers	Para.
Strange Voyage	Mono.
Strange Woman	UA

RKO-RADIO (Continued)

Block No.	CURRENT 1946-'47		Run Time Mins.	Trade Shown	See Issue of
4	Devil Thumbs a Ride, The (D)A	Lawrence Tierney-N. Leslie	62	Feb.	b3/1/47
3	Dick Tracy vs. Cueball (D)F	Morgan Conway-Anne Jeffreys	62	Dec.	b11/9/46
3	Falcon's Adventure (D)F	Tom Conway-Madge Meredith	61	Dec.	b12/14/46
6	Falcon's Alibi (My)A	Tom Conway-Rita Corday	63	Apr.	b4/20/46
4	Farmers Daughter, The	L. Young-J. Cotten-E. Barrymore	97	Feb.	a6/22/46
4	From This Day Forward (D)A	J. Fontaine-M. Stevens-A. Judge	95	Mar.	b3/2/46
2	Genius at Work (C)F	A. Carney-W. Brown-A. Jeffreys	61	July	b8/3/46
1	Great Day (D)F	Eric Portman-Flora Robson	68	July	b7/20/46
Sp.	Heartbeat (CD)F	G. Rogers-P. Pierre Aumont	102	Apr.	b4/27/46
Sp.	It's a Wonderful Life (D)	J. Stewart-D. Reed-L. Barrymore	128	Dec.	b12/21/46
1	Lady Luck (C)A	R. Young-B. Hale-F. Morgan	97	July	b7/20/46
3	The Locket (D)	Laraine Day-B. Aherne	86	Dec.	b12/21/46
Sp.	Make Mine Music *T (M)F	Walt Disney	75	Apr.	b4/20/46
2	Nocturne (D)A	George Raft-Lynn Bari	85	Oct.	b10/19/46
Sp.	Notorious (My-D)A	Cary Grant-Ingrid Bergman	101	July	b7/27/46
3	San Quentin (D)A	L. Tierney-M. Carr-B. MacLane	66	Dec.	b12/7/46
Sp.	Sinbad the Sailor T (F)F	D. Fairbanks, Jr.-M. O'Hara	117	Jan.	b1/18/47
1	Sister Kenny (D)A	R. Russell-A. Knox-D. Jagger	116	July	b7/20/46
Sp.	Song of the South *T (D-M)F	Luana Patten-Bobby Driscoll	95	Nov.	b11/2/46
1	Step by Step (D)F	Lawrence Tierney-Anne Jeffreys	61	July	b7/20/46
Sp.	Stranger, The (D)F	Ed. G. Robinson-L. Young-O. Welles	95	June	b6/25/46
1	Sunset Pass (W)F	Nan Leslie-James Warren	59	July	b7/20/46
5	Tarzan and the Huntress (D)F	J. Weismuller-B. Joyce	70	April	a3/22/47
6	Thunder Mountain	T. Holt-R. Martin-M. Hyer		Feb.	a1/25/47
6	Till the End of Time (D)F	Dorothy McGuire-Guy Madison	105	June	b6/15/46
4	Trail Street (W)F	R. Scott-R. Ryan-A. Jeffreys	83	Mar.	a3/1/47
3	Vacation in Reno (C)F	Jack Haley-Anne Jeffreys	60	Oct.	b10/12/46

	COMING		Rel. Date	
5	A Likely Story	Bill Williams-Barbara Hale	May	a3/15/46
6	Bachelor and the Bobby-Soxer	G. Grant-M. Loy-S. Temple	95	a8/31/46
5	Banjo	S. Moffet-J. White-W. Reed	May	a9/28/46
	Bishop's Wife, The	G. Grant-T. Wright-D. Niven		
	Crossfire	R. Young-R. Mitchum-G. Grahame		
	Desperate	Steve Brodie-Audrey Long		a1/25/47
6	Dick Tracy's Dilemma	Ralph Byrd-Kay Christopher		a3/15/46
	Dick Tracy vs. the Gruesome Gang	R. Byrd-B. Karloff-A. Gwynne		
	Fighting Father Dunne	P. O'Brien-M. Dell-D. Hickman		
Sp.	Fun and Fancy Free	E. Bergen-D. Shore		
	Fugitive, The	Henry Fonda-Dolores Del Rio		
5	Honeymoon	S. Temple-F. Tone-G. Madison	June	a10/12/46
	How Dear to My Heart *T	Luana Patten-Bobby Driscoll		
	If You Knew Susie	E. Cantor-J. Davis-A. Joslyn		
	Indian Summer	A. Knox-A. Sothern-G. Tobias		
Sp.	Long Night, The	Henry Fonda-Barbara Bel Geddes		a9/14/46
	Magic Town	James Stewart-Jane Wyman		
	Man About Town	Maurice Chevalier		
	Memory of Love	D. Andrews-M. Oberon-E. Barrymore		
	Mourning Becomes Electra	R. Russell-M. Redgrave-R. Massey		
	Out of the Past	Robert Mitchum-Jane Greer		a2/1/47
	Riff-Raff	Pat O'Brien- Anne Jeffreys		a6/1/46
	Secret Life of Walter Mitty, The *T	D. Kaye-V. Mayo-F. Bainter		a9/7/46
6	Seven Keys to Baldpate	Phillip Terry-Jacqueline White		a3/22/47
	So Well Remembered	M. Scott-J. Mills		
6	They Won't Believe Me	Robert Young-Susan Hayward	95	a9/7/46
	Tycoon *T	John Wayne-Laraine Day		
	Under the Tonto Rim	T. Holt-N. Leslie-R. Martin		
6	Woman on the Beach, The	J. Bennett-R. Ryan-C. Bickford	71	

REPUBLIC

Prod. No.	Current 1945-46				
520	Earl Carroll Sketchbook (M)F	C. Moore-W. Marshall	90	8/22/46	b8/17/46
528	G. I. War Brides (C)F	Anna Lee-James Ellison	69	8/12/46	b8/10/46
543	Heldorado (WM)F	Roy Rogers-Dale Evans-"Gabby" Hayes	70	12/15/46	b12/23/46
5542	Home in Oklahoma (W-M)F	R. Rogers-G. Hayes-D. Evans	72	11/8/46	b11/2/46
526	Inner Circle (My)F	Adele Mara-William Frawley	65	8/7/46	b12/7/46
529	Invisible Informer (My)A	Linda Sterling-William Henry	57	8/19/46	b8/24/46
527	Last Crooked Mile, The (My)A	D. Barry-A. Savage-T. Powers	67	8/9/46	b8/17/46
5541	My Pal Trigger (W)F	R. Rogers-D. Evans-G. Hayes	79	7/10/46	b6/22/46
523	Night Train to Memphis (CD)F	Roy Acuff-Allan Lane-Adele Mara	67	7/12/46	b8/3/46
521	One Exciting Week (C)F	Al Pearce-Arline Harris	69	6/8/46	b6/15/46
5503	Out California Way *U (WM)F	Monte Hale-Adrian Booth	67	12/5/46	b12/14/46
532	Plainsman and the Lady (W)F	W. Elliott-V. Ralston-G. Patrick	82	11/15/46	b11/9/46
525	Rendezvous With Annie (C)A	Eddie Albert-Gail Patrick	89	7/22/46	b8/10/46
542	Roll on Texas Moon (W-M)F	R. Rodgers-G. Hayes-Dale Evans	68	9/12/46	b9/14/46
524	Specter of the Rose (D)A	Michael Chekhov-Judith Anderson	90	7/5/46	b5/25/46
533	That Brennan Girl (D)A	James Dunn-Mona Freeman	95	12/23/46	b11/16/46
541	Under Nevada Skies (W)F	R. Rogers-Dale Evans	69	8/26/46	b8/31/46

	CURRENT 1946-'47				
603	Affairs of Geraldine (C-D)F	Jane Withers-Jimmy Lydon	68	11/18/46	b10/26/46
608	Angel and the Badman (W)F	J. Wayne-G. Russell-I. Rich	100	2/15/46	b2/15/46
641	Apache Rose *U (W-M)F	Roy Rogers-Dale Evans	75	2/15/46	b3/22/47
607	Calendar Girl (M)F	J. Frazee-W. Marshall	88	1/31/47	b2/8/47
604	Fabulous Suzanne (C)	Barbara Britton-Rudy Vallee	71	12/15/46	b12/21/46
605	Ghost Goes Wild, The (C)F	James Ellison-Anne Gwynne	66	3/8/47	b4/5/47
610	Hit Parade of 1947	Eddie Albert-Constance Moore	90	3/22/47	a2/22/47
601	I've Always Loved You *T (DM)F	Catherine McLeod-Philip Dorn	117	12/2/46	b8/31/46
606	Magnificent Rogue, The (C-D)A	L. Robert-W. Douglas	74	2/15/47	b11/23/46
602	Pilgrim Lady, The (C-D)A	Warren Douglas-Lynne Roberts	67	1/22/46	b1/25/47
611	Yankee Fakir (C)F	D. Frawley-J. Woodbury-C. Bevans	71	4/1/47	b4/12/47

	COMING			
642	Bells of San Angelo *U	Roy Rogers-Dale Evans	78	
	Bill and Coo *U	George Burton's Birds		
	Blackmail	W. Marshall-A. Mara-S. Bachelor		
	Complex	A. Dekker-L. Stirling-C. Drake		
	End of the Rainbow	Nelson Eddy-Ilona Massey		a3/8/47
	Outcast, The	John Carroll-Vera Ralston		
612	Spoilers of the North	Paul Kelly-Evelyn Ankers	66	4/24/47 a10/5/46
	Springtime in the Sierras *U	Roy Rogers-Jane Frazee-Andy Devine		

REPUBLIC (Continued)

Prod. No.	COMING		Run Time	Rel Date	See Issue of
	That's My Gal *U	Lynne Roberts-Don Barry	66		a9/28/46
	That's My Man (D)A	Don Ameche-Catherine McLeod	104		b4/12/47
	The Trespasser	J. Martin-W. Douglas			
	Web of Danger	Adele Mara-Bill Kennedy			a11/16/46
	Winter Wonderland	L. Roberts-C. Drake	75		a9/14/46
	Wyoming	B. Elliott-V. Ralston			a3/8/47

Westerns (Current)

553	Cherokee Flash (W)F	Sunset Carson-Linda Stirling	55	12/13/46	a3/2/46
664	Homesteaders of Paradise Valley (W)F	Allan Lane-Bobby Blake	58	4/1/47	b4/12/47
5504	Last Frontier Uprising *U (W-M)F	Monte Hale-Adrian Booth	65	2/1/47	b4/12/47
558	Rio Grande Raiders	Sunset Carson-Linda Stirling	56	9/9/46	
661	Sante Fe Uprising	Allan Lane-Bobby Blake	56	11/15/46	
681	Sioux City Sue (W)F	Gene Autry-Lynne Roberts	69	11/21/46	b11/30/46
662	Stagecoach to Denver (W)F	Allan Lane-Bobby Blake	56	12/23/46	b1/4/47
682	Trail to San Antone (W)F	Gene Autry-Peggy Stewart	57	1/25/47	b2/1/47
683	Twilight on the Rio Grande	G. Autry-S.Holloway-Cass County Boys	71	4/1/47	a9/14/46
663	Vigilantes of Boomtown (W)F	Allan Lane-Bobby Blake	56	2/15/47	b2/15/47

Westerns (Coming)

Along the Oregon Trail *U	Monte Hale-Adrian Booth
Marshall of Cripple Creek	Allan Lane-Bobby Blake
Oregon Trail Scouts	Allan Lane-Bobby Blake
Robin Hood of Texas	Gene Autry-Lynn Roberts-Adele Mara
Rustlers of Devil's Canyon	Allan Lane-Bobby Blake
Saddle Pals	Gene Autry-Lynne Roberts

SCREEN GUILD PRODUCTIONS

CURRENT

4614	Bells of San Fernando (D)F	Donald Woods-Gloria Warren	74	3/1/47	b4/5/47
4613	Buffalo Bill Rides Again (W)F	Richard Arlen-Jennifer Holt	70	2/15/47	b4/5/47
4616	Bush Pilot	R. Hudson-J. LaRue-A. Willis	65	4/1/47	
HC10	Cassidy of Bar 20	Wm. Boyd-H. Clark-R. Hayden	71	4/1/47	Reissue
4604	Death Valley *C	R. Lowery-H. Gilbert-N. Pendleton	72	7/15/46	a8/21/46
4605	Flight to Nowhere	E. Ankers-A. Curtis	75	8/15/46	a5/13/46
HC11	Heart of Arizona	Wm. Boyd-G. Hayes-R. Hayden	68	4/12/47	Reissue
4609	My Dog Shep	Flame (dog)-Tom Neal	60	12/1/46	
4606	'Neath Canadian Skies	R. Hayden-I. Cooper-L. Talbot	41	8/15/46	b8/24/46
4610	North of the Border	R. Hayden-I. Cooper	46	10/1/46	a8/24/46
HC09	Partners of the Plains	Wm. Boyd-H. Clark-R. Hayden	71	3/1/47	Reissue
4611	Queen of the Amazons (D)A	Patricia Morison-Robert Lowery	62	1/15/47	b3/29/47
4612	Renegade Girl (D)F	Alan Curtis-Ann Savage-Jack Holt	65	12/25/46	b3/29/47
4607	Rolling Home (D)F	J. Parker-R. Hayden-P. Blake	67	9/20/46	b2/8/47
HC07	Rustlers Valley	Wm. Boyd-G. Hayes-R. Hayden	60	2/1/47	Reissue
4608	Scared to Death *C	B. Lugosi-J. Compton	65	2/1/47	
4615	Shoot to Kill (D)A	R. Wade-E. MacDonald-S. Walters	63	3/15/47	b4/12/47
HC08	Texas Trail	Wm. Boyd-R. Hayden-G. Hayes	59	2/21/47	Reissue

COMING

HC12	Bar 20 Justice	Wm. Boyd-R. Hayden-G. Hayes
	Dark Bullet	H. Wilcoxon-M. Brian-V. Dale
	Hat Box Mystery	I. Neale-A. Jenkins-V. Sale
	Hollywood Barn Dance	E. Tubb-L. Talbott-H. Boyce
	Killer-Dill	Anne Gwynne-Frank Albertson

SELZNICK RELEASING ORGANIZATION

CURRENT

	Duel in the Sun *T (WD)A	J. Jones-G. Peck-J. Cotten	138	4/17/47	b1/4/47

COMING

Paradine Case, The	G. Peck-A. Todd-C. Laughton
Portrait of Jennie	J. Jones-J. Cotten
Rupert of Hentzau	Louis Jourdan-Valli
So in Love	Shirley Temple

20TH-FOX

CURRENT 1946-'47

634	Anne and the King of Siam (D)F	I. Dunne-R. Harrison-L. Gargan	128	Aug.	b6/8/46
620	Behind Green Lights (D)A	Carole Landis-William Gargan	64	Feb.	b1/19/46
636	Black Beauty (D)F	Mona Freeman-Richard Denning	74	Sept.	b7/20/46
642	Bowery, The	Wallace Beery-Jackie Cooper	84	Oct.	Re-release
633	Centennial Summer *T (M)F	J. Crain-L. Darnell-C. Bennett	102	Aug.	b6/1/46
637	Claudia and David (D)F	Dorothy McGuire-Robert Young	78	Sept.	b7/27/46
648	Dangerous Millions (D)F	Kent Taylor-Dona Drake	69	Dec.	b12/7/46
635	Deadline for Murder (My)A	Sheila Ryan-Kent Taylor	65	Aug.	b6/22/46
640	Home Sweet Homicide (MyC)F	P. Ann Garner-R. Scott	90	Oct.	b7/20/46
638	If I'm Lucky (M)F	V. Blaine-P. Como-H. James	78	Sept.	b8/31/46
632	It Shouldn't Happen to a Dog (CD)F	Carole Landis-Allyn Joslyn	70	July	b6/1/46
646	Margie *T (C-D)F	Jeanne Crain-Alan Young	93	Nov	b10/19/46
645	My Darling Clementine (W-D)F	H. Fonda-L. Darnell-V. Mature	97	Nov	b10/12/46
631	Smoky *T (D)F	F. MacMurray-A. Baxter-B. Ives	87	July	b6/15/46
641	Sun Valley Serenade	Sonja Henie-John Payne	86	Sept.	Re-release
639	Three Little Girls in Blue *T (M)F	Haver-Blaine-G. Montgomery	90	Oct.	b9/7/46
649	Wake Up and Dream *T (M)F	John Payne-June Haver	92	Dec.	b11/30/46
644	Wanted for Murder (D)A	Eric Portman-Dulcie Gray	91	Nov.	b4/13/46

CURRENT 1947-'48

709	Alexander's Ragtime Band	T. Power-A. Faye-D. Ameche	106	Mar.	Re-release
711	Backlash (My)A	R. Travis-J. Rogers-L. Blake	66	Mar.	b3/22/47
706	Boomerang (D)A	Dana Andrews-Jane Wyatt	88	Feb.	b1/25/47
707	Brasher Doubloon, The (My)A	G. Montgomery-Nancy Guild	72	Feb.	b2/8/47
710	Carnival in Costa Rica *T (M)F	D. Haymes-C. Holm-C. Romero	96	April	b3/29/47
712	Late George Apley, The (D)A	Ronald Colman-Peggy Cummins	98	April	b2/3/47
704	Les Miserables	Fredric March-Chas. Laughton	109	Jan.	Re-release
701	Razor's Edge, The (D)A	T. Power-G. Tierney-J. Payne	146	Jan.	b11/23/46
714	San Demetrio, London (D)A	W. Fitzgerald-A. Young-R. Michael	76	April	b4/4/47
703	Shocking Miss Pilgrim *T	Betty Grable-Dick Haymes	85	Jan.	b1/4/47
705	Stanley & Livingstone	Spencer Tracy-Richard Green	101	Jan.	Re-release
708	Strange Journey (D)F	Paul Kelly-Osa Massen	67	Feb.	b9/14/46
702	13 Rue Madeleine (D)	Jams Cagney-Annabella	95	Jan.	b12/21/46

COMING

	Bob, Son of Battle *T	P. A. Garner-L. McCallister		a9/23/46
	Captain from Castile *T	T. Power-J. Peters-C. Romero		
	Crimson Key, The	Kent Taylor-Doris Dowling		
	Forever Amber *T	L. Darnell-C. Wilde-G. Sanders		
	Foxes of Harrow, The	R. Harrison-M. O'Hara-R. Haydn		
715	Ghost and Mrs. Muir, The	G. Tierney-R. Harrison-G. Sanders	May	

Title — Company

Stranger, The — RKO
Stray Lamb — UA
Strictly Dishonorable — Para.
Stone Wall — UA
Summer Holiday — MGM
Sunset Pass — RKO
Sun Valley Serenade — 20th-Fox
Suspense — Mono.
Swell Guy — Univ.
Sweet Genevieve — Col.
Sweetheart of Sigma Chi — Mono.
Swing Parade of 1946 — Mono.
Swing Shift — Col.

T

Tarzan and the Huntress — RKO
Temptation — Univ.
Temptation Harbour — Mono.
Tenth Avenue Angel — MGM
Texas, Brooklyn & Heaven — UA
That Brennan Girl — Rep.
That's My Gal — Rep.
That's My Man — Rep.
That Way with Women — WB
The Man I Love — WB
There Goes My Heart — Favorite
The Time, the Place & the Girl — WB
They Made Me a Killer — Para.
They Won't Believe Me — RKO
Thief of Bagdad — UA
Thieves' Holiday — UA
13 Rue Madeleine — 20th-Fox
Thirteenth Hour — Col.
This Happy Breed — Univ.
This Time for Keeps — MGM
Thrill of Brazil — Col.
Three Little Girls in Blue — 20th-Fox
Three on a Ticket — PRC
Three Were Thoroughbreds — Col.
Three Wise Fools — MGM
Thunder in the City — Astor
Thunder Mountain — RKO
Till the Clouds Roll By — MGM
Till the End of Time — RKO
Time of Their Lives — Univ.
Time Out of Mind — Univ.
To Each His Own — Para.
Tom Brown's Schooldays — Astor
Too Many Winners — PRC
Topper Returns — Favorite
Topper Takes a Trip — Favorite
Tragic Symphony — Monogram
Trail Street — RKO
Trap, The — Mono.
Treasure of the Sierra Madre — WB
Trespasser, The — Rep.
Trouble With Women — Para.
Two Guys From Milwaukee — WB
Two Guys From Texas — WB
Two Mrs. Carrols — WB
Two Smart People — MGM
Two Years Before the Mast — Para.
Tycoon — RKO

U

Unconquered — Para.
Undercover Maisie — MGM
Undercurrent — MGM
Under Nevada Skies — Rep.
Under the Tonto Rim — RKO
Unexpected Guest — UA
Unfaithful — WB
Unfinished Dance — MGM
Unholy Garden — FC
Unknown, The — Col.
Unsuspected, The — Warner Bros.
Untamed Fury — PRC

V

Vacation Days — Mono.
Vacation in Reno — RKO
Variety Girl — Para.
Vendetta — UA
Verdict — WB
Vigilantes Return — Univ.
Violence — Mono.
Voice of the Turtle — WB

W

Wake Up and Dream — 20th-Fox
Wallflower — Warner Bros.
Wanted for Murder — 20th-Fox
Web of Danger — Rep.
Welcome Stranger — Para.
Wenger's Daughter — Misc.
Westerner, The — FC
Where There's Life — Para.
While the Sun Shines — Misc.
Whiplash — WB
Whispering Smith — Para.
White Cradle Inn — Misc.
White Tie and Tails — Univ.
Who Killed Doc Robin — UA
Wicked Lady — Univ.
Wife Wanted — UA
Wild Bill Hickok Rides — WB
Wild Horse — Rep.
Wild West — PRC
Winter Wonderland — Rep.
Woman Chases Man — FC
Woman in White — WB
Woman on the Beach — RKO
Wyoming — Rep.

Y

Yankee Fakir — Rep.
Yearling, The — MGM
Years Between — Univ.
You Can't Cheat an Honest Man — Univ.

TITLE CHANGES

"Can't Get That Gal" (PRC) now HEARTACHES

"The Lost Love" (Univ.) now THE LOST MOMENT

"For the Love of Mary" (Univ.) now SOMETHING IN THE WIND

"Case of the Baby Sitter" (SG) now HAT BOX MYSTERY

"The Missouri Story" (MGM) now THE ROMANCE OF ROSY RIDGE

NEW PICTURES STARTED LAST WEEK

COLUMBIA

Son of Rusty—Principals: Ted Donaldson, Tom Powers, Ann Doran. Director, Lew Landers.

Smoky River Serenade—Principals: Paul Campbell, Ruth Terry, Hoosier Hot Shots. Director, Derwin Abrahams.

PARAMOUNT

Whispering Smith *T—Principals: Alan Ladd, Brenda Marshall, Robert Preston. Director, Leslie Fenton.

PRC

Ghost Town Renegades—Principals: Lash LaRue, Fuzzy St. John, Jennifer Holt. Director, Ray Taylor.

SCREEN GUILD

Dark Bullet—Principals: Henry Wilcoxon, Mary Brian, Virginia Dale. Director, Leslie Goodwins.

20TH-FOX

The Foxes of Harrow—Principals: Rex Harrison, Maureen O'Hara, Richard Haydn. Director, John M. Stahl.

ADVANCE DATA
On Forthcoming Product

FOR THE LOVE OF MARY (U-I) *Comedy-Drama. Principals*: Deanna Durbin, John Dall, Donald O'Connor. *Director*, Irving Pichel. *Plot*: A case of mistaken identity brings about the kidnapping of a young singer and attempts to bribe her to relinquish a share of the will of an old man. She falls in love with the young heir of the family but promises to give him up so he may marry a socialite. When the family buys her silence for a million dollars, she flaunts the check in his face, hoping to kill his love for her. But the grandmother, realizing the two are really in love, arranges a reconciliation.

BRUTE FORCE (U-I) *Drama. Principals*: Burt Lancaster, Hume Cronyn, Charles Bickford, Ann Blyth, Ella Raines. *Director*, Jules Dassin. *Plot*: A man in jail plans with other convicts to break out of Westgate prison. He is in love with a girl who doesn't know he is in jail and won't consent to an operation to save her life until he is at her side. His hatred of the cruel, ambitious guard captain grows intense as the guard foments trouble among the convicts. The escape attempt is met with machine guns. The prisoners are killed, but the guard goes to his death with them.

20TH-FOX (Continued)

Prod. No.	COMING	Run Time Mins.	Rel. Date	See Issue of
713	Homestretch, The *T—Maureen O'Hara-Cornel Wilde		May	a8/17/46
	I Wonder Who's Kissing Her Now *T—June Haver-Mark Stevens			a9/14/46
716	Jewels of Brandenburg (D)A—Richard Travis-Micheline Cheirel	64	May	b4/12/47
	Meet Me At Dawn (C-D)F—William Eythe-Hazel Court	99		b1/18/47
718	Miracle on 34th St—J. Payne-M. O'Hara		June	a2/15/47
717	Moss Rose—V. Mature-P. Cummings-E. Barrymore		June	a4/12/47
	Mother Wore Tights *T—B. Grable-D. Dailey-P. A. Garner			a11/16/46
	Scudda Hoo, Scudda Hay *T—J. Haver-L. McCallister-A. Revere			
	Second Chance—K. Taylor-Louise Currie-D. Hoey			

UNITED ARTISTS

CURRENT 1945-1946

Caesar and Cleopatra *T (D)A—Claude Rains-Vivien Leigh	126	8/16/46		b12/22/46
Outlaw, The (D)A—Jane Russell-Walter Huston	115	2/8/46		b3/23/46
Thieves' Holiday—G. Sanders-S. Hasso-C. Landis	100	7/19/46		b7/13/46

CURRENT 1946-'47

Abie's Irish Rose (C)F—Joanne Dru-Michael Chekhov	96	12/27/46		b11/30/46
Angel on My Shoulder (C-D)A—P. Muni-A. Baxter-C. Rains	100	9/16/46		b9/21/46
Bachelor's Daughters, The (C)F—G. Russell-C. Trevor-A. Dvorak	90	9/6/46		b9/14/46
Chase, The (D)A—Robert Cummings-Michele Morgan	85	11/22/46		b10/19/46
Devil's Playground, The (W)F—William Boyd-Andy Clyde	65	11/15/46		b9/21/46
Fabulous Dorseys, The (M)F—T. Dorsey-J. Dorsey-J. Blair	87	2/21/47		b3/1/47
Fool's Gold (W)F—William Boyd-Andy Clyde	65	1/31/47		b10/12/46
Little Iodine (C)F—Jo Ann Marlowe-Marc Cramer	57	10/11/46		b9/14/46
Macomber Affair, The (D)A—Gregory Peck-Joan Bennett	90	3/21/47		b1/25/47
Mr. Ace (D)A—George Raft-Sylvia Sidney	82	8/2/46		b8/31/46
New Orleans—Artruo DeCordova-Dorothy Patrick	89	4/16/47		
Private Affairs of Bel Ami, The (D)A—George Sanders-Angela Lansbury	115	3/7/47		b3/1/47
Red House, The (My)A—Ed. G. Robinson-L. McCallister	98	2/7/47		b2/8/47
Sin of Harold Diddlebock, The—H. Lloyd-R. Walburn-J. Conlin	89	4/4/47		a2/9/46
Strange Woman, The (D)A—H. Lamarr-G. Sanders-L. Hayward	100	10/25/46		b11/2/46
Susie Steps Out (C-D)F—David Bruce-Cleatus Caldwell	65	12/13/46		b11/23/46
Unexpected Guest, The (W)F—Wm. Boyd-Andy Clyde	60	3/28/47		b12/14/46

COMING

Atlantis—Maria Montez-Jean Pierre Aumont				a4/5/47
A Miracle Can Happen—James Stewart-Henry Fonda				
Adventure of Don Coyote *C—Richard Martin-Frances Rafferty				a9/28/46
Arch of Triumph—Ingrid Bergman-Charles Boyer				
Body and Soul—John Garfield-Lillie Palmer				
Carnegie Hall (D-M)A—M. Hunt-W. Prince-M. O'Driscoll	134			b3/1/47
Christmas Eve—G. Raft-G. Brent-R. Scott-J. Blondell				a3/29/47
Copacabana—C. Miranda-A. Russell-G. Marx	92			
Curly *C—Frances Rafferty-Larry Olsen				a5/25/46
Dangerous Venture (W)F—A. Clyde-W. Boyd-B. Alexander	59			a2/22/47
Dishonored Lady—H. Lamarr-D. O'Keefe-J. Loder				a9/21/46
Fabulous Joe—Walter Abel-Margot Grahame				
Fanny By Gaslight—James Mason-Phyllis Calvert				
Fun on a Weekend (C)A—Priscilla Lane-Eddie Bracken	93	5/15/47		b4/12/47
Heaven Only Knows—Robert Cummings-Brian Donlevy				a1/4/47
Henry the Fifth (D)F *T—L. Olivier-R. Asherson	134			b4/27/46
Here Comes Trouble—William Tracy-Patti Morgan				a8/24/46
Hoppy's Holiday—William Boyd-Mary Ware				
Little Prince, The *T—Feature-Length Cartoon				
Monsieur Verdoux—Charles Chaplin-Martha Raye				a3/29/47
Other Love, The (D)A—Barbara Stanwyck-David Niven	96			b4/5/47
Personal Column—George Sanders-Lucille Ball				
Ramrod (W-D)A—J. McCrea-V. Lake-D. DeFore	94	5/2/47		b3/1/47
Stampede—John Wayne-Walter Brennan				
Stork Bites Man—Jackie Cooper-Gene Roberts				a2/15/47
Stray Lamb, The—J. Cagney-S. Sidney-E. Bracken				
Vendetta—Hillary Brooke-Faith Domergue				
Who Killed Doc Robin—E. Janssen-L. Olsen-D. Belding				

UNIVERSAL-INTERNATIONAL

CURRENT 1945-1946

543	Black Angel, The (D)A—D. Duryea-J. Vincent-P. Lorre	80	8/2/46		b8/3/46
541	Canyon Passage *T (D)F—D. Andrews-B. Donlevy-S. Hayward	92	7/26/46		b7/20/46
542	Cuban Pete (M)F—Desi Arnaz-Ethel Smith	60	7/26/46		b7/27/46
539	Danger Woman (D)A—B. Joyce-D. Porter-P. Morison	60	7/12/46		b7/13/46
540	Dark Horse (C)F—Phil Terry-Ann Savage	59	7/19/46		b7/20/46
547	Dead of Night (D)A—Michael Redgrave-Googie Withers	77	8/23/46		b7/6/46
538	Her Adventurous Night—Dennis O'Keefe-Helen Walker	76	7/5/46		b6/29/46
548	Killers, The (My)A—Ava Gardner-Albert Dekker	102	8/30/46		b8/17/46
549	Little Miss Big (D)F—Fay Holden-Beverly Simmons	61	8/30/46		b9/7/46
	Overlanders, The (D)F—Chips Rafferty-John Hayward	91			b9/28/46
544	Slightly Scandalous (C-M)F—Fred Brady-Paula Drew	63	8/2/46		b8/3/46
1065	They Were Sisters (D)A—Phyllis Calvert-James Mason	108	9/20/46		b7/27/46
546	Time of Their Lives, The (C)F—Abbott & Costello	82	8/16/46		b8/17/46
550	White Tie and Tails (C-D)A—Dan Duryea-Ella Raines-William Bendix	77	8/30/46		b9/14/46
545	Wild Beauty (D)F—Don Porter-Lois Collier	61	8/9/46		b8/17/46

CURRENT 1946-'47

612	Buck Privates Come Home (C)F—Bud Abbott-Lou Costello	77	April		b3/15/47
	Dark Mirror, The (My)A—O. DeHavilland-Lew Ayres	85	Oct.		b10/15/46
	Destry Rides Again—Marlene Dietrich-James Stewart	94	Mar.		Re-issue
607	I'll Be Yours (C-M)F—D. Durbin-T. Drake-W. Bendix	93	Jan.		b1/25/47
	I Stole a Million—G. Raft-C. Trevor-D. Foran	78	April		Re-issue
602	Magnificent Doll (D)F—G. Rogers-D. Niven-B. Meredith	94	Nov.		b11/23/46
610	Michigan Kid *C (W)F—John Hall-Rita Johnson	69	Mar.		b2/15/47
1066	Notorious Gentleman, The (D)A—Rex Harrison-Lilli Palmer	106	Nov.		b2/16/46
608	Song of Scheherazade *T (M)F—Y. DeCarlo-B. Donlevy-J. P. Aumont	106	Mar.		b2/1/47
609	Smash-Up, The Story of a Woman (D)A—S. Hayward-L. Bowman-E. Albert	102	Mar.		b2/8/47
606	Swell Guy (D)A—Sonny Tufts-Ann Blyth	86	Jan.		b12/14/46
604	Temptation (D)A—M. Oberon-G. Brent-C. Korvin	98	Dec.		b12/14/46
	When the Daltons Rode...A—R. Scott-K. Francis-B. Donlevy	81	Mar.		Re-issue
605	Wicked Lady, The (D)A—M. Lockwood-J. Mason-P. Roc	98	Jan.		b1/12/47
	You Can't Cheat an Honest Man—W. C. Fields-Edgar Bergen	73	April		Re-issue

COMING

A Lady Surrenders (D)A—Margaret Lockwood-Stewart Granger	113			b10/12/46
Brief Encounter (D)A—Celia Johnson-Trevor Howard	86			b8/31/46
Brute Force—B. Lancaster-H. Cronyn-C. Bickford				
Captive Heart, The (D)A—Michael Redgrave-Mervyn Johns	108			b4/13/46
The Dark Web—Vincent Price-Ella Raines				
Egg and I, The (C)F—Claudette Colbert-Fred MacMurray	108			b3/23/47
Great Expectations (D)—John Mills-Valerie Hobson	116			b12/21/46
I Know Where I'm Going (D)F—W. Hiller-R. Livesy-P. Brown	91			b1/5/46
Ivy—Joan Fontaine-Patric Knowles				

UNIVERSAL-INTERNATIONAL (Continued)

Prod. No.	COMING		Run Time Mins.	Rel. Date		See Issue of
	Johnny Frenchman	Francoise Rosay-Patricia Roc	104			
	Lost Moment, The	S. Hayward-R. Cummings-J. Loring				
	Magic Bow, The (D-M)F	Stewart Granger-Phyllis Calvert	106			b9/28/46
	My Heart Goes Crazy *T (M)F	Sid Field-Greta Gynt	120			b9/7/46
	Odd Man Out (D)A	James Mason-Robert Newton	116			b2/15/47
	Oh Say Can You Sing	Sheila Ryan-Fred Brady				a5/25/46
	Pirates of Monterey *T	Maria Montez-Rod Cameron-P. Reed				a5/25/46
	Secret Beyond the Door, The	Joan Bennett-Michael Redgrave				
	Singapore	F. MacMurray-A. Gardner-P. Dorn				
	Slave Girl *T	Yvonne deCarlo-George Brent				a8/17/46
	Something in the Wind	D. Durbin-J. Hall-D. O'Connor				
611	Stairway to Heaven *T (D)A	David Niven-Raymond Massey	104			b11/16/46
	This Happy Breed *T	Robert Newton-Celia Johnson	110			
	Time Out of Mind (D)A	P. Calvert-R. Hutton-E. Raines	88			b3/22/47
	Vigilantes Return *C	Jon Hall-Margaret Lindsay				a7/13/46
	Years Between, The	M. Redgrave-V. Hobson-F. Robson				

WARNER BROS.

CURRENT 1945-1946

523	Night and Day *T (BM)	C. Grant-A. Smith-J. Wyman	128	8/3/46		b7/13/46
522	Of Human Bondage (D)A	P. Henreid-E. Parker-J. Knowles	105	7/20/46		b7/6/46
521	Stolen Life (D)A	B. Davis-G. Ford-W. Brennan	107	7/6/46		b5/4/46
524	Two Guys From Milwaukee (C)F	Dennis Morgan-Joan Leslie	90	8/17/46		b7/27/46

CURRENT 1946-'47

613	The Beast With Five Fingers (H)	Robert Alda-Andrea King	88	2/8/47		b12/21/46
601	Big Sleep, The (My)A	Humphrey Bogart-Lauren Bacall	118	8/31/46		b8/17/46
603	Cloak and Dagger (D)A	Gary Cooper-Lilli Palmer	106	9/28/46		b9/7/46
605	Deception (D)A	B. Davis-P. Henreid-C. Rains	112	10/26/46		b10/19/46
612	Humoresque (D)A	J. Crawford-J. Garfield-O. Levant	126	1/25/47		b12/23/46
608	Kings Row	A. Sheridan-R. Cummings-R. Reagan	127	12/7/46		Reissue
606	Never Say Goodbye (C)F	Errol Flynn-Eleanor Parker	96	11/9/46		b10/26/46
614	Nora Prentiss (D)A	A. Sheridan-K. Smith-R. Alda	113	2/22/47		b2/8/47
604	Nobody Lives Forever (D)A	J. Garfield-G. Fitzgerald	100	10/12/46		b9/28/46
615	Pursued	Teresa Wright-Robert Mitchum	101	3/2/47		
602	Shadow of a Woman (D)A	Andrea King-Helmut Dantine	78	9/14/46		b8/17/46
617	Stallion Road (D)A	R. Reagan-A. Smith-Z. Scott	97	4/12/47		b3/2/47
616	That Way With Women (C)F	S. Greenstreet-M. Vickers-D. Clark	85	3/29/47		b2/15/47
611	The Man I Love (D)A	Ida Lupino-Robert Alda	97	1/11/47		b12/28/46
610	The Time, the Place and the Girl *T (CM)F	D. Morgan-J. Carson-J. Wyman	108	12/28/46		b12/14/46
607	Verdict, The (D)A	S. Greenstreet-P. Lorre-J. Lorring	86	11/23/46		b11/9/46
609	Wild Bill Hickok Rides	C. Bennett-B. Cabot-W. William	72	12/7/46		Reissue

COMING

	Cheyenne	Dennis Morgan-Jane Wyman				a9/7/46
	Cry Wolf	Errol Flynn-Barbara Stanwyck				a9/7/46
	Dark Passage	H. Bogart-L. Bacall-A. Moorehead				
	Deep Valley	Dane Clark-Ida Lupino-Wayne Morris				a4/5/47
	Escape Me Never	E. Flynn-I. Lupino-G. Young				a3/8/46
	Life with Father *T	I. Dunne-W. Powell-E. Taylor				a9/14/46
620	Love and Learn (C-M)A	J. Carson-R. Hutton-M. Vickers-J. Paige	83	5/3/47		b3/29/47
	My Wild Irish Rose *T	Dennis Morgan-Andrea King				
	Night Unto Night	V. Lindfors-R. Reagan-B. Bennett				
	Possessed	J. Crawford-Van Heflin-R.Massey				
618	The Sea Hawk	Errol Flynn-Claude Rains	109	4/26/47		Reissue
619	The Sea Wolf	E. G. Robinson-I. Lupino-J. Garfield	87	4/25/47		Reissue
	Treasure of the Sierra Madre	H. Bogart-W. Huston-T. Holt				
	Two Guys From Texas *T	J. Carson-D. Morgan-D. Malone				
621	Two Mrs. Carrolls, The (D)A	H. Bogart-B. Stanwyck-A. Smith	99	5/24/47		b4/5/47
	Unfaithful, The	A. Sheridan-Z. Scott-L. Ayres				
	Unsuspected, The	Joan Caulfield-Claude Rains				
	Voice of the Turtle	R. Reagan-E. Parker-E. Arden				
	Wallflower	Robert Hutton-Joyce Reynolds				
	Whiplash	D. Clark-A. Smith-S. Z. Sakall				
	Woman in White, The	A. Smith-E. Parker-S. Greenstreet				

BRITISH PRODUCT (U. S. Distribution Not Set)

	Beware of Pity (D)A	Lilli Palmer-Albert Lieven	105	Rank		b6/29/46
	Carnival (D)A	Sally Gray-Michael Wilding	93	Rank		b10/26/46
	Green Fingers (D)A	Robert Beaty-Carol Raye	85	ABPC		b10/26/46
	Green for Danger (My)A	Sally Gray-Trevor Howard	91	Rank		b12/14/46
	Hue and Cry (D)F	Alastair Sim-Valerie White	82	Rank		b2/22/47
	Hungry Hill (D)A	Margaret Lockwood-Dennis Price	109			b1/18/47
	Laughing Lady *T (M)F	Anne Zeigler-Webster Booth	90	ABPC		b10/26/46
	The Man Within *T (D)A	Michael Redgrave-Jean Kent	85	Rank		b4/12/47
	Men of Two Worlds *T (D)A	Phyllis Calvert-Eric Portman	109	Rank		b7/27/46
	Nicholas Nickelby (D)F	Cedric Hardwicke-Sally Howes	105	Rank		b3/22/47
	Root of All Evil (D)A	Phyllis Calvert-Michael Rennie	110	Rank		b2/22/47
	School for Secrets (D)F	Ralph Richardson-Pamela Matthews	108	Rank		b11/16/46
	While the Sun Shines (C)A	Barbara White-Ronald Howard	89	ABPC		b2/8/47

MISCELLANEOUS

	A Dairy for Timothy (Doc)F	Documentary	40	Eng. Films		b12/28/46
	Adventure For Two (D)F	Laurence Olivier-Penelope Ward	89			b12/22/45
	Angel and Sinner (D)A	Micheline Preslie-Louis Salou	86	A.F.E.		b3/1/47
	A Yank in Rome (D)F	Valentina Cortese-Leo Dale	97	Film Rights		b3/22/47
	Battle for Music (Doc)F	London Philharmonic	74	Four Conts		b10/30/45
	Before Him All Rome Trembled (D-M)A	Anna Magnani-Gina Sinimberghi	105	Superfilm		b3/1/47
	Bellman, The (D)A	Lucien Coedel-Fernand Ledoux	95	Mage		b4/5/47
	Carmen (D)A	Viviane Romance-Jean Marais	101	Superfilm		b12/7/46
	Clandestine (D)A	Constant Remy-Suzy Carrier	89	W. Hem.		b1/18/47
	Devil's Hand, The (D)A	Pierre Fresnay-Josseline Gael	80			b11/16/46
	Francis the First (C)A	Fernandel-Mona Goya	90	Vog Films		b1/25/47
	Ivan the Terrible (D)A	N. Cherkassov-L. Tselikovskaya	96	Artkino		b3/15/47
	Journey Together (D)F	Ed. G. Robinson-Bessie Love	80	Eng. Films		b3/9/46
	Laughing Lady *T (M)F	Anne Zeigler-Clifford Booth	90			b10/26/46
	Love on the Dole (D)A	Deborah Kerr-Clifford Evans	89	Four Conts		b10/20/45
	Les Miserables (D)A	Henry Baur-Charles Dullin	193	Dis. Films		b12/21/46
	Man from Morocco, The (D)F	Anton Walbrook-Margaretta Scott	89	Eng. Films		b11/30/46
	Nicholas Nickelby (C-D)F	Derek Bond-Sir Cedric Hardwicke	105	Univ.		b3/22/47
	Queen for a Night (O)A	Gurlie Lemon Bernhard-G. Bjoerling	89	Saga Films		b1/4/47
	Raider, The *T (Wa)F	Documentary	70			b10/5/46
	Resistance (D)A	Lucien Coedel-Yvonne Gaudeau	80	VOG		b7/6/46
	St. Francis of Assisi (D)F	Jose Luis Jimenez-Alicia DePhillips	119	Simplex		b4/5/47
	School for Danger (Doc)F	Capt. H. Ree-J. Nearne	60	Eng. Films		b2/22/47
	The Story of the Pope (Doc.)F	Documentary	60	Chap Films		b12/21/46
	Swing, Cowboy, Swing (W-M)F	C. Shrum-D. Weston-A. Lee	57	Westernair		b9/7/46
	Temptation Harbour (D)A	Robert Newton-Simone Simon	110	Pathe		b3/29/47
	Welldigger's Daughter, The (C)A	Raimu-Fernandel	122	Siritsky		b10/5/46
	White Cradle Inn (D)F	M. Carroll-I. Hunter-M. Rennie	83	Br. Lion		b3/29/47

NATIONAL REVIEWING COMMITTEES' CLASSIFICATIONS

TRAIL STREET (RKO)

FAMILY—National Board of Review

CLASS A—SEC. I National Legion of Decency

MATURE FAMILY—Gen. Federation of Women's Clubs.

GREAT EXPECTATIONS (Univ.)

FAMILY—National Board of Review

CLASS A—SEC. I National Legion of Decency

FAMILY—Gen. Federation of Women's Clubs.

HIGH BARBAREE (MGM)

FAMILY—National Board of Review

CLASS A—SEC. I National Legion of Decency.

FAMILY—Gen. Federation of Women's Clubs.

MILLIE'S DAUGHTER (Col.)

FAMILY—National Board of Review

CLASS A—SEC. II National Legion of Decency.

MATURE FAMILY—Gen. Federation of Women's Clubs.

ARNELO AFFAIR (MGM)

MATURE—National Board of Review.

MATURE FAMILY—Gen. Federation of Women's Clubs.

The authorities quoted in this column are as follows:

GENERAL FEDERATION OF WOMEN'S CLUBS. The motion picture committee is headed by Mrs. Arretus F. Burt, chairman, of St. Louis. Two reviewing committees are maintained—Mrs. Harry Lilly, New York, Eastern Committee chairman; Mrs. John Sterns Thayer, Los Angeles, Western Committee chairman. Designations used: FAMILY—8 years and up; MATURE FAMILY—14 years and up; ADULTS—Senior High School Students and Adults; **—indicates pictures is rated as "Exceptional."

NATIONAL BOARD OF REVIEW: Founded in 1909 "to represent the interest of the motion picture public." The reviewing committee consists of some 300 men and women of all ages, "representing a cross-section of public taste." Designations used: FAMILY—14 years of age and up (recommendations for age groups under 14 are by Schools M. P. Committee of the National Board); MATURE—18 years old up; *—indicates picture "especially worth seeing."

NATIONAL LEGION OF DECENCY: Committee of International Federation of Catholic Alumnae reviews pictures and publishes its classifications for guidance of members of the Legion—composed of those members of the Catholic Church who join the Legion. Designations used: Class A—Section I—Unobjectionable for General Patronage; Class A—Section II—Unobjectionable for Adults; Class B—Objectionable in Part; Class C—Condemned.

SHORT Booking GUIDE

Short subjects are listed by series under headings of companies distributing them. Numerals in parenthesis following series title indicate number of releases in that group announced for, or sold for, the season. Numerals at left of titles is production or release number. Films reviewed are indicated by reviewers' ratings following titles. Third column gives running time of the subject and final column refers to date on which review of the subject was published.

COLUMBIA
1946-'47

ALL-STAR COMEDIES (10)

8431 Society Mugs .....Fair ..... 16 ..12/28/46
8432 So's Your Antenna.....Juvenile ..... 17 ..11/18/46
8433 Slappily Married .....Nonsense ..... 16½..12/ 7/46
8434 Moron Than Off.....Fair ..... 18 .. 2/ 8/47
8435 Andy Plays Hookey....Fair ..... 18 .. 3/15/47
8436 Meet Mr. Mischief..... 17½.....
8437 Scooper Dooper ..... 18 .....
8438 The Good Bad Egg..... 17 .....
8439 Bride and Gloom..... 16 .....

ASSORTED 2-REEL COMEDIES (6)

8421 Pardon My Terror..... 16½.....
8422 Honeymoon Blues .....Dull ..... 17 ..11/16/46
8423 Reno-vated ..... 17 .....
8424 Hot Heir .....Funny ..... 18 .. 4/ 5/47
8425 Cupid Goes Nuts.....

THREE STOOGES COMEDIES (10)

8401 G. I. Wanna Home..... 15½.....
8402 Rhythm and Weep.....Fair ..... 17½..11/ 2/46
8403 Three Little Pirates....Funny ..... 18 ..3/15/47
8404 Half-Wit's Holiday ....Funny ..... 17½.. 3/29/47
8405 Fright Night ..... 17 .....
8406 Out West ..... 17½.....

COLOR RHAPSODIES—Technicolor (10)

8501 Loco Lobo .....Cute ..... 6 ..12/ 7/46
8502 Cockatoos for Two..... 6 .....
8503 Big House Blues..... 7 .....

COLOR PHANTASIES (12)

8701 Fowl Brawl .....Funny ..... 6 .. 4/ 5/47
8702 Uncultured Vulture ..... 6 .....
8704 Leave Us Chase It..... 6 .....
8703 Wacky Quacky ..... 6 .....

COMMUNITY SINGS (12)

8651 No. 1 (Leibert) The Gypsy ..... 9½.....
8652 No. 2 (Bakers) It's a Pity to Say Goodnight Entertaining ... 10½..11/ 2/46
8653 No. 3 (Leibert) Surrender .....Good ..... 10½..11/16/46
8654 No. 4 (Baker) Pretending .....
8655 No. 5 (Leibert) Rumors Are Flying...Singable ..... 9½.. 3/15/47
8656 No. 6 (Baker) Ole Buttermilk Sky ..... 10 .....
8657 No. 7 (Leibert) The Coffee Song & Open the Door, Richard .....
8658 No. 8 (Baker) I'll Close My Eyes.....

THRILLS OF MUSIC (12)

8951 Jerry Wald & Orch..... 10 .....
8952 Machito & Orch.....Good ..... 10½..11/16/46
8953 Les Elgart & Orch.....Fair ..... 10 .. 1/25/47
8954 Ray McKinley & Orch..... 9½.....
8955 Shorty Sherock & Orch..... 8½.....
8956 Buddy Morrow & Orch..... 9½.....
8957 George Towne & Orch.....

SCREEN SNAPSHOTS (12)

8851 No. 1 (Radio Characters)..... 10 .....
8852 No. 2 (Looking Down on Hollywood .....Good ..... 10 ..11/16/46
8853 No. 3 (Rodeo) .....Very Good .... 10 .. 2/ 8/47
8854 No. 4 (Skolsky Party)..... 9½.....
8855 No. 5 (Movie Columnists) .....Interesting .... 9 .. 3/15/47
8856 No. 6 (Behind the Mike) .....Fair ..... 9 .. 3/29/47
8857 No. 7 (Holiday in Las Vegas) ..... 10 .....
8858 No. 8 My Pal Ringeye (Smiley Burnette) ..... 10 .....

SPORTS REELS (12)

8801 Army Football Champions.Excellent ..... 11 ..11/ 2/46
8802 Ten Pin Magic .....Fair ..... 10 ..11/16/46
8803 Hi-Li .....Interesting ..... 9½..12/28/46
8804 Best in Show (Dogs)..... 9 .....
8805 Polo .....
8806 Cue Tricks .....
8807 Tennis Wizards .....
8808 Goofy Golf .....

SERIALS

8120 Son of the Guardsmen.....15 Chaps. 26 ..10/26/46
8140 Jack Armstrong .....15 Chap. 20-25.. 3/ 1/47

METRO-GOLDWYN-MAYER
1946-'47

MGM TECHNICOLOR CARTOONS (16)

W-831 Henpecked Hoboes .....
W-832 Cat Fishin' ..... 8 .....

PETE SMITH SPECIALTIES (10)

S-851 Football Thrills of 1945..... 10 .....
S-852 Sure Cures .....Excellent ..... 10 ..10/ 5/46
S-853 I Love My Husband But.....
S-854 Playing By Ear.....
S-855 Athletiquiz .....
S-856 Diamond Demon .....Amazing ..... 10 .. 3/ 1/46
S-857 Early Sports Quiz..... 9 .....

TWO REEL SPECIALS (4)

A-801 Luckiest Guy in the World .....

PASSING PARADE (6)

K-871 A Really Important Person .....

TRAVELTALKS

T-811 Glimpses of California.....
T-812 Calling on Costa Rica..... 10 .....

TOM & JERRY CARTOONS

W-833 Part Time Pal..... 8 .....

PARAMOUNT
1946-'47

NOVELTOONS—Technicolor (65)

P6-1 Spree for All .....Good Start .... 7 ..10/26/46
P6-2 Stupidstitious Cat .....
P6-3 Enchanted Square .....

PACEMAKERS (6)

K6-1 Brooklyn I Love You....Superb ..... 10 ..10/26/46
K6-2 Love in Tune.....Different ..... 9½..11/16/46
K6-3 Radio, Take It Away....Swell Satire ... 11 .. 3/ 1/47
K6-4 Try and Catch Me..... 9 .....

POPULAR SCIENCE—Magnacolor (6)

J6-1 No. 1 .....Average ..... 11 ..11/16/46
J6-2 The Sponge Divers.....Fair ..... 11 .. 1/25/46
J6-3 Air-Borne Pastures .....Good ..... 11 .. 2/ 8/47
J6-4 Marine Miracles .....

SPORTLIGHTS (10)

R6-1 Race Horses Are Born...Good ..... 9 ..10/26/46
R6-2 Dive-Hi Champs .....Good ..... 10 ..11/16/46
R6-3 Queen of the Court.....Very Good .... 10 .. 1/25/46
R6-4 Like Father—Like Son...Interesting .... 10 .. 1/25/46
R6-5 Jumping Jacks .....Excellent ..... 9½.. 3/15/47
R6-6 Selling the Sun.....Excellent ..... 10 .. 2/ 8/47
R6-7 Under White Sails..... 9 .....
R6-8 Iced Lightning .....

UNUSUAL OCCUPATIONS—Magnacolor (6)

L6-1 No. 1 .....Average ..... 10 ..11/16/46
L6-2 Swedish Glass Makers....Interesting .... 10 .. 2/ 5/47
L6-3 G.I. Hobbies ..... 11 .....

SPEAKING OF ANIMALS (6)

Y6-1 Stork Crazy .....Very Good .... 10 .. 1/25/47
Y6-2 Pooch Parade .....Good ..... 10 .. 1/25/47
Y6-3 Country Life ..... 9 .....
Y6-4 They're Not So Dumb..... 8 .....

MUSICAL PARADES (6)

FF6-1 Sweet and Low..... 19 .....

GEORGE PAL PUPPETOONS—Technicolor (6)

U6-1 Wilbur the Lion..... 9 .....

POPEYE (6)

E6-1 Abusement Park ..... 7 .....

TWO REEL SPECIAL

37 Two Decades of History..... 22½.....

LITTLE LULU

D6-1 Loose in the Caboose.....

RKO RADIO
1946-'47

EDGAR KENNEDY (6)

73401 I'll Build It Myself.....Hilarious ..... 15 ..10/26/46
73402 Do Or Diet.....Good ..... 18 .. 3/15/47
73403 Social Terrors ..... 18 .....

FLICKER FLASHBACKS (8)

74201 No. 1 .....Excellent ..... 9 ..10/25/46
74202 No. 2 .....Good ..... 9 ..11/16/46
74203 No. 3 ..... 8 .....
74204 No. 4 ..... 10 .....
74205 No. 5 ..... 8 .....
74206 No. 6 ..... 9 .....

RAY WHITLEY MUSICALS (4)

73501 Bar Buckaroo ..... 16 .....
73502 Cupid Rides the Range..... 18 .....
73503 Bandits and Ballads..... 17 .....
73504 A Buckaroo Broadcast..... 18 .....

SPORTSCOPES (13)

74301 Skating Lady .....Smooth ..... 8 ..10/26/46
74302 Hall Notre Dame..... 9 .....
74303 Bowling Fever .....Fair ..... 8 ..12/28/46
74304 Kentucky Basketeers ....Excellent ..... 8 .. 1/25/46
74305 College Climbers ..... 8 .....
74306 Ski Champion .....Excellent ..... 8 .. 3/15/47
74307 Ice Skippers ..... 8 .....
74308 Wild Turkey ..... 8 .....

THIS IS AMERICA (13)

73101 Beauty for Sale.....Interesting .... 17 ..12/ 7/46
73102 Germany Today .....Informative ... 16 .. 1/25/48
73103 A Nation Is Born..... 20 .....
73104 Campus Boom .....Timely ..... 16 .. 3/15/47
73105 San Francisco—Pacific Gateway .....Excellent ..... 16 .. 3/22/47
73106 Forgotten Island ..... 18 .....

MUSICAL FEATURETTES (4)

73201 Melody Time .....Very Good .... 18 .. 1/25/47
73202 Follow That Music..... 18 .....

SPECIAL

73901 Football Highlights of 1946 ..... 20 .....

LEON ERROL

73701 Borrowed Blonde .....Fair ..... 15 .. 3/29/47
73702 Wife Tames Wolf..... 17 .....

WALT DISNEY

64116 Rescue Dog ..... 7 .....
64117 Straight Shooters ..... 6 .....
64118 Figaro and Frankie.....Good ..... 7 .. 3/29/47

20th CENTURY-FOX
1946-'47

MOVIETONE ADVENTURES—Technicolor (12)

7201 Fantasy of Siam .....Excellent ..... 8 .. 2/ 8/47
7202 Royalty of the Range....Interesting .... 9 .. 3/29/47
7203 Harvest of the Sea.....Interesting .... 9 .. 3/29/47
7251 Sons of Courage..... 8 .....
7252 Jamaica .....Excellent ..... 8 ..10/26/46
7253 Historic Capetown .....Excellent ..... 8 .. 9/21/46
7254 Girls and Gags..... 8 .....
7255 The Cape of Good Hope.....
7256 Zululand .....Interesting .... 8 .. 3/29/47
7257 Gardens of the Sea.....
7258 Romance of the Fjords.....
7259 Sweden .....

SPORTS REVIEWS—Technicolor (6)

7301 Football Fanfare .....Good ..... 8 .. 3/14/46
7302 Style of the Stars.....Good ..... 10 .. 3/29/47
7303 Tanbark Champion .....
7304 Riding the Winds.....
7351 Winter Holiday .....Good ..... 8 .. 9/21/46
7352 Summer Trails .....Beautiful ..... 8 .. 1/25/46
7353 Playtime's Journey ..... 8 .....

TERRYTOONS—Technicolor (20)

7501 Winning the West.....Good ..... 7 .. 9/14/46
7502 The Tortoise Wins Again.Good ..... 7 .. 8/17/46
7503 The Eltctronic Mouse Trap .....Very Good .... 7 .. 2/ 8/47
7504 The Jail Break.....Fine ..... 7 ..10/ 5/46
7505 The Snow Man..... 7 .....
7506 The Housing Problem....Funny ..... 7 .. 9/21/46
7507 The Crockpot King.....Wonderful .... 7 .. 1/25/46
7508 The Uninvited Pests..... 7 .....
7509 Mighty Mouse and the Hep Cat .....Very Good .... 7 .. 1/25/47
7510 Beanstalk Jack ..... 7 .....
7511 Crying Wolf ..... 7 .....
7512 McDougal's Rest Farm..Very Funny ... 7 .. 3/28/47
7513 Dead End Cats..... 7 .....
7514 Happy Go Lucky..... 7 .....
7515 Mexican Baseball ..... 7 .....
7516 Aladdin's Lamp ..... 7 .....
7517 Cat Trouble ..... 7 .....
7518 Sky Is Falling..... 7 .....
7519 The Intruder ..... 7 .....
7520 Mighty Mouse Meets Deadeye Dick ..... 7 .....

MARCH OF TIME (13)

1 Is Everybody Happy ..... 18 .....
2 World Food Problem....Excellent ..... 17 ..10/ 5/46
3 The Soviets' Neighbor...Revealing .... 18 ..11/ 2/46
4 The American Cop.....Good ..... 18 ..12/8/46
5 Nobody's Children .....Excellent ..... 17 ..12/28/46
6 Germany—Handle With Care .....Excellent ..... 19 .. 2/ 8/47
7 Fashion Means Business.Excelent ..... 17½.. 3/ 1/47

DRIBBLE PUSS PARADE

7901 Monkey-Tone News ....Amusing ..... 9 .. 2/ 8/47
7951 Fisherman's Nightmare .Entertaining .. 8 .. 3/15/47

UNITED ARTISTS
1946-'47

DAFFY DITTIES

Choo Choo Amigo.....Excellent ..... 8 .. 8/ 7/46
The Lady Said No..... 8 .....
Pepito's Serenade ..... 7½.....

MUSICOLORS (7)

Tescata and Fugue.....Intriguing .... 10 ..10/28/46

UNIVERSAL

1946-'47

NAME BAND MUSICALS (13)

2301	Frontier Frolic	Good	15	12/28/46
2302	Champaigne Music	Good	15	1/25/47
2303	Tumbleweed Tempos	Very Good	15	12/28/47
2304	Moonlight Melodies	Excellent	15	12/28/46
2304	Moonlight Melodies		15	
2305	Tex Beneke & the Glenn Miller Orch.		15	
2306	Melody Maestro		15	

SING AND BE HAPPY (8)

2381	A Bit of Blarney	Good	11	10/12/46
2382	The Singing Barbers		10	

TECHNICOLOR CARTUNES (13)

2321	Fair Weather Fiends	Funny	7	12/28/46
2322	The Wacky Weed	Good	7	12/28/46
	Musical Miniatures			
	Well Oiled			
	Overture to William Tell			

THE ANSWER MAN (8)

2391	No. 1	Interesting	10	10/26/46
2392	Nature's Atom Bomb	Interesting	10	12/28/46
2393	The Jungle Gangster		10	

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2341	Bear Facts		9	
2342	Pelican Pranks			
2343	Wild West Chimp			

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2361	Juvenile Jury No. 1		10	

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Mysterious Mr. M.....

VITAPHONE-WARNER BROS.

1946-'47

BLUE RIBBON CARTOONS—Technicolor (18)

3301	Fox Pep		7	
3302	Wacky Worm		7	
3303	You're an Education		7	
3304	Have You Got Any Castles		7	
3305	Pigs is Pigs		7	

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3102	Minstrel Days		20	
3103	Alice in Movieland		20	
3104	Dog in the Orchard		20	
3105	Keystone Hotel		18	

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3601	Desi Arnaz & Orch.		18	
3602	Melody of Youth	Very Good	10	3/ 1/47
3603	Big Time Review	Fair	10	3/29/47
3604	Stan Kenton & Orch.	Fair	10	4/ 5/47

MERRIE MELODIES—Technicolor (20)

2701	Kitty Kornered	All Right	7	7/28/46
2702	Hollywood Daffy	Very Good	7	8/ 3/46
2703	Eager Beaver	Very Good	7	8/14/46
2704	Great Piggy Bank Robbery	Good	7	9/14/46
2705	Bacall to Arms	Novel	7	9/14/46
2706	Of Thee I Sting	Very Good	7	9/ 7/46
2707	Walky Talky Hawky	Excellent	7	9/ 7/46
2708	Fair and Wormer	Fast	7	10/12/46
2709	Mousemerized Cat	Fair	7	11/18/46
2710	Mouse Menace	Good	7	12/28/46
2711	Roughly Squeking		7	
2712	One Meat Brawl		7	
2713	Goffy Gophers		7	
2714	Gay Antics		7	
2715	Scent-imental Over You		7	

SPORTS PARADE—Technicolor (13)

3501	King of the Everglades		10	
3502	Lazy Hunter	Good	10	11/16/46
3503	Battle of Champs		10	
3504	American Sports Album	Interesting	10	4/ 5/47
3505	Let's Go Swimming	Good	10	3/ 1/47

TECHNICOLOR ADVENTURES (6)

3801	Star Spangled City	Excellent	10	11/16/46
3802	Rubber River	Fair	10	12/28/46

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3002	The Last Bomb	Tremendous	20	9/21/46
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3402	So You Want to Play the Horses	Funny	10	11/ 2/46
3403	So You Think You're a Nervous Wreck	Fair	10	3/29/47

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BH EYEMO TURRET CAMERA $395.00 less lens; Eyemo Bombspotter Cameras $119.50 less lens; 35mm Positive Stock $11.95 per M; BH Hispeed Shuttles, $195.00; WE Dynamic Microphones, $39.50; Cine Kodak Special Camera, with 3 lenses and case, $695.00; New Bell & Howell Sound Printers, $3250.00; Fresnellite Studio Spots, 2000W, $67.50; New Mitchell 24V Motors, $295.00; Neumade 16mm Automatic Film Cleaners, $135.00; New 35mm Film Phonographs, $795.00. Send for latest stocklist. S.O.S. Cinema Supply Corp., 449 W. 42nd St., New York, N. Y.

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THEATRE SEATS, PROJECTORS, FOLDING CHAIRS, Lenses, Tents, 8mm, 16mm Film, new Fiber Cases, Reels, Lone Star Film Co., P. O. Box 1734, Dallas 1, Texas.

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NEW CHAIRS, PROMPT DELIVERY! ! ! Attractive — Modern — Durable. Veneer, $5.50 — 30 days; Veneer back spring edge cushion, $9.35; Applied upholstered back spring edge cushion, $11.00; Full upholstered back spring edge cushion, $11.95—60 days; All steel unbreakable standards, high grade mohair or heavy leatherette upholstery. Wire or phone. S.O.S. Cinema Supply Corp., 449 W. 42nd St., New York 18, N. Y.

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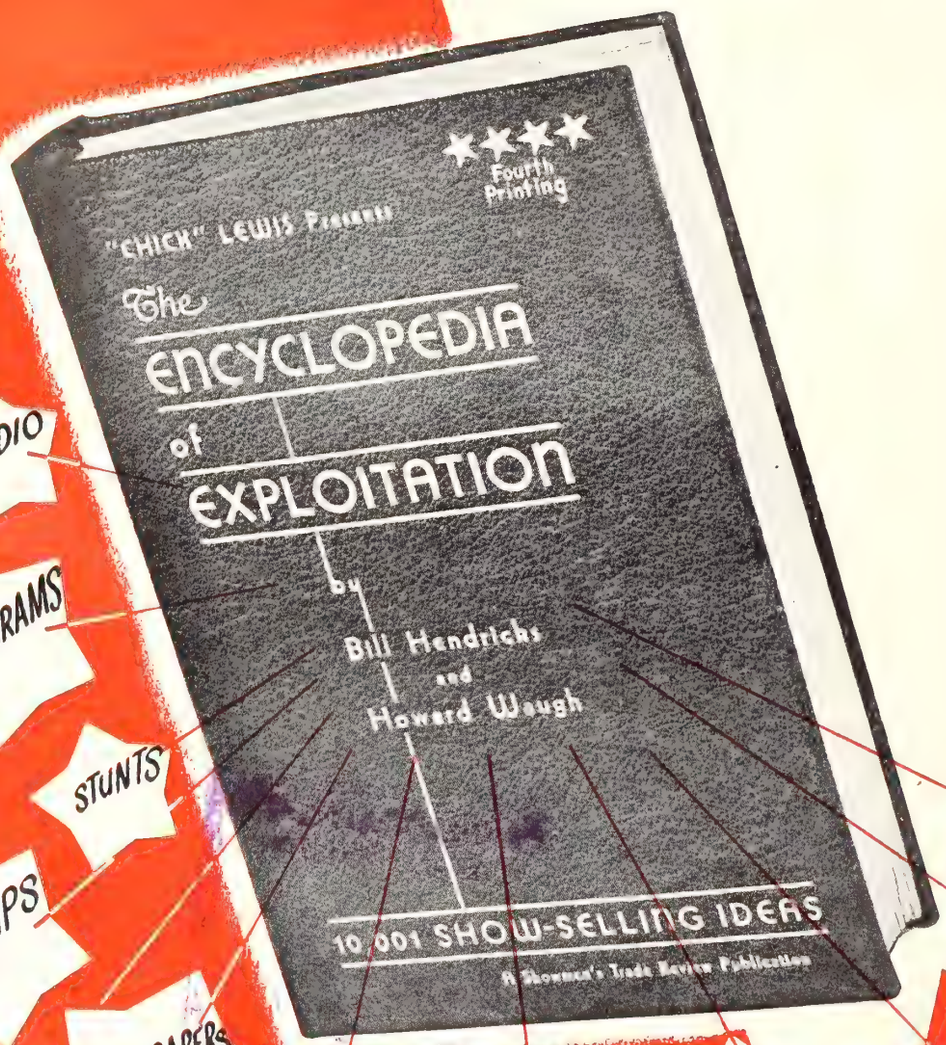
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WHAT A BUY! Brand new and rebuilt Holmes DeVry and Simplex-Acme projectors—get our prices! Gold Seal 2 unit electric ticket machines, rebuilt, $175.00; 2 unit Hand Operated, $100.00; Simplex mechanisms, genuine rear shutters, spiral gears, rebuilt, $330.00; Powers $109.50. Star Cinema Supply Co., 459 W. 46th St., New York City, N. Y.

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SHOWMEN'S TRADE REVIEW

THE SERVICE PAPER OF THE MOTION PICTURE INDUSTRY

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Vol. 46 No. 17

APRIL 26, 1947

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CHARLES E. 'CHICK' LEWIS
Editor and Publisher



Edward M. Fay (See Page 37)

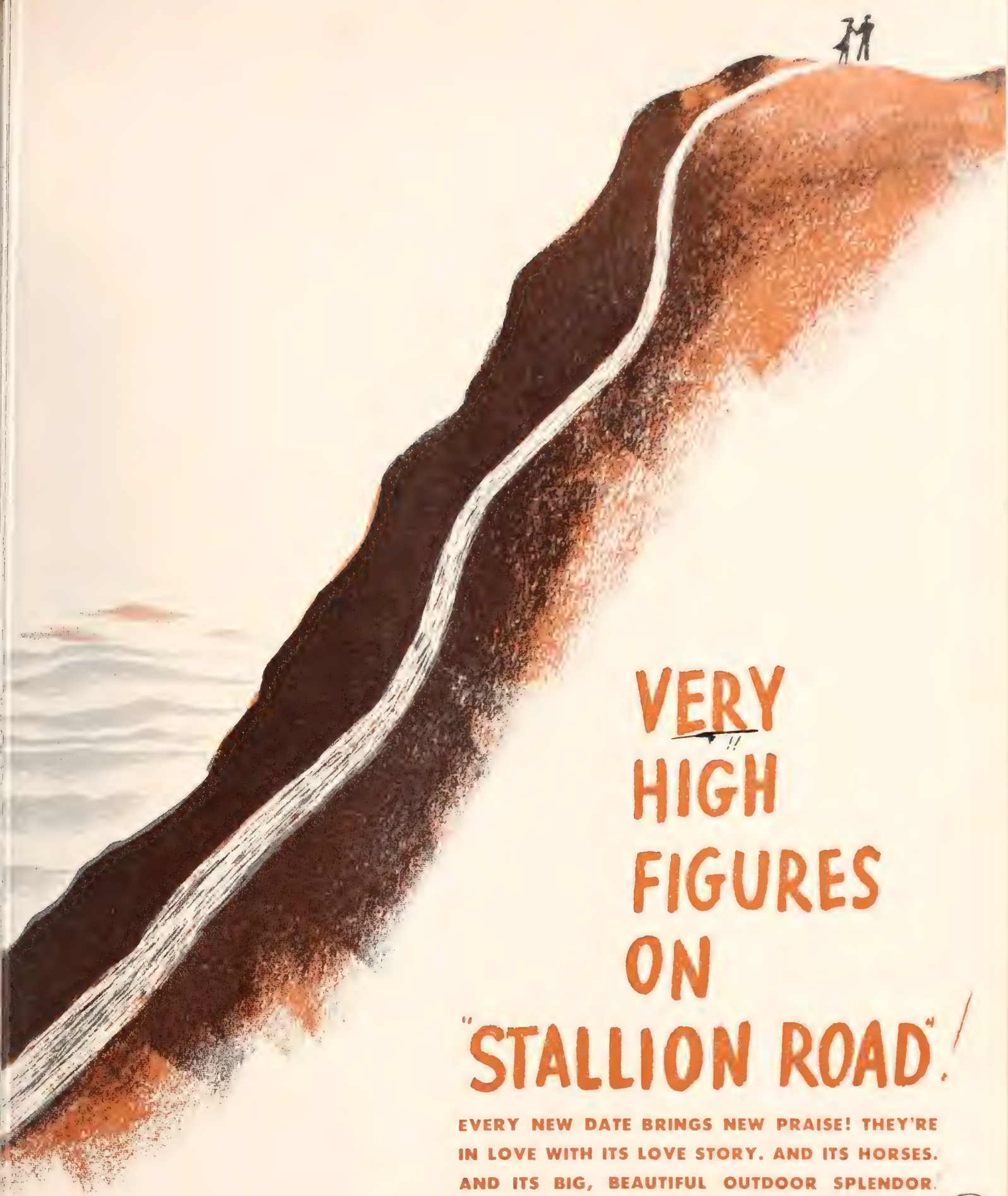
The Motion Picture
THEATRE
Equipment & Maintenance
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with Phyllis Thaxter • Edgar Buchanan • Harry Carey • Ruth Nelson • Robert Armstrong Screen Play by Marguerite Roberts and Vincent Lawrence Based on the Novel by Conrad Richter • Directed by ELIA KAZAN • Produced by PANDRO S. BERMAN • A Metro-Goldwyn-Mayer Picture

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Preceded by a tremendous magazine, newspaper, radio and truck poster campaign "The Sea of Grass" will reach an estimated total of 1,803,726,008 impressions throughout the nation! Are you a partner in "The Sea of Grass Land Company"?



VERY HIGH FIGURES ON "STALLION ROAD"!

EVERY NEW DATE BRINGS NEW PRAISE! THEY'RE IN LOVE WITH ITS LOVE STORY. AND ITS HORSES. AND ITS BIG, BEAUTIFUL OUTDOOR SPLENDOR.

RONALD REAGAN · ALEXIS SMITH · ZACHARY SCOTT

WARNERS' "STALLION ROAD"

DIRECTED BY JAMES V. KERN

NOVEL AND SCREEN PLAY BY STEPHEN LONGSTREET

PRODUCED BY ALEX GOTTLIEB

SENSATIONAL BUSINESS IN


VARIETY

Wednesday, April 2, 1947

PRE-PRODUCTION

GOLD IN THEM THAR REISSUES

MANY OUTGROSS ORIGINAL

Current raft of reissues released by the majors as stopgap for the product and with little hope that th strike ... dirt, have turn veritable pots of gold in ma ations. Several of the oldie second time around have out their original runs and th they've been causing the th thick has built up an ent of distribution in the caution—a

PRC, reissuing "Kit Carson" and "Last of the Mohicans," both Edward Small productions originally handled by United Artists, has recently found it necessary to revise terms on the two pix. Small originally intended to sell the films on a flat rental basis but, after test runs revealed their terrific pulling power, revised the terms to a 35% rental. "Carson" in some spots is doing three times its original business and is going into A houses in most of the key cities.

SETTING RECORDS TOPPING NEW-PICTURE GROSSES--EVERYWHERE!

NEW YORK (Brandt)
Broadway's big Easter package hits the Street for extended run!

CHICAGO
Two terrific weeks, with first week doubling house average!

LOS ANGELES
Four Houses Day-and-Date!

BOSTON (Brandt)
Three weeks . . . talk of the Hub!

PROVIDENCE (Fay)
Held Over! First week blasted Rhode Island capital!

CINCINNATI (RKO)
Far ahead of new-picture averages!

WASHINGTON (Loew)
One whopping week for the combination!

NORFOLK (Fabian)
A solid week of business that topped previous new-picture gross!

YOUNGSTOWN (Warner)
Report absolutely unbelievable figure!

CLEVELAND
"Carson" only, sets Euclid Avenue on its ear!

NEW HAVEN (Loew)
Great engagement leads the city!

EASTON, PA.
Single "Carson" beat original showing of picture by 120%! Held over!

Re-Released with pride by Producers Releasing Corporation . . . Share the tremendous box

CIRCUIT AFTER CIRCUIT...

Loew ...RKO... Warner ...M & P... Brandt ... Fabian ... Great States ... Schine ... Fox —and other chains and independents now cashing in on star-powered "Kit Carson" and "Last of the Mohicans"—singly or as the most terrific package ever offered!



DANA
ANDREWS
the marquee name that will sell tickets for you!

EDWARD SMALL presents

Kit Carson

with JON HALL · LYNN BARI



GRAND-SCALE OUTDOOR ACTION SMASH IN THE CURRENT POPULARITY TREND!



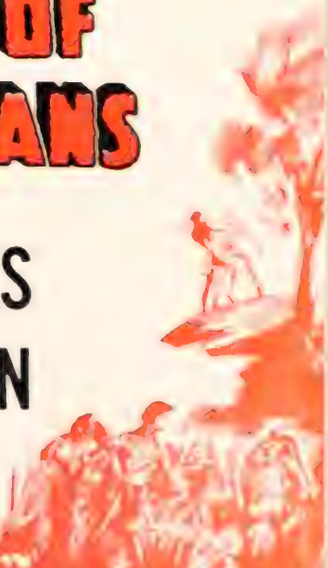
EDWARD SMALL presents

THE LAST OF THE MOHICANS

RANDOLPH SCOTT with BINNIE BARNES

HENRY WILCOXON

AND A CAST OF THOUSANDS!



NEW... TRAILERS PRESSBOOKS ADVERTISING ACCESSORIES

ice business of these attractions with us..... contact your Exchange.....Immediately

HEADLINE NEWS!

DAILY **VARIETY** DAILY

Vol. 55 No. 18 43 Hollywood (28), California 47

"ALEXANDER'S RAGTIME BAND' IS BEATING FIRST RELEASE AT BOXOFFICE!



Get on the bandwagon *NOW* at your 20th CENTURY-FOX Exchange!!

THE EDITORIAL PAGE

Crying "Wolf"

Practically every company in the industry has come out with financial statements showing great profits and every indication of continuing good business.

Strangely enough, practically all these same companies are staging economy drives and cutting budgets here, there and everywhere. So much so that other elements of the industry are developing a bad case of jitters and wondering whether the big boys foresee bad times ahead.

The only cutting that we can see as being both sensible and timely, would be the cutting of film rentals and terms to the independent exhibitors throughout the country, thus spreading a bit of the profits to take in a lot of deserving theatremen.

We omitted Hollywood production costs in the preceding paragraph because we have consistently maintained that studio costs have skyrocketed beyond all limits of sound business and someone should step in and do something about it.

Of course, out in Hollywood they will tell you that this isn't a business. It is an art. To us and, we venture to say, to about every theatreman in the country, a motion picture is a piece of merchandise made in Hollywood and sold to theatres who, in turn, must sell it to their communities.

The average theatreman isn't interested in art because the public to whom he caters is not interested in art. So, let's forget Hollywood for the moment and get back to what we started to talk about.

What's behind the seemingly grim determination to cut down operating budgets in the home offices despite tremendous profits?

Companies that built up a reputation for bigness through their consistent advertising campaigns (an activity that reflected the high quality of their pictures) have cut their advertising budgets to the bone. Could it be that such companies are afraid of their own product? Have they lost their touch for box-office magic in their pictures?

If this is true then we can't blame them for cutting down their advertising and other budgets. But if their product is still as good as it was in past years, then they are doing themselves and their product a grave injustice through playing down their merchandising.

The one thing that we don't like about the economy wave is the way it is leaking through to the public and other industries and thereby contributing to the general feeling of unrest and the fear of a recession.

Catering to so many millions of people, this industry owes an obligation to the country and to the masses who patronize theatres from coast to coast. For this industry to cry "Wolf" when its various financial statements belie such a howl, must be causing a lot of people to wonder what's up—or ahead.

Let's stop the crying and get back to the job of making, distributing and advertising the pictures so the theatreman can, in turn, do an equally good job in merchandising those pictures to his public.

We don't have to say it any more. All the top sales and other executives are saying it for us: 'Let's get back to some good old-fashioned showmanship and ballyhoo."

▲ ▲ ▲

The UJA Campaign

Currently, the industry is lending its best efforts to the UJA drive and we seriously doubt if any person of any race, color or creed, will question or doubt the vital necessity for the funds this group is seeking.

The United Jewish Appeal needs a hundred and seventy million dollars to carry on its magnificent work in support of relief, rehabilitation and resettlement work for the various groups they support. If those millions of people are to be helped and saved, they must look to you and I and everyone else who can lend them a hand during these dark hours.

There is no particular quota for our industry as a unit. Every industry and every individual should do his part.

Every community throughout the country is organized. You can help play an important part in your local campaign. Contact the local units if they have not already been in touch with you and make available your ability and showmanship to promote the best interests of this campaign.

▲ ▲ ▲

Public Relations

Walter Wanger's proposal that the industry set up a budget of one million dollars per year for an public relations program to "present Hollywood in the proper light" has brought a reaction of comment that consists mostly of wisecracks.

We think the idea of a public relations job for this industry isn't anything to wisecrack about. And it's not only money that's needed, but a re-examination of the whole business of public relations by this industry —which is far behind many other industries in basic understanding and functional operation of effective public relations.

—"CHICK" LEWIS

WHAT'S NEWS

In the Film Industry This Week

TAXES—The Pacific Coast and the southeast are the two sections of the United States which have taken most readily to municipal taxes on amusement admissions, a report of a tax-study body disclosed this week. Meanwhile New Jersey seacoast city exhibitors faced a 10 per cent city tax on their amusements as the state's governor, who ran for office on a "no new taxes" platform, allowed the act enabling certain types of communities to levy a 10 per cent tax on box-offices by allowing the bill to become law without his signature. Hard-fighting Jersey exhibitors are now considering a court fight on constitutional grounds.

* * *

EXHIBITION—Clearance is the reason he had to close the 750-seat Dickinson Theatre in a Kansas City suburb and may cause him to close the Overland at Overland Park, Glen Dickinson declared this week indicating that if he could not get reduced clearance he might try his luck in court. Almost at the same time that Dickinson was protesting clearance in Kansas and Missouri. M. A. Lightman, Sr., companies in which he is interested and eight distributors—all defendants in a $2,019,000 anti-trust suit filed by a group of neighborhood exhibitors, defended Memphis' clearance system and denied any monopoly or conspiracy existed.

In Memphis also the censors, who had been quiet of late, kicked up and barred four pictures—"Duel in the Sun," "The Macomber Affair," and two reissues, "When the Daltons Rode," and "Destry Rides Again." Reason: sex and bad for children. The children were also occupying the attention of the Motion Picture Association and exhibitors, the former seeking to extend its children's shows and the latter, in Minnesota, complaining that the kid shows were not getting the patronage they should and declaring that parents and teachers ought to do something about it.

This complaint was made at the convention of North Central Allied, where Ben Berger declared that independent exhibitors were making progress in their fight for theatre divorcement and promised to lead a fight against "outrageous rentals" which he said threatened the exhibitors.

New Jersey Allied announced that its annual convention, together with the Conference of Independent Theatre Owners, would be held in Atlantic City, June 24-26.

* * *

DISTRIBUTION—Paramount this week announced that it would not establish competitive bidding during the stay on the decree unless compelled to do so by a "competent" court and said it would sell each feature singly, theatre by theatre; MGM's annual sales meeting opens in New York Monday; PRC swung into its Harry Thomas Anniversary Drive with $12,000 in cash prizes as an incentive.

Deal for "Duel in the Sun" which will open May 7 in approximately 50 New York theatres day-and-date, was meeting a roadblock in Philadelphia where the Stanley-Warner theatres reportedly refused to raise admission prices for its contemplated showing.

In New York the India Society announced an India film conference for May 5-7; Universal International Vice-President and General Sales Manager Bill Scully declared distributors and exhibitors had a "mutual" problem in rising production costs; in sunny California Federal Judge William C. Mathes fined William (Scotty) Brown, operator of a film library, $1,000 on a nolo contendere plea in connection with criminal copyright infringement.

* * *

LABOR—Peace seemed to be making its wobbly way in the Hollywood strike situation as developments were noted on several fronts. In Washington American Federation of Labor President William Green reportedly ordered a conference in an effort to settle the matter and evolve a formula to prevent jurisdictional disputes. More important, however, was the action on the coast, where the United Brotherhood of Carpenters and Joiners, over whose jurisdictional claims the strike started, was resuming talks with producers, and where the studio janitors were back on the job and the Screen Story Analysts were to return to work Monday. All are affiliated with the striking Conference of Studio Unions; all are negotiating separately.

Also on the coast the Los Angeles exchange workers won a 15 per cent pay rise, while in New York the Motion Picture Theatre Operating Managers and Assistant Managers settled their trouble with the Bronx Combine Amusements fixing a 50-hour week, $70 weekly for managers and $40 weekly for assistants.

In Los Angeles exchanges the office personnel won a 15 per cent increase in a contract which will run from April 20, 1947 to April 20, 1948, together with a 12½ per cent raise retroactive to Oct. 19, 1946.

* * *

GENERAL — A million-dollar-a-year budget for public relations to present Hollywood in its "proper" light was advocated this week by Producer Walter Wanger. Admission taxes for March, 1947, were $28,796,825, a drop from the $30,088,585 which was collected in March, 1946. This marks the first time a decrease has been noted in a comparative period.

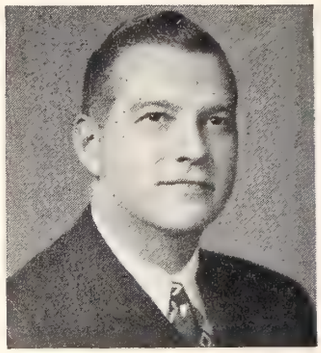
The Department of Justice in Washington, was reported making a routine inquiry into United Detroit Theatres to see if its operations warranted an anti-trust suit and the Department also will seek to separate Western Electric from the American Telephone and Telegraph company, according to Washington reports.

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The News Spotlight



CHARLES REAGAN . . . he won't offer Paramount features on competitive bidding unless a "competent" court compels it, but he will sell features singly "theatre by theatre" during the decree stay period. (P. 9).



BARNEY BALABAN . . . he's heading the motion picture industry United Jewish Appeal and points out that the vast scope of the postwar rehabilitation program requires vast effort in meeting quotas.



JACK L. WARNER . . . he's host to the Variety Clubs International banquet which will be held in Warner Bros. Burbank studios during the Variety convention in May (P. 14).

NATIONAL NEWSREEL

Charity Drive Poll

The American Theatres Association this week was polling its directors to find out whether they favored a single charity collection plan for its member theatres similar to the plan advocated by New York's Metropolitan Motion Picture Theatres Association, ATA Executive Director Robert W. Coyne declared Wednesday. The New York group made its plans on the basis of national support, but if this is not forthcoming, it plans to operate a local collection during a "Health Week" which it will designate.

U.S. Approves New Theatre As Well as Repairs

The Office of Housing Expeditor in Washington this week approved construction or repair of 19 more theatres, topping last week's record of recent months.

Indicative of the agency's increased theatre-approval program was the okay given to the St. Louis Amusement Co., for a $200,000 stand in Granite City, Ill. The company had been evicted from its precent location in the Illinois city.

Approval of the largest group of theatre construction was on the basis of veteran ownership. Approvals for this reason were given for stands in Roanoke, Va.; Wooster, Ohio; Greensboro, N. C.; East York, Pa.; Delta, Utah; Huntington, W. Va.

Approved on the basis of "essential community facility" was the construction of a new $20,000 stand in Talequah, Okla.

Other approvals went for stands in the following cities: Wells, Nevada; Okarche, Okla.; Waynesville, N. C.; Ballinger, Texas; Coulee City, Wash.; Bay City, Texas; San Francisco, Calif. (two); Oklahoma City, Okla.; Charleston, Mo., and Newark, Ohio.

No Bidding for Paramount Unless Courts Order—Reagan

To Sell Feature 'Picture By Picture, Theatre by Theatre' Says Sales Head

Paramount this week clarified [illegible] it will follow during the stay granted on the statutory court decree with a statement that it would not indulge in competitive bidding except where required to do so by a "competent court" but that it would sell features "picture by picture and theatre by theatre, upon merits."

The Paramount statement, made this week by Distribution Vice-President Charles Reagan after conferences with Paramount lawyers and division managers, did not mention shorts. A Paramount spokesman, however, said that he believed the single-selling policy would apply only to features, adding, "Shorts are entirely different."

The spokesman said that he felt the decree applied only to features and cited the difference, pointing out that some of the conditions the statutory court had condemned and which would be enjoined were it not for the Supreme Court stay, (such as minimum admission fixing and [illegible] to the high court, which attacks the statutory court's right to order competitive bidding. The qualification that it would not use bidding except where ordered to do so by a "competent" court presumably refers to situations where a court might issue such an order in one of the pending anti-trust suits.

Reagan's statement on the Paramount policy follows:

"In view of the fact that the Supreme Court of the United States granted a stay of competitive bidding, among other things, Paramount Pictures has decided not to embark upon a policy of competitive bidding except in those instances where it may be required to do so by some other court of competent jurisdiction. Instead, it will license its pictures to exhibitors, picture by picture and theatre by theatre, upon the merits. In so doing it will consider each situation [illegible] its particular facts."

Memphis Censors Ban 'Duel' and 'Macomber Affair' in Active Spurt

Memphis' motion picture censors, whose authority recently was extended to include not only that city but entire Shelby County, came to life Monday after a long period of inactivity to strike a four-pronged blow at four pictures—"Duel in the Sun," "The Macomber Affair," and the reissues, "Destry Rides Again," and "When the Dalton's Rode."

In announcing the ban on "Duel," Chairman Lloyd T. Binford declared the film was "[illegible] sexy and with not a decent thing in it."

Replying to this from New York, Selznick Advertising and Publicity Director Robert Gillham said:

"We feel the Memphis censor is being unjust in this action. 'Duel in the Sun' has been approved by the National Board of Review and has been passed by the state censors of Florida, Texas, California, Massachusetts and New York and has been given a B rating by the Catholic Legion of Decency."

In censoring "The Macomber Affair," which was to open at Loew's Palace, Binford demanded so many cuts that it was decided that it would not be worth while to run the picture.

All the pictures objected to, Binford believes, are apt to encourage crime among the young, a favorite reason which Binford, a wealthy insurance executive, has used to ban pictures in the past. This was true when he barred "The Outlaw" almost a year ago, declaring at the time he was refusing to license it not for reasons of sex but because there was too much shooting.

Majors Defend Clearance System In Replies to Trust Damage Suit

Defense of the Memphis clearance system was made in Federal court of that city last Friday as M. A. Lightman, Sr., L. & L. Company, Capitol Realty Company, eight major distributors and individual defendants denied existence of monopoly or conspiracy in answer to a $2,910,060 damage suit filed under the anti-trust laws against them by a group of neighborhood exhibitors.

The defendants, among whom are Paramount, United Artists, Universal, Columbia, RKO, 20th Century-Fox, Loew's (MGM) and Warner Bros., told the court that in most instances the clearances complained of had been a "practice before the plaintiffs built their theatres and proceeded to try to take away business and good will of defendants' theatres that were already erected and in operation and adequately serving the public."

The distributors denied that Lightman and L. & L. Theatres by pooling buying power and through Lightman's alleged control of the Malco Theatre, had been able to pressure advantages for themselves over the neighborhood independents who are suing.

The distributors also denied that they had entered into any conspiracy in distributing films or to keep the plaintiffs from access to a free, competitive market.

All parties denied violations of the anti-trust laws and claimed that damages accruing before Aug. 22, 1942 are barred under Tennessee's statute of limitations.

Lightman and the companies concerned denied that they dominated L. & L. or Capitol Realty, and Lightman individually denied

(*Continued on Page 26*)

Dickinson Threatens Legal Action Over Clearance

That he may seek legal redress if he cannot get reduced clearance for his 750-seat Dickinson Theatre in the Kansas City suburban area of Mission or for his Overland Theatre at Overland Park, Kans., was indicated this week by Glen Dickinson, Jr., head of the Dickinson circuit which operates approximately 30 houses in and around Kansas City.

The circuit last Saturday closed the Dickinson at Mission claiming that it could not operate at a profit if it had to wait 56 days for pictures after the Fox Midwest Fairway. The Dickinson had played duals at 50-cent admission. The 700-seat Fairway has played first-runs ever since its opening five years ago and reportedly [illegible] the Uptown, both downtown houses. Dickinson claimed that his house could operate profitably if it could get first-runs and that he is faced with a similar clearance situation in Overland Park. He said he had already protested to the major distributors and had received no satisfaction and that he would protest again to [illegible]

[illegible] seek "other means" since he had no intention of keeping the Dickinson closed. The Overland, he said, might have to close unless better clearance is obtained since business at this stand [illegible]

Appeal to Reopen Robin Theatre

Owners of the Robin Theatre in St. Louis went to the Missouri Supreme Court this week in an effort to reopen their neighborhood house which was closed by St. Louis authorities because it allegedly violated some sections of the city's new building code.

City officials have reportedly told Owners Arthur F. D. Kalbfell and Marike K. Wimberley that they can use the structure for any purpose except as a place of amusement and the owners claim that if the building code provisions are made retroactive to apply to houses built before its passage they stand to lose their investment of $30,000 in the structure. The theatre originally was a frame church whose walls had been sheathed with heavy sheet iron when it was converted into a theatre. A steel ceiling and concrete floor had also been added.

The Robin owners, after their house was closed, had sought a temporary injunction halting the city which was denied. They then appealed to the state Supreme Court against the police and fire departments, later amending their petition to include the Building Commissioner when he refused to allow the building to reopen as a theatre.

Next 60 Days May Decide Whether It's Profitable to Roadshow Big Pictures

The next 60 days will probably determine whether it is economically sound or not to roadshow big pictures, Carl Leserman, executive vice-president of Benedict Bogeaus Productions, said in New York last Friday.

Leserman, in a joint interview with Bogeaus, declared that the result of his observations on the roadshow phase during this period would determine whether or not "A Miracle Can Happen" would be roadshowed or released for its general run.

Bogeaus, who apparently replaced Gregory Peck, who had been announced as part of the interview but did not show up, declared that future production plans included Arcadia Production's "Early Autumn" with Ida Lupino, "Lulu Belle" with Dorothy Lamour, and a documentary-type film on the postal inspection service. He denied that he would go into any extended documentary policy, saying, "To tell that type of story you should have a note of truthfulness that gets away from the type of picture that is generally being made."

Current release of Bogeaus productions, Bogeaus said, are "The Macomber Affair," now in its Broadway run; "Christmas Eve," to be released June 15; "A Miracle Can Happen," due for some type of release around Sept. 1, and the already-released "Mr. Ace" and "Diary."

Speaking of production costs, he said:

"Costs have gone up in spite of all attempts to lower them and they are still going up. I don't think you'll see a leveling off in costs for another year. One thing you can't get away from in quality pictures today and that's the length of time it takes to shoot them."

Bogeaus added that there was one method of cutting down overhead and that was by avoiding types of story the making of which would require prohibitive outlays. He cited abandonment of a sea story because it would have necessitated exorbitant costs, and declared that this was one of the ways of keeping the budget under control which an independent might use and stretch his dollar farther at the same time.

Bogeaus Productions sold its 80 per cent ownership of General Service Studios. Bogeaus explained, "because that was a business in itself" and he wanted to devote his time to production uncomplicated by the task of running a studio plant which rented space. Bogeaus added that his United Artists contract required him to produce four pictures a year for the next five years.

U. S. Films Drive Italian Product to Wall—Geiger

American films, aided by general acceptance of dubbing, have invaded Italian screens to such an extent that Italian production has been practically driven to the wall as far as its native market is concerned and it is seeking outlets elsewhere, Rod Geiger, importer of "Open City" and producer of the forthcoming "Paisa," declared upon his return to New York from Rome this week.

Geiger, who is here to finish the cutting job on "Paisa" and to start shooting the exteriors for "Christ in Concrete," pointed out that while the American film situation is a grave danger for Italian producers, it is no harm to exhibitors who are doing a good business. First-runs in Rome sell the best seats at 200 lire or $1 at the official exchange rate. While there is interest in 16-mm pictures, Geiger said he had heard of no theatres making a change-over to the smaller films.

"Before the Italian industry could get back into production, the market was flooded with American films," he declared "American product in Italy has just about squeezed the market for Italian pictures They (the Italians) prefer going to see an American film." He added that American stars who had not been seen over there since the Fascist ban, had gained immediate popularity.

As a result of this popularity of American films, Italian producers are seeking deals for production with other countries which would insure an exchange of stars and playing time.

(*Continued on Page 26*)

Suddenly, It's Snow!

Mother Nature had her joke on the Butterfield Theatre in Ann Arbor, Mich., when "Suddenly It's Spring" had its opening there. The snow flurries were so thick that the marquee couldn't be seen.

Honor Dietz, Neilson at Ampa's 30th Anniversary

Ampa—the Associated Motion Picture Advertisers—celebrated its 30th anniversary Wednesday with a dinner-dance at which retiring President Rutgers Neilson received a gold wrist watch and Toastmaster Howard Dietz, MGM's vice-president in charge of advertisin and publicity, received a citation for his campaign on "Sea of Grass."

The Ampa celebration, which brought together a cross-section of the film industry, heard U. S. Senator Francis J. Myers (D. Pa.) speak on films and Eugene S. Thomas, president of the Advertising Club of New York talk on television as an advertising medium.

Neilson was presented with the watch by incoming President Arnold Stoltz, who praised the retiring president's work during the year. Neilson in turn presented Deitz with the AMPA citation.

Committees and individuals who performed various tasks in connection with the banquet follow:

General Committee—Phil Williams, chairman; Dave Bader, Blanche Livingstone, Arnold Stoltz, William Ferguson, David Weshner, Gordon White, Silas Seadler, Jacques Kopfstein, Paul C. Mooney, Lynn Farnol, A. S. Rittenberg, Jock Lawrence, Rutgers Neilson.

Arrangements—Charles Alicoate, chairman; Harry McWilliams, B. Ross.

Souvenir Journal—Herman Schleier, chairman; Dave Bader, editor; Jack Fuld, advertising manager; Hap Hadley, art director; Vivian Moses, Charles Zenker, Irving Shiffrin, George Gomperts, Phil Wilcox, Stanley Sherwin.

Tickets—Chester Friedman, chairman; Harry McWilliams, Herman Schleier, Arnold Stoltz, A. Dash, George Harvey.

Publicity—Harry Blair, chairman; George Held, John R. Shays, Jr.; Glen Allvine.

Speakers—Glen Allvine, chairman; George Held.

Reception—Jack Goldstein, Blanche Livingston, chairmen; Evelyn Koleman, Marguerite Wayburn, Eileen Brenon.

Photo—M. Leftoff, chairman.

Decorations—Hap Hadley and art directors of each film company.

Telenews Productions Plans Weekly Newsreel

Effective May 1, Telenews Productions, an affiliate of the Telenews Theatres, will establish a new weekly newsreel for general distribution. Called the Telenews Digest, it plans not to compete with regular newsreels but to supplement emphasizing exclusive feature coverage and foreign coverage.

Joint Audio Meeting

Suggestion that the Society of Motion Picture Engineers set up a television committee to meet with the Motion Picture Association on the topic was made at the SMPE convention in Chicago this week by Paul J. Larsen.

Larsen spoke on the same program with MGM International's Orville Hicks who told the meeting that Army and Navy 16-mm. films, produced with SMPE cooperation, had introduced the habit of wanting American films to the peoples of Europe, Africa and Asia. Hicks pointed that trade follows the films and that manufacturers reported a demand for American product in these countries.

NATIONAL NEWSREEL

No City Tax Plan Yet

The New Jersey seashore cities which are authorized to levy a 10 per cent amusement tax through recently passed state legislation apparently had not formulated plans for action this week. Inquiries of the mayors of Atlantic City, Asbury Park and Cape May brought no definite information as to whether they would hold the referendum required to let the voters decide if they wanted the new tax. Wildwood, N. J., reported that the matter was being considered by the Board of Commissioners but no decision had been reached.

Paramount Will Increase Its Short Subjects to 42

Paramount will increase its number of shorts next year to a total of 42 plus 104 issues of the Paramount News, Short Subjects Sales Manager Oscar Morgan told a meeting of district and branch salesmen in Dallas last Friday. Morgan is making a tour of the 31 exchange centers to discuss short product with staffs and to whip up enthusiasm in marketing the product. The Dallas meet was his first.

The Paramount short subject sales head pointed out that the company was not only increasing its shorts program, but it would buck what he said seemed to be a trend and also increase the number of cartoons it would make by adding a new series of "Screen Songs" with the famous "bounding ball." This new series will replace the "Little Lulu" and the "Pal Puppettoon" series which are being dropped.

Next year's product, Morgan said, would consist of six two-reel "Musical Parade" featurettes in Technicolor; 24 Technicolor cartoons including eight "Noveltoons," eight "Popeyes" eight "Screen Sonsgs," three Jerry Fairbanks series including six "Popular Science," six "Unusual Occupations" (both in Magnacolor); six "Speaking of Animals," six "Grantland Rice Sportlights" and six "Pacemakers."

Elect Pam Blumenthal To Cinecolor's Board

Election this week of A. Pam Blumenthal as chairman of Cinecolor's board of directors was announced this week by President W. F. Crispennal.



A. Pam Blumenthal

Blumenthal, a New York and Los Angeles financier, who has been connected with several organizations affecting the film industry, simultaneously resigned from the board of directors of Enterprise Productions, Inc., the David Loew-Charles Einfeld producing unit which he reportedly had a hand in organizing.

Bill Gueringer Dead

Funeral services for veteran showmen William Gueringer were held Monday in New Orleans. Gueringer entered the film business in New Orleans during the nickeloden days with the Fitchenberger interests and later was an executive in the Saenger Amusement Company. He is survived by his widow, Stella Cox Gueringer, and a sister, Mrs. Bert Weaver.

Jersey Exhibitors Mull Court Fight on Amusement Tax Law

New Jersey' organized exhibitor and citizen tax studying bodies this week were reported mulling over the possibility of a court attack on the state's new enabling act which allows such seashore cities as Cape May, Wildwood, Asbury Park and Atlantic City to levy a 10 per cent municipal tax on amusement admissions if approved by a referendum of the voters in each community.

The court move was reliably reported considered as the New Jersey act became law this week when Gov. Alfred E. Driscoll ignored exhibitor pleas to veto it but allowed it to slip onto the statute books without his signature. Gov. Driscoll campaigned for office on a "no new tax" platform.

The chief worry of exhibitors and the tax bodies is that while the only situation considered certain to pass the tax at present is Atlantic City, that once it has been adopted by that community it will prove to be the object if it shows a handsome source of revenue. From there, it is argued, it is only a question of time till future legislatures will be asked to authorize the counties in the interior of the state, which at present are not authorized to pass the tax, to extend the authority to them. Court action, it is pointed out, would delay application of the tax and give time for a [illegible] and perhaps a strengthened exhibitor attack.

The tax was battled by the recently organized Federation of New Jersey Theatres, an organization embracing all types of theatre interests. While it failed to defeat the measure all together, it succeeded in getting the bill amended so that the authority was confined to the seashore counties of Atlantic, Monmouth, Ocean and Cape May. Atlantic City had proposed the measure and supported it.

Legislative Acts Recall Skouras Dog Track Fight

Fights by various exhibitor organizations against legislation inimical to their interest in legislatures across the country this week had exhibitor circles studying the methods which Charles Skouras, president of National Theatres, used to organize opposition to defeat a bill which would authorize dog races in California.

In this fight, which took place last October and November, Skouras, in association with the Southern California Theatre Owners Association, boldly took to the screen to fight the dog bill.

The fight was tough because the dog race bill was supported by some important interests including the Veterans of Foreign Wars who claimed its receipts could be used to benefit veterans.

With his two aides, Bud Lollier and Thornton Sargent, Skouras had a newsreel firm prepare a set of three-minute trailers which were furnished to every California house for sandwiching in between the regular newsreel episodes.

The trailers, in newsreel form, emphasized the opposition of Gov. Earl Warren speaking from the state capitol, the opposition of women's clubs, speaking outside the state capitol, and the opposition of John Quinn, American Legion State Chief, who spoke from a stage set. All attacked the stand taken by the Veterans of Foreign Wars and denounced the evils of gambling, pari-mutuels and the like. Medium, close-up shots were used in a direct appeal to the audience.

In addition billboards and 24-sheets attacking dog racing as a racket were used throughout the state fighting the dog bill plus two 40-inch ads in every California newspaper.

West Coast and Southeast Lead in City Ticket Tax

The west coast and the southeast are the two regions which seemed to have concentrated on municipal taxes on admissions, a report of the Public Administration Clearing House of Chicago, a tax study body, revealed this week.

In the state of Washington alone, 60 municipalities slapped taxes on amusement admissions as soon as the state withdrew from the field.

From a national viewpoint the most important cities taxing the box-office are Philadelphia, St. Louis, New Orleans, Spokane, Seattle, Tacoma, San Diego, Norfolk, Richmond and Miami with the last three having adopted the tax during 1946.

The study shows a wide variation in tax rates and collections. Philadelphia with a four per cent tax for its first six months and a 10 per cent during the last six, gathered $3,285,000; New Orleans with two per cent on theatre admissions and five per cent on other types of admissions (night clubs, etc.) brought in $529,384; Richmond, Va. brought in $250,000.

Anniston, Ala., has a 10 per cent tax which garnered $72,200; Bakersfield, Calif., taxes one per cent on a 15-cent ticket and got $118,000; Clarksburg, W. Va., has a two per cent tariff on 50-cent seats and took in $18,289; Everett, Wash., got $37,886 at five per cent; San Bernardino, Calif., at three cents a ticket took in $94,893.

Dual Bill on Loew Circuit

Loew's circuit in New York will play "Down Town" with Astor Pictures "The Road To Hollywood," a subject featuring Bing Crosby in his hit numbers, Astor President Bob Savini announced this week. The Loew engagement starts at the completion of the film's run April 30 at the Brooklyn Strand, where it will play with "Stallion Road."

TIME

APRIL 7, 1947

Says of

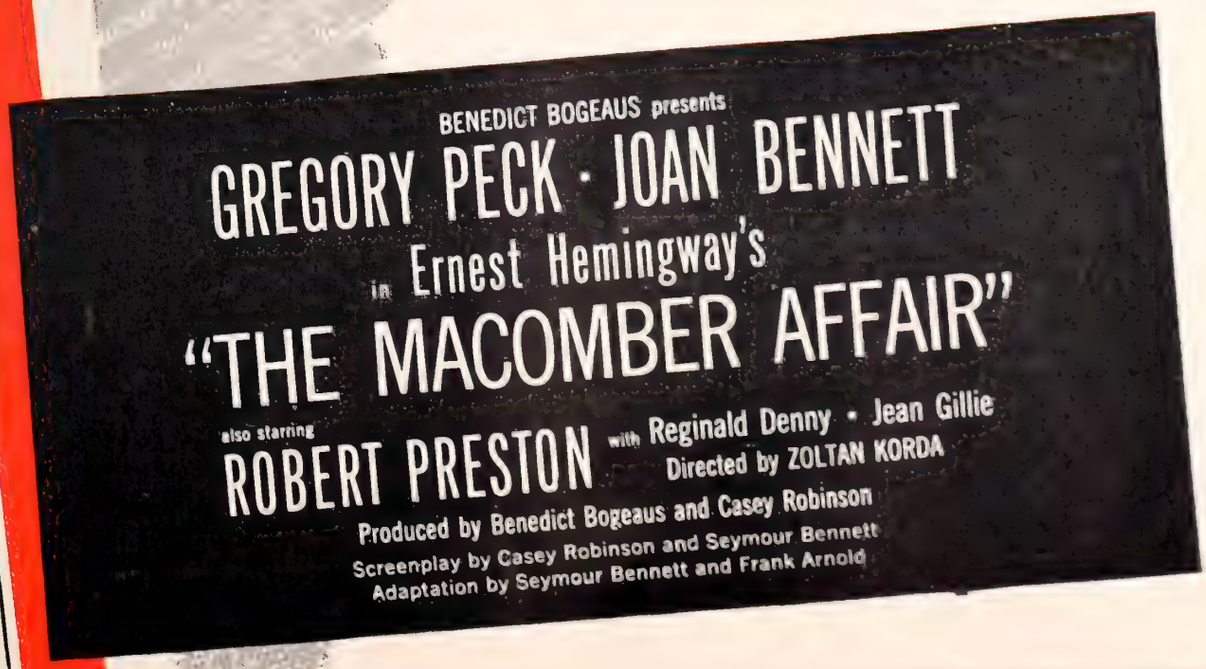
"THE MACOMBER AFFAIR"

"a brilliantly good job—the best yet—of bringing Hemingway to the screen. None of the principal players could possibly be improved upon. Macomber is a remarkably exciting picture!"

With marginal notes by U.A.!

"The others were
"Farewell To Arms"
"For Whom The Bell Tolls"
"The Killers"

Gregory Peck
Joan Bennett
and
Robert Preston



NATIONAL NEWSREEL

Hollywood Ready to Welcome Variety Clubs International

Film Industry Leaders Pay Tribute to Public Service Performed By Its Tents

Over 1,000 representatives of show business are expected to attend the Humanitarian Awards Dinner which will climax the Variety Clubs International Convention to be held in Los Angeles, May 13-17 at the Ambassador Hotel, Convention Chairman Charles P. Skouras announced this week.

Skouras said the award dinner would be held at the Warner Bros. Studios in Burbank where Jack L. Warner will be host to the Variety Club barkers, their wives and friends.

Warner Host

Jack L. Warner, declared Skouras, "volunteered to play host to the Variety Club members because he regards it as a way of paying personal tribute to the clubs for their magnificent work in health and welfare and for the great credit they reflect on the entire entertainment industry."

Discussing the plans for the awards dinner, Warner said:

"The motion picture industry here is honored by its forthcoming role as hosts to the convention of Variety Clubs International. These men, with their good works and good fellowship, personify the spirit of the entertainment arts and professions. They have chosen as a special field of public service the welfare of ill and underprivileged children.

"Los Angeles and the motion picture industry are proud to be hosts to the organization which is appropriately called 'The Heart of Show Business.' We regard it as a privilege to honor Variety Club members and their achievements."

At the same time, Hollywood high executives issued their formal welcomes to the coming convention.

Praise Variety Clubs

Other studio chiefs who joined Warner in expressing their sentiments are:

Louis B. Mayer, MGM—"Symbolized in the spirit of Variety is the great unselfish heart of the American showman . . . I know of no fellowship so devoted to the finest ideal of humanity and it is with great pride that I am privileged to share the welcome extended by the entire motion picture industry."

Harry Cohn, Columbia—"It is a pleasure for Columbia Pictures to welcome the International convention of Variety Clubs."

Of Human Welfare

Darryl F. Zanuck—"When 1,200 men who are leaders in the exhibition and distribution field of the motion picture industry can travel from the four quarters of our country to dedicate their attention to the furtherance of human welfare, we of Hollywood owe high praise and gratitude to them and are honored by their presence here."

Henry Ginsberg, Paramount—"We in the studios know these members, not merely as business men, but also as leaders in charitable work ever since the first tent was formed 20 years ago."

Nate Blumberg, Universal-International—"It is entirely fitting that this convention of men, who for the most part are concerned with the exhibition and distribution of motion pictures, should meet here in the film capital . . . I am sure that all of Los Angeles, aware of the great work which this organization carries on, will receive them with open arms."

Herbert J. Yates, Republic—"Here is a golden opportunity for all branches of the industry to form a permanent congress that could meet once a year or more to discuss and iron out our mutual problems. Now more than ever we need cooperation and understanding among ourselves . . . Let us follow the humantiarian leadership of the Variety Clubs to carry on the great accomplishments and traditions of our business."

N. Peter Rathvon, RKO—"America's motion picture exhibitors serve as the eyes and ears of the public for Hollywood and all of us at the RKO-Radio studios welcome the opportunity to sit down with 1,200 of the nation's leading showmen for their views on the type of entertainment most wanted by theatre patrons."

UJA Trailer

A five minute-trailer narrated by Eddie Cantor and produced by RKO Executive Vice-President Dore Schary will be used in the United Jewish Appeal campaign to raise $170,000,000, it was announced this week by that organization.

Tittled "We Must Not Forget" it tells the story of a Jewish girl released from a concentration camp who will not permit the removal of a branded number on her forearm because she wants the world to remember the horrors which accompanied the extermination of six million Jews under the Nazi regime. UJA is trying to raise funds for the reconstruction of 1,500,000 Jews in Europe who survived the Nazis.

Expect 115 to Attend MGM National Sales Meeting

MGM expects more than 115 of its home office and field personnel to be on hand Monday when it opens its first postwar national sales conferences in the Hotel Astor, Vice-President and General Sales Manager William F. Rodgers said this week. Rodgers expects the meetings, which will be broken down to cover various topics, to least at least a week.

Prizes in Thomas Drive

Twelve thousand dollars in cash prizes will be offered by PRC in connection with its current Harry Thomas 18-week nationwide sales drive, that company announced in New York this week. Included in the drive, which opened Wednesday on Thomas' birthday, is practically the entire PRC feature roster.

$1.06 Universal Dividend

Universal's directors this week declared a dividend of $1.06 on its 4¼ per cent cumulative preferred. Dividend is to be paid June 2, 1947.

Picture People

Three Kentucky exhibitors, who may have been doing a bit of wondering what goes in the legislative halls which always seem to wind up with a kick at theatres, are going out to get into politics actively. They are **Freeman Smith** of Cadiz who will run for the Senate, and **Andy Anderson** of Hartford and **E. C. McLure** of Henderson for the House.

Norton V. Ritchey of Monogram International got word from India that there'll be no more drinking scenes in pictures as far as the Bombay Board of Censors is concerned. Seems that India is going into the Noble Experiment of prohibition.

Edward Muhl is general manager for the Universal-International studio now with **John Beck** as executive assistant to **Leo Spitz.**

Mike Poller, assistant to RKO's **Bob Mochrie,** got a free lunch in his honor at the Hotel Victor last week. Seems Poller got married six weeks ago to **Helen McGinnis** of RKO Theatres.

MGM Exhibitor Relations Chief **H. M. Richey** is back from a trip to Minneapolis.

And RKO Theatres Vice-President and General Manager **Sol A. Schwartz** is off to Mexico city to visit Churubusco Studios and then to Los Angeles for a trip around the theatres and studios. Mrs. Schwartz is with him. Before they come east again they'll vacation at Palm Springs.

Industrial note: **Richard F. Walsh,** president of the IATSE, was elected to the board of directors of the Union Labor Life Insurance Company.

And the Memphis Branch of National Screen Service is pouting like pigeons over the fact that it won the NSS sales drive.

Irving Maas, general manager of the Motion Picture Export Association, is expected back home next month after a trip which has taken him across a good bit of Europe and resulted in arrangement of plans whereby the motion picture industry will take over distribution of American film in Germany once more as the army releases control. Maas also reported Poland had renewed its film distribution agreement with the MPEA which apparently means MPEA will release through the Polish film monopoly in a manner similar to that used in Czechslovakia where the facilities of the Polish film monopoly are used.

A new survey of the Mexican film industry will be made next month by **Nathan D. Golden,** Department of Commerce film consultant. Golden, chief barker of the Washington tent, will make his study following the Los Angeles Variety Club convention.

Films in Lounge

The University Film Guild of St. Louis University has inaugurated a new series of motion picture shows to be given each Friday evening at 8:15 o'clock in the men's lounge in the university's administration building. The May schedule will include "The Adventures of Sherlock Holmes," "Laura," "The Sullivans," and "The Count of Monte Cristo."

SELLING THE PICTURE

Youth Is Held Important Factor in Show Business

(See Cut on Page 39)

Youth is an important factor in show business, declared W. C. Gehring, 20th-Fox central division sales manager, at a meeting held last week in Des Moines in connection with his company's exploitation contest on "Margie," in which managers of Tri-States Theatres Corp. participated. The five prize winners, Gehring noted, were in the up-and-coming generation.

Winner of first prize was Harold Lyon of the Des Moines Theatres, Des Moines. Second prize went to Don Shane of the Paramount, Omaha. In a tie the third and fourth prizes were split three ways between Francis Gillon, Paramount, Cedar Rapids; Marvin Graybeal, Capitol, Sioux City, and Henry Plude, Jr., Capitol, Davenport.

G. Ralph Branton, Tri-States' general manager who acted as toastmaster at the presentation of awards, told the gathering that because of the heavy burden on executives today, in view of the new selling policies, show business is once again in the hands of theatre managers who, he urged, should "return to the good ole showmanship days." Tri-States' President A. H. Blank congratulated the contest winners and expressed his best wishes for their continued success.

Representing Tri-States at the meeting, in addition to the managers, were Blank; Branton; Myron Blank, central states general manager; L. M. McKechneay, treasurer; A. G. Stolte, district manager, A. Don Allen, advertising manager; Dale McFarland, Russell Fraser, Sil Vogl and Sid Markley. Twentieth-Fox was represented by Gehring; M. A. Levy, Prairie district manager; Gordon Halloran, Des Moines branch manager, and Walter Hoffman, exploiteer.

Harvey Smith Resigns His Georgia Theatre Position

Harvey Smith, for the past two years publicity director for the Georgia Theatre Company, has resigned his post with that company to assume the duties of special representative and advertising director for the Duke of Paducah, Inc., which will send radio's Grand Old Opry's Duke of Paducah on tour throughout the east coast territory.

During his association with the Georgia Theatre Company, Smith also edited the *Spotlight* and originated its Cartoon Circus Carnival and other cartoon shows. During the war he was director of the hospital motion picture service for the Amercan Red Cross in the eight southern states. He was also manager of theatres for the Wilby-Kincey Circuit in the Carolinas. He will continue to make his home in Atlanta.

Egg Rolling Contest

The New York Park Department in cooperation with Arnold Constable, one of New York's leading department stores, sponsored an Easter "Egg and I" Egg Rolling Contest on the great lawn of Central Park in connection with U-I's "The Egg and I."

That Was a Card!

It's difficult to describe and it's difficult to reproduce. Anyway, Manager Art Ableson of the Lake Theatre, Devil's Lake, S. D., sent out a clever postcard to his mailing list on MGM's "Love Laughs at Andy Hardy." There was one card to which was affixed a flap which covered half the card. Is that clear? When this flap was stapled down, only a face of Mickey Rooney was visible. The flap carried the recipient's name and address. Still with us? Now when the flap was unstapled and lifted up, there was the selling copy. Bet the folks never threw that one away!

RCA Victor, Columbia In 'Carnegie Hall' Tieup

United Artists and two recording companies, RCA Victor and Columbia, have tied up on UA's forthcoming "Carnegie Hall," while RCA Victor has also tied-in on another UA film, "New Orleans."

RCA Victor is featuring five of the film's top musical artists from "Carnegie Hall" in a series of discs being delivered to dealers. The five are Jascha Heifetz, Leopold Stokowski, Artur Rubinstein, Jan Peerce and Vaughn Monroe. Promotional material includes a special "Carnegie Hall" kit, counter cards, wall hangers, one-sheets, photographs and publicity stories.

In its tiein with the picture, Columbia is issuing an album under the title of "A Night at Carnegie Hall' featuring Lily Pons, Rise Stevens and Ezio Pinza in repeat performances of the music they present in the Boris Morros and William LeBaron musical film which UA will release in May. Exhibitors will find the title of the album a natural for "Carnegie Hall" tie-in displays in music shops and music departments of department stores.

For "New Orleans," RCA Victor is releasing a special Louis Armstrong album consisting of the five tunes from the film. Armstrong will be the subject of special plugging during the period "New Orleans" plays the nation's theatres. Streamers, stories and other material is being delivered to dealers by the record company for promotional purposes.

Meanwhile, UA said that "Carnegie Hall" had been designated as one of the official events of Music Week—May 4-11—by the National and Inter-American Music Week Committee. The film is slated to open day-and-date on May 2 at the Park Avenue Theatre and at Broadway's Winter Garden.

In a letter to Morros, C. M. Tremaine, secretary of the committee, recommended that cooperating organizations "take advantage of the showing of the film in their own localities to advance even further the interest in and the appreciation of music, not only during Music Week but for every week of the year."

Horseback Riders Free

A hitching post in front of the Music Hall Theatre, Seattle, Wash., with a sign inviting all patrons who arrived on horseback to hitch their horses and see MGM's "Gallant Bess" free, was a stunt used by Clyde Strong,

Republic Ups Promotion Budget to $5,500,000

Herbert J. Yates told the final sales meeting of the [illegible] tional individual budgets for special productions, such as those to be made by Charles K. Feldman—"The Red Pony," "The Diary" and "Macbeth"—will bring the total up to $5,500,000. This compares with a total expenditure for advertising and exploitation the past year of $3,500,000. Other specials now under negotiation include the life story of Babe Ruth.

The budget on the 10 deluxe pictures to be produced the coming year will be $250,000 each, Yates stated, and added that $900,000 would be spent on the [illegible] specials.

The studio intends to place special emphasis on its Trucolor process in the belief that it won't be long till the great majority of pictures will be filmed in color. Yates told the meeting that Republic would spend $600,000 in promoting the Trucolor process.

Cheyenne Day in Wyoming For 'Cheyenne' Premiere

May 22 has been proclaimed Cheyenne Day in Cheyenne, Wyo., by Governor Lester C. Hunt in honor of the world premiere on that date of Warners' "Cheyenne" at the Lincoln Theatre. Many civic ceremonies and events have been arranged for the occasion. Among them will be a rerunning of the Deadwood-Laramie-Cheyenne mail stage, carrying one of the mail pouches used in the early days of the 1870s.

Arrangements are being made with the Post Office Department for a special commemorative cover for this mail dispatch which will contain invitations to the premiere address to the governors of the other 47 states, to President Truman, Winston Churchill, Mrs. Eleanor Roosevelt and other noted personages who are stamp collectors. The envelopes and stamps will become a collector's item.

B'klyn Paramount Raises $36,000 in Vet Benefit

The Brooklyn Paramount Theatre [illegible] cemented its relationship with the community recently by raising a total of $36,000 toward the purchase, erection and complete furnishings of specially designed and equipped houses for two paraplegic veterans, paralyzed from the waist down because of wounds sustained in the war.

Under the sponsorship of a neighborhood [illegible] the Brooklyn Paramount rounded up more than four hours of top-flight entertainment for a [illegible] theatre.



This is a woman who could not help loving





or escape fro





by the same producer, with the same star, and for the same great – **OR BETTER** – business now piling up everywhere for Hunt Stromberg's presentation of Hedy Lamarr in **"THE STRANGE WOMAN"**

HUNT STROMBERG presents HEDY LAMARR in **"DISHONORED LADY"** co-starring DENNIS O'KEEFE and JOHN LODER with WILLIAM LUNDIGAN • MORRIS CARNOVSKY
PRODUCED BY JACK CHERTOK

Directed by Robert Stevenson • Screenplay by Edmund H. North • A Hunt Stromberg Production

• This is money-in-the-bank from UA

SELLING THE PICTURE



REAL WESTERN SPIRIT. When he played RKO Radio's "Trail Street," Manager Jack Randall decided to inject real western spirit in his campaign to publicize the picture. So, a week in advance, the entire theatre staff was attired in colorful western outfits. A professional cowgirl was hired for street ballyhoo. With his atmospheric spirit, one can expect an even more interesting lineup of usherettes if Jack plays a picture with a south sea island locale.

Diplomacy, Resourcefulness Needed In Selling the Picture, Says Smith

(*Editor's Note*: *Harvey Smith this week resigned his position with the Georgia Theatre Co. to join the Duke of Paducah, Inc. See page* 15.)

Because show business and advertising are synonymous, the theatre manager, to be successful in serving entertainment to the public, must understand advertising and exploitation and know how to apply both to his wares, declares Harvey Smith, publicity director for the Georgia Theatre Company, in an article in the company's bulletin, *The Spotlight*. Both the exhibitor and the exploiteer need diplomacy and resourcefulness in selling this "perishable product" of motion pictures, Smith maintains.

"Ours is a merchandise not necessarily required in the daily diet of human existence," he writes, "unless we merchants of entertainment are clever enough to create a desire in the minds of our patrons for our wares."

Exhibitor and exploiteer alike should bear in mind that "we are not selling anything material, just shadows of light." These are not material packages that one can take home with him from the theatre, but only a memory that is left to him."

Smith continues: ". . . It should always be easy to remind ourselves of the vast responsibility we share as custodians of the property we supervise, the investment we protect and the future we secure . . .

"A merchant of entertainment should be diplomatic and resourceful. Many times he must be clever. Always he should be pleasant and hospitable, catering to his patrons with the same attitude as if they were guests in his home.

"To be successful in this business one should be skilled in many types of endeavor . . . among which should be advertising and exploitation; these in the final analysis hold the highest priorities on the list of requisites for success. We should know the intricate operations of all advertising mediums . . ."

Smith also points out that motion pictures are a perishable product which must be sold on the date of display and which cannot be put back into storage for later sale, as a grocer or hardware merchant might do if the initial sale of his product were not completely successful.

Effective advertising, he says, should be ". . . catchy, simple, to the point and repeated often."

"This is a challenge . . . to the individual theatre manager. If we aspire to meet this challenge and accept the responsibility of this fascinating business by keeping abreast of the times, working, planning—then we are in show business."

Style Show Rates Big Story in Staunton Paper

A style show which included a half-hour broadcast drew a full house during the engagement of "Humoresque" at Warners' Dixie Theatre in Staunton, Va.

Manager Frank Shaffer worked with the New York Dress Shop, a local store. Models were 45 local women. The dress shop plugged the style show with large newspaper ads and radio time. The actual performance was broadcast over the local station WTON. The event rated a 45-inch story in *The Evening Leader* the next day. The whole affair gave the Dixie a sell-out house, with no expense to the theatre and plenty of publicity for the dress shop.

'What Sweet Nothings . . .?'

Exploitation for MGM's "No Leave, No Love" was launched by Elmer Adams and Betty Powell of the Bison Theatre, Shawnee, Okla., with a large ad showing Van Johnson and Pat Kirkwood along with this copy: "Put yourself in Pat's place— What sweet nothings would you whisper in Van Johnson's ear?" Addiitonal copy invited readers of all ages to write a short reply to the question. Twenty-five free tickets were offered for the best lines submitted.

Patton Sells 5000 Tickets To 6000 Total Population

The population of Sonora, Calif., is 3,500 persons of all ages. That of Angels Camp, Calif., is 1,500. Robert N. Patton owns and operates the Uptown and Angels theatres in these towns. And what is really news about the theatres and the population of the towns in which they operate is the fact that a three-day showing of Sol Lesser's "Red House" played to better than 5,000 admissions, or more than 300 per cent of normal business.

Now there is a story in the background of this enormous business in these small theatres that bears repeating. "Red House" was filmed almost in its entirety in and about Sonora, Angels and Tuolumne and Calaveras counties, with most of the population seeing at least some part of the filming last summer.

Then there is the enterprising Patton, who having booked the picture told *The Banner* and *The Union Democrat,* two small newspapers serving his community, about it. And they promptly arranged for special sections in which merchants were invited to participate, and did. Everyone was told about the picture in an enthusiastic manner by both papers. The local Sonora Motion Picture Association was active, too, in publicizing the picture's showing by making up stickers, seeing that they were disbuted and used where they would do the most good.

Can't get over it! More than 5,000 admissions from 6,000 population!

'Magnificent Doll' Gets Bridgeport Radio Rave

An airwave rave for "Magnificent Doll" was achieved by Manager Harry A. Rose of the Majestic Theatre, Bridgeport, Conn., through inviting a radio commentator for the first showing of the picture. May Bradshaw Hayes, radio commentator and book reviewer on WIIC for a local department store, occasionally gives her opinion of a motion picture, if she happens to like it, on her 11 A.M. daily 15-minute program.

Resulting air review was a rave for the picture, urging everyone to see it for its historical background and personalities, stressing how the entire family would like it and what a fine performance was given by a fine actress, Ginger Rogers, the star. It was a plug for the picture which money could not buy.

Club Women Target of 'Stairway' Campaign

A special campaign aimed at 50,000 club women in the City of Philadelphia and an additional 20,000 in the suburban areas was used by Warners' Boyd Theatre in Philadelphia in connection with the initial Philadelphia engagement of the J. Arthur Rank production, "Stairway to Heaven," being distributed by Universal-International.

The campaign, directed by Everett C. Callow of the Warner Bros. Theatres field promotion staff in the Philadelphia area, involved the holding of a series of special screenings in advance of opening for the Boards of Governors and the club presidents of the women's organizations who mailed out more than 10,000 specially-prepared cards praising the picture

IT HAPPENED

TO ALL THESE FAMOUS STARS AND DIRECTORS

- Gene Autry
- Jack Benny
- Connie Bennett
- Clarence Brown
- Judy Canova
- Eddie Cantor
- Frank Capra
- Bing Crosby
- Dennis Day
- Jimmy Durante
- Cary Grant
- Phil Harris
- Bob Hope
- Al Jolson
- Leo McCarey
- Maria Montez
- Dick Powell
- Ginny Simms
- Orson Welles
- Sam Wood
- Robert Young

They saw it and RAVED!

"IT HAPPENED ON 5TH AVENUE" *is the picture to see!*

SELLING THE PICTURE

Big-Scale Campaign Set for Premiere of 'Performance'

A long-range advance promotion and exploitation campaign will boost Eagle-Lion's "Repeat Performance" when that film has its world premiere on May 22 at the Liberty Theatre in Zanesville, Ohio. The date coincides with Zanesville's sesquicentennial celebration. All publicity, promotion, cooperative and exploitation machinery has been set in motion by the staff working under the direction of Max E. Youngstein, Eagle-Lion director of advertising, publicity and exploitation.

The campaign, budgeted at $1,450,000, is designed to celebrate the "homecoming" of Richard Basehart, who is co-starred with Joan Leslie, Louis Hayward and Tom Conway. Basehart is a native of Zanesville, and formerly worked as a reporter on the Zanesville *Times-Signal* which was edited by his father, the late Harry T. Basehart.

Actual working out of the details of the premiere is in the hands of a committee headed by John Woodward, city manager for the Shea Circuit of Zanesville Theatres, Inc.; William Corry, director of the Zanesville Chamber of Commerce; Mayor William G. Watson; Arthur Jeffrey, Eagle-Lion exploitation manager; and George Bennett, Eagle-Lion field representative.

Leading Ohioans from all parts of the country will be invited to attend the celebration. These will include Earl Wilson, newspaper columnist; Milton Caniff, famed cartoonist; Louis Bromfield, Pulitzer Prize-winning novelist; and many others, including Ohio Governor Thomas J. Herbert, United States Senators Robert A. Taft and John W. Bricker, and representatives from Ohio and neighboring states.

Press Committee Formed

The all-inclusive plan for the premiere now includes the formation of a Zanesville press committee to arrange unprecedented national and local coverage of the event. Because Zanesville is a "farm town" for the Brooklyn Dodgers baseball team, premiere invitations will be extended to President Branch Rickey of the Dodgers, Manager Leo Durocher and Laraine Day (Mrs. Durocher).

A statewide beauty contest will be held with winners from neighboring towns chosen as ladies-in-waiting to the winning Zanesville beauty, who will be named official hostess of the event. Plans are now under consideration to give an Eagle-Lion screen test to the overall winner in the contest.



PLAN PREMIERE CAMPAIGN. Plans for the world premiere of Eagle-Lion's "Repeat Performance" in Zanesville, Ohio, on May 22 are discussed by (l-r) Jerry Pickman, E-L publicity manager; John Woodward, city manager of the Shea Theatres in Zanesville; George Bennett, E-L field representative, and Arthur Jeffrey, E-L exploitation head.

Local newspapers have been lined up for full front-page cooperation on stories and pictures. All wire services — Associated Press, United Press, International News Service — have been tied up for full wire coverage of stories and pictures. The Zanesville newspapers, and those of surrounding localities will publish a special souvenir journal carrying cooperative advertising from local merchants, art of Basehart and stills from the picture.

Radio coverage is assured on a national scale, with the countrywide NBC network tied in to carry the premiere day broadcast originating from its Zanesville outlet, WHIZ. In addition to Basehart and other celebrities who will appear on this program in person, the show will also carry transcribed messages from other Hollywood stars and national celebrities who cannot attend.

The front of the Liberty Theatre will be decorated with a 40-foot blowup of Basehart's head. More than 100 six-foot cutouts of the actor will be spotted in most prominent spots, and banners will be hung across all important streets in Zanesville. In all other theatres of the Shea Circuit in nearby communities, as

(*Continued on Page 24*)

'Diddlebock' Street Bally Stops Traffic in Portland

A man in fishing attire and wearing a wide orange-colored sombrero, casting his hook over the curb at a main business corner in Portland, Ore., stopped traffic during a three-hour ballyhoo. Passersby stopped to stare, and read the sign which the fisherman wore: "I'm crazy because I'm not at the Broadway Theatre seeing 'The Sin of Harold Diddlebock'." Manager George Ackerman of J. J. Parker's Broadway Theatre hired a stunt man to put on the act. People on the streets laughed at the stunt, and at themselves for stopping to look, all of which benefited the theatre and the picture.

Ackerman placed placards on every parking meter in downtown Portland. Copy read: "You'll need two hours to laugh at Harold Lloyd in 'The Sin of Harold Diddlebock'." Soda fountains and cocktail bars served the "Diddlebock Drink—one to a customer." In advance of playdate Ackerman used stickers proclaiming, "Kilroy's gone—but Diddlebock's at the Broadway."

3 Styles of Heralds Used

Three different styles of special heralds were distributed in Portland's two leading hotels to persons attending meetings of the Advertising Club, the Real Estate Club, Kiwanis, Lions Club, Executives Club and the Junior Chamber of Commerce. The heralds were in the form of gag cartoons with copy crediting the theatre and the United Artists release. On the desks of room clerks in all hotels were cards reading: "NOTICE! Mr. Diddlebock has checked out and can now be found at the Broadway Theatre."

Other promotion items used by Ackerman were special screenings, extensive poster display, newspaper ads and radio spot announcements. His campaign, mostly of a gag nature, got exceptionally good results in attendance.

In San Francisco Manager Ken Means of the United Artists Theatre used a specially illuminated banner covering the entire upper part of the marquee to advertise "Diddlebock." The banner, visible from any angle, was carried throughout the engagement. A trailer was used for weeks in advance in the United Artists and four other Blumenfeld houses. Tie-ups were made with the city's optical shops based upon Harold Lloyd's much-publicized goggles, with displays and theatre credit. Radio spot announcements were used over seven stations. Billing consisted of 10 24-sheets, 150 six-sheets and 125 trolley cards posted a week in advance. A huge lobby display of a Harold Lloyd blowup was supplemented by frames with stills from the picture.

Wacky Trailer for Zany Film

In keeping with the wacky antics of Stars Abbott and Costello in Universal's "The Time of Their Lives," Manager Frank Sheerin of Century's Lynbrook Theatre, Lynbrook, L. I., emulated them in exploiting the attraction. He decided a zany trailer was just the thing, so, searching through an ashcan holding discarded film, he rescued various clips, pasted them together and called it a trailer. But instead of trailing the regular trailer on the picture, it preceded it, and was made up of a blank piece of film, a newsreel horseracing shot shown upside down, a reversed and backward announcement of a merchant's price change policy (for which the sound track gave off a "bird") and finally a short piece of an old Donald Duck cartoon.

The "trailer" ran but 10 seconds and was followed by a silent frame reading: "If you think this is wacky wait till you see 'The Time of Their Lives'." Then the regular trailer was flashed on the screen. Audience reaction was entirely favorable.

Home-Building Ads as 'Wonderful Life' Tieup

RKO Radio is cashing in on the current home-building program in connection with Liberty Films "It's a Wonderful Life." Acting on the theme of the Frank Capra production, special two- and three-column newspaper ads have been prepared showing James Stewart, star of the picture, pointing to a model house with the slogan: "It's a Wonderful Life . . . If You Own Your Own Home!"

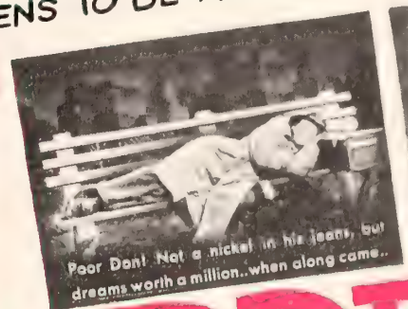
These are offered to building and loan associations for use in their advertising campaigns with mutual benefit to both exhibitor and the finance company.

IT HAPPENED

IN 47 NATIONAL MAGAZINES! FULL-PAGE, TWO-COLOR ADS REACHING 133 MILLION READERS!

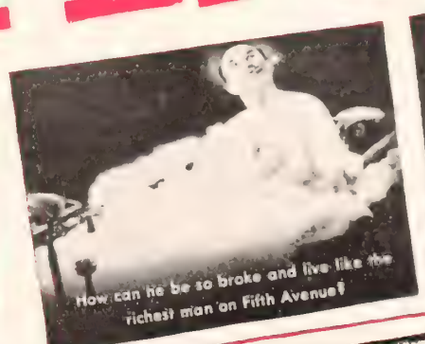
IT HAPPENS TO BE 1947's HAPPIEST HEART-WARMER !!!

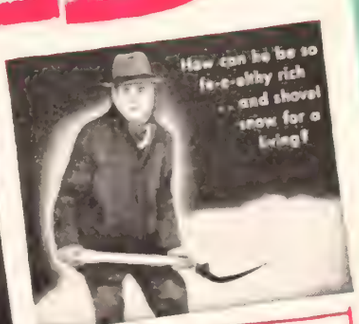
"IT HAPPENED ON 5TH AVENUE"













ALLIED ARTISTS PRODUCTIONS INC presents

DON DeFORE · ANN HARDING · CHARLIE RUGGLES · VICTOR MOORE · GALE STORM

in ROY DEL RUTH'S

"IT HAPPENED ON 5TH AVENUE"

with GRANT MITCHELL · EDWARD BROPHY · EDWARD RYAN, Jr.

Produced and Directed by ROY DEL RUTH · Associate Producer JOE KAUFMAN · Screenplay by EVERETT FREEMAN

Story by HERBERT CLYDE LEWIS & FREDERICA STEPHANI · Musical Score by EDWARD WARD

Music and Lyrics by HARRY REVEL & PAUL WEBSTER





Five Different Styles of Ads!

APPEARING IN

COSMOPOLITAN
LIFE • LOOK
SAT. EVE. POST
COLLIER'S
REDBOOK
AMERICAN
LIBERTY
TRUE STORY
PICTORIAL
REVIEW

More! More! More!

SELLING THE PICTURE

Hen Plugs 'Egg and I'

Ruby Bell of the Universal-International exchange in Oklahoma City has a hen she named Betty MacDonald after the author of "The Egg and I," and Manager Gene Hudgens of the Home Theatre borrowed the one-year-old fowl to plug the showing of "The Egg and I" at his theatre. He installed her in a chicken coop in the lobby of his theatre, with an usher acting as her maid, throughout the showing of the film. U-I Exploiteer Ralph Ober broke into the pages of the Oklahoma City Times with a two-column picture of himself and the hen, wearing an "Egg and I" cape, plus a one-column story titled "Press Agent Lays an Egg."

Matlack Hits High with Campaign on Republic's 'Calendar Girl' Contest

Republic's national "Calendar Girl" Contest apparently is gathering a publicity harvest for the company's picture, "Calendar Girl" wherever it has been given the attention necessary for success by theatre managers, publicity men and others concerned with building local motion picture business. Another example of such a successful campaign is the one essayed by Jack Matlack, of J. J. Parker's Broadway, Theatre, Portland, Oregon, when the Republic musical film made its bow there.

The contest was run as part of the national contest conducted through theatres by Republic Pictures and Brown & Bigelow, calendar advertising firm, and is based on the fact that in the picture Jane Frazee appears as America's first Calendar Girl. Girls are asked to send their photos to local theatres for judging in town-wide competitions, with the winning girls having their photos entered in the national finals.

Republic is offering a total of $1,000 in cash prizes to national finalists and a Brown & Bigelow calendar girl artist will paint the winner's portrait to be featured on a 1948 calendar. In addition, America's Calendar Girl will receive a week's vacation in New York, Hollywood or Chicago, as the guest of Brown & Bigelow. Every local Calendar Girl will have her photo submitted to Republic Pictures' talent scouts for possible screen consideration.

Matlack worked with the Retail Trade Bureau in carrying out his Portland campaign. The Bureau distributed three separate bulletins to its members urging them to tie-in with the contest and to publicize it among their employes. Many members placed announcements in the pay envelopes of feminine employes. Some held elimination contests within their organizations, with winners entered as finalists on the Broadway Theatre stage. Merchants also featured the contest in window displays.

Brown & Bigelow gave local support to Matlack. The calendar company's Portland salesmen provided 1947 calendars which were distributed to stores tieing-in with the contest for use in dressing up window displays. The salesmen also carried contest entry blanks and urged business contacts to work with the Broadway Theatre promotion.

One of Portland's largest department stores featured its contestant in person in one of its busiest store windows, creating widespread attention among sidewalk crowds. A loudspeaker above the window blared information about the girl representing the store and the contest.

Other effective tie-ins were made with Portland dancing schools interested in having their pupils enter. Contest placards and special entry blanks were distributed and used by these schools.

Copies of sheet music from "Calendar Girl" were distributed to band leaders in leading night clubs and dance halls which were covered with contest placards and provided with a supply of entry blanks for patron distribution.

Official Photographer Named

One of Portland's leading photographers, was named "Official Photographer" for the contest and featured it in special window displays at each of three downtown locations. It also ran a display ad highlighting the contest in the *Oregonian*.

The Hudson Studio Portrait Gallery set up a special "Introductory Offer" card featuring the "Calendar Girl Portrait." Thousands of cards were distributed. Tommy Luke, the city's largest florist, devoted an entire window display to the Calendar Girl contest.

Matlack also arranged to have speakers sent out to civic and social groups advising them of the contest and asking members to enter.

Lobby displays and theatre ballyhoo played an important part in keeping the contest in the spotlight. Cashiers at the three J. J. Parker theatres in Portland finished all phone conversations with the query: "Have you entered our Calendar Girl contest?" They advised patrons to get entry blanks at the Broadway Theatre box-office.

Newspaper advertising also highlighted the contest during the picture's run. It was prom-

(*Continued on Page* 24)



MONEY FOR FREE! And from a bank, too! RKO publicists Pat Grosso and Ray Malone and RKO 58th St. Manager Al Arnstein not only promoted this display in a bank window for Liberty Films' "It's a Wonderful Life," but also promoted $100 in prize money from the bank for a contest on the film. It sure is wonderful!

Strong Campaign Marks 'Duel' Southern Premiere

Southern premiere of David O. Selznick's Technicolor production, "Duel in the Sun," was ushered in at the Colony Theatre in Miami Beach, Fla., under the supervision of Tom Jefferson with an outstanding exploitation campaign which encompassed many tieups, special events, huge displays and wide distribution of printed matter.

Several days prior to the opening, the picture got off to a good start with a series of striking newspaper ads, backed by special feature stories with art on the various stars, all breaking in the Miami *Herald, Daily News* and *Sun* and *Tropics*.

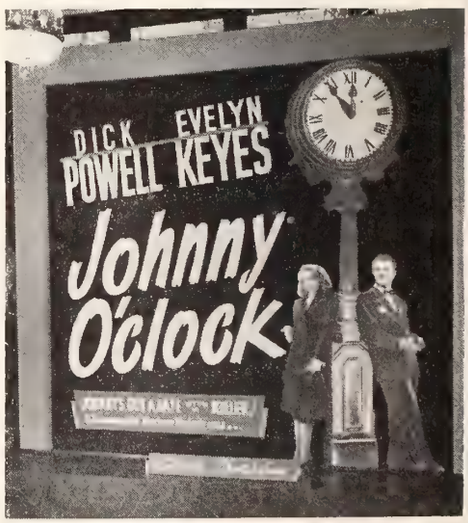
An airplane banner heralded the "Duel" opening for the beach and racetrack crowds where more than 175,000 persons saw the message. A tieup with local high school pupils resulted in the picture getting several hundred 'walking 24 sheets' in the form of the "Duel" T-shirts.

The Mayor was awarded a special $100 Stetson hat at a special ceremony which focused attention on the film's opening. Bumper strips were used on all jitneys covering Venetian Way.

Wide distribution was accorded the special tabloid throwaways and the Ronrico rum tieup resulted in cocktail coasters being used in all night clubs, hotels and bars throughout the city. Plans were completed for the running of the "Duel in the Sun" purse at Gulfstream Racetrack where an engraved cup was awarded the owner of the winning horse. Eight ten-dollar tickets for the event were scattered throughout the crowd of more than 25,000 persons.

Radio played an important part in the campaign, with special announcements breaking many times daily over the four local outlets: WIOD, WQAM, WGBS and WKAT.

All local merchants cooperated on the campaign with special window displays featuring the stars and the dramatic highlights of the film.



BIG DISPLAY, and effective by its very simplicity, is this one set up in the lobby of Loew's, Rochester, by Manager Lester Pollock, two weeks ahead of the opening of Columbia's "Johnny O'Clock."

It Happened

COAST-TO-COAST! THE "5th AVE. BUS CARAVAN" —BIGGEST BALLYHOO TOUR OF THE DECADE!



TRAVELING 3850 MILES THROUGH 59 KEY CITIES & HUNDREDS OF SMALLER TOWNS!

ACTUALLY SEEN BY 30 MILLIONS!

REAMS OF NEWS-PAPER SPACE!

SELLING THE PICTURE

Blonde Dummy Stops Passersby

A life-size store dummy, a gorgeous blonde, was borrowed by Herb Sumby, assistant manager of the Grove Theatre, Rockville Center, L. I., as a lobby stunt for "The Time, the Place and the Girl." He dressed the dummy in calico of a striking pattern. Beside her (or it) in the lobby Sumby placed a 40x60-inch card reading: "I'm that Gal in Calico you'll hear so much about in 'The Time, the Place and the Girl'."

The blonde dummy was so attractive that passersby stopped in their tracks to admire her (or it)—women as well as men. Sumby distributed blotters imprinted with film credits in banks, the postoffice and the theatre.

5 Cities Give 'Macomber' Varied-Stunt Kick-off

The first five engagements of United Artists' Benedict Bogeaus picture, "The Macomber Affair," day-and-date in Toledo, Indianapolis, Dayton, Norfolk and Richmond, proved the film a very exploitable one. The kick-off resulted in a good variety of promotion stunts in all-around campaigns of high calibre.

Tieups with the public library to display jungle books with stills from the picture, which has an African locale, featured the campaign of Manager Ted Teschner of Loew's Valentine Theatre in Toledo. All the book stores in town featured the books of Ernest Hemingway, on one of whose stories the film is founded, with theatre and playdate credits. Many window and floor displays were obtained, featuring the apparel worn by Joan Bennett, Gregory Peck and Robert Preston in the picture.

Angles employed by Manager Boyd Sparrow of Loew's in Indianapolis included a sports window, a large jewelry display, all-out cooperation with a department store, and a "Man on the Street" radio show in which the announcer questioned passersby about the principals in the film's cast, giving door passes to the winning contestants.

50 Displays in Dayton

In Dayton 50 stores carried displays on Joan Bennett in connection with the national Kellogg Pep Package promotion. Manager Bill Reisinger of Loew's in that city also planted stills from the picture in several downtown drug stores, tieing in with the Cashmere Beau Cake Make-up used by Miss Bennett.

Manager Milton Kaufman of Loew's State in Norfolk made full use of cooperative newspaper advertising pages. Agency for the Pontiac auto ran a 20-inch ad on Gregory Peck. Several stores broke with cooperative ads on the opening day. Radio station WRVA put on a singing contest at the theatre, with prizes ranging up to $100, offered by local merchants, bringing out a large audience. A Miss Pin-up Girl of Norfolk contest was staged with the aid of a Norfolk newspaper.

Manager George Peters of Loew's in Richmond relied mainly on radio to put the engagement over. WMBG gave many gratis spot announcements. Station WLEE gave many free plugs, while WRVA offered free stills of the stars for the best replies from listeners of the "Juke Box Program." Loew's organist, Eddie Weaver, who had just opened a program on WRVA, asked questions on the picture, with listeners phoning in replies. Free admission was given to winning contestants. Leading merchants gave window and floor displays ranging from wearing apparel to cosmetics and jewelry. Cooperative newspaper ads also gave the film good promotion.

Hitching Post Used as Stunt on 'Clementine'

A hitching post constructed in front of his theatre proved a novel and successful exploitation on 20th-Fox's "My Darling Clementine" for Dick Tretler, manager of Century's Sunnyside, in Queens. Free admission was offered to anyone who arrived on horseback during the playing of the film, and two intrepid equestrians actually took advantage of the offer.

Attached to the hitching post were gag cards with a wild west flavor (*eg.* check your shootin' irons), while the doorman, dressed as a cowboy, further contributed to the atmosphere.

A large mounted card in front of the theatre read: "A hitching post—all those who arrive on horseback during the showing of (title and cast) will be admitted free. Tie your horse up here and check your shootin' irons at the door . . . associate feature copy." A date snipe covered the top of the card.

The display was exhibited starting ten days in advance of the picture's playdate, and continued throughout the engagement.



NEAT! TOPICAL! Above is the manner in which Fox Theatre, Detroit, announced a third week holdover for "The Egg and I."

Big Scale Campaign For 'Performance' Premiere

(*Continued from Page 20*)

well as in Zanesville itself, cross-trailers will be run for a week ahead of the premiere, announcing the event and outlining plans.

General over-all exploitation already set for the premiere includes: invitation to Mayor William O'Dwyer of New York City to attend, on the basis of the mayor of the biggest city in the world attending the birthday party of a typical American city. Basehart will be awarded an honorary degree from Ohio State University. Zanesville High School will dedicate a special performance to Basehart on the night before the premiere, with Basehart appearing in a walk-on part in the play. An impressive lineup of personal appearances has been set up for Basehart, to cover children's homes, newspaper offices, radio stations, street corner newspaper stands, the Governor's mansion in Columbus, and a special Boy Scout rally, among other events.

In addition to the organization of a Richard Basehart Fan Club in Zanesville, with added chapters in all other Ohio communities, Basehart will be named Mayor of Zanesville for the premiere day, replacing Mayor William G. Watson in the local city hall. Premiere day will be declared a citywide holiday by the Mayor, with all stores featuring "Basehart Specials" for opening week.

Store cooperation will be extensive, with window and counter displays and advertising plugging Basehart and the picture. Basehart will be guest of honor at a monster ball, with proceeds from sale of admission tickets going to local charities.

Hits Exploitation High With 'Calendar Girl'

(*Continued from Page 22*)

inently mentioned in display ads on the day the picture opened at the Broadway. Classified ads were also used, with copy reading: "Wanted, contestants for Calendar Girl contest. Call at the Broadway box-office for free entry blank information."

Publicity in local publications played an important part in centering Portland's attention on the contest. The *Oregonian* ran a story on contest news almost every day of the picture's run. Photos of contestants were also published. The paper's drama editor, Herb Larson, used a story on the contest on his Sunday drama page cover. *Let's Go,* Portland amusement magazine with a 25,000 circulation, publicized the affair with good story space and a cut of the Zoe Mozert Calendar Girl painting of Jane Frazee. Photos of Portland contest winners were featured by the Portland *Statesman,* popular weekly.

Free radio publicity was a big assist in building attention. Contestants were interviewed on "public service" programs aired over five leading stations. Stores tieing-in with the contest used their own program time to tell listeners about the contest.

Various prizes were promoted for local winners including permanent waves, compacts, vanity cases, nylon hosiery, dinners for girls and their escorts, and others. The four finalists received cash prizes. Five prominent Portland citizens acted as contest judges.

IT HAPPENED...TO THE BIGGEST FILM BUYERS IN THE COUNTRY! THEY BOUGHT IT ON SIGHT FOR TOP "A" TIME!



ALLIED ARTISTS PRODUCTIONS, INC.
presents

DON DeFORE
ANN HARDING
CHARLIE RUGGLES
VICTOR MOORE
GALE STORM

IN

Roy Del Ruth's



"IT HAPPENED ON 5th AVENUE"

GRANT
with MITCHELL
EDWARD
BROPHY
EDWARD
RYAN, Jr.

Produced & Directed by ROY DEL RUTH

Associate Producer JOE KAUFMAN

Screenplay by Everett Freeman - Original Story by Herbert Clyde Lewis and Frederick Stephani - Musical Score by Edward Ward - Music and Lyrics by Harry Revel & Paul Webster



NATIONAL NEWSREEL

Trust Suit Replies Defend Clearance in Memphis

(*Continued from Page* 9)

charges by Plaintiffs Nate Evans and Chalmers Cullins, former operators of what is now the Malco Theatre, that he had conspired to force them out of business.

Paramount joined Lightman in denying that they control the Malco Theatre through Malco, Inc., or that they jointly own stock in Malco, Inc.

Lightman and Individual Defendants Herbert Kohn, Edwin P. Sapinsley, Moses McCord again asked for separate trials, which Judge Marion Boyd had previously denied on the grounds that a single trial would be prejudicial to them, and Kohn claimed he was improperly made a defendant to the suit since he owned but little stock in Malco, Inc., owned none in L. & L. and was really only a Malco employe.

Plaintiffs are Chalmers Cullins, Nate Evans and Edward O. Cullins, of the Idlewild Theatre; Kemmons Wilson, Mrs. Ruby L. Wilson and Louis A. Weaver, of the Airways; Augustine J. Cianciola and Agnes M. Cianciola, of the Luciann; James West, of the Hollywood; E. R. Gillette, of the Bristol; Mrs. Lebora Cianciola, of the Rosemary and Evans and Cullins individually.

American Seating Elects VerMeulen Vice-President

American Seating Company President Harry M. Tagliaferro this week announced the election of General Sales Manager James M. VerMeulen to a vice-presidency. VerMeulen, who was also elected to the directorate, joined the company in the factory in 1927, moved up to sales manager for the eastern division at New York, and returned during the war to Grand Rapids to superintend manufacturing operations. He became general sales manager in 1945.



J. M. VerMeulen

Tagliaferro also announced election of Research Engineer George H. Roderick to vice-president and a member of the board, and that Treasurer E. M. Mootz, elected to the directorate, would also serve as company secretary.

American Films Drive Italians to Wall

(*Continued from Page* 10)

The resentment which the production branch of the industry in Italy feels over the American position, Geiger believes, could be alleviated if American producers used their blocked dollars to produce in Italy. This, he thinks, would be a wise policy and would not offer Hollywood any competition.

On his production schedule are the all-English "Christ in Concrete" to be shot both here and Italy and for which Director Mario Soldati arrives in New York during August, and "Native Son."

Foundation Meetings

The Motion Picture Foundation continued to schedule regional meetings this week with groups scheduled to assemble April 24 in Washington under chairmanship of Sidney Lust, Carter Barron and John Payette; in Boston April 29, under M. J. Mullin and Sam Pinanski, and in Seattle May 5 under I. M. Hone. (Meetings that have been held will be found in the STR Regional).

Wolf Will Take Over His New York MGM Post May 1

Boston MGM District Manager Maurice N. Wolf was scheduled to arrive in New York May 1 to take over his new duties as an executive in the home office exhibitor and public relations department.



Maurice N. Wolf

Wolf, who has been an active member of film distribution and exhibition circles, originally came from Houston, Texas, where, after he was graduated from the University of Texas, he operated theatres for six years before moving on to distribute film in Canada. Later he joined World Film Company in Denver and Salt Lake City and went to Goldwyn Pictures in Los Angeles. He joined MGM as an exchange manager in 1923.

While in Boston he was the first president of the Friars Club there and was active in starting movements to show pictures to hospitalized persons. His work in that direction has brought motion pictures to 30 institutions in that area.

With Wolf's promotion, his district will be merged with that of District Manager Herman Ripps which now has Albany, New Haven, Buffalo, and Boston.

Jack O'Brien to Coast

Jack O'Brien, recently appointed manager of RCA's theatre equipment section, plans to leave his Camden headquarters soon on a trip to the west coast to visit RCA dealers, district offices and several of the film studios. O'Brien has been associated with the RCA theatre equipment section since the very first days of theatre sound.

WB Starts Standardizing Techniques in Theatres

Further standardization of Warner Brothers' technical operations, with a view to making picture and sound quality in all Warner theatres absolutely identical, has been begun as part of the company's postwar program, it was announced at a press conference held in New York last Friday.

Col. Nathan Levinson, technical chief of the Warner studios, and Col. Frank Cahill, director of projection and sound for all Warner theatres and a member of STR's Projection Advisory Council, told reporters that the policy of standardization will now extend to the Untied Kingdom, where Warners hold a 50 per cent interest in the Associated British Cinema circuit.

As an aid to additional standardization in the United States, 12 chief engineers of the nationwide Warner servicing organization will convene in New York April 28 for discussion of their problems and instruction in new standards of operation.

American equipment, identical with that used in Hollywood, is being sent to England for use in the Warner studio at Teddington, and the question of sending American theatre equipment to Britain is being discussed with Ernest Royle, Warner technical chief in the United Kingdom, now in the United States. Uniform screen size and uniform intensity of screen illumination in all theatres is also a Warner ideal, Col. Cahill said.

N. J. Allied Convention In Atlantic City in June

New Jersey Allied and the Conference of Independent Theatre Owners this week announced that it would hold its 28th annual convention together with a theatre equipment show in Atlantic City, N. J., on June 24, 25, 26. The convention, which will tender a testimonal dinner to National Allied President Jack Kirsch, will be held concurrently with the International Telecommunications Conference.

New Jersey Allied President Ed Lachman appointed the following to the convention committee: Irving Dollinger, George Gold, Lee Newbury, Harry H. Lowenstein, Sam Frank. E. Thornton Kelly is convention manager.

Divorcement Progress Seen By Independents—Berger

Independent theatre owners believe they are making progress in a long-term fight for theatre divorcement, Ben Berger, president of North Central Allied, declared this week at that organization's annual convention in Minneapolis.

Berger was re-elected president with Sidney E. L. Peaselle and Lyle Carrisch as vice-presidents, and Martin Lebedoff as secretary. Max Torodo was replaced by Sidney Vok as treasurer. Board members are: Lyly Bung, Charles Rubenstein, Al Lee, E. Monroe, S. E. Heller, W. C. Carter, Will Glaser, George Granstorm, Clarence Kaake, M. W. Long, R. J. Risch, Roy McMinn, Gordon Aamuth, John Pillar, John Anderson.

The convention voted to retain its advisory committe consisting of Henry Green, Jack Haywood, A. A. Kaplan.

Berger told an audience of 200 independent exhibitors from Minnesota, western Wisconsin, North and Sout Dakota that the federal statutory court ruling, now under appeal, "goes a long way in restoring what the government called 'monopolistic' control of the film industry to a few big companies. He added that if the Supreme Court reversed the lower court, independent exhibitors would seek laws in congress and state legislatures for divorcement.

He also promised to lead a fight to "curtail the growing menace of percentage pictures and outrageous rentals which threaten to drive the independent exhibitor to the wall.

Increased parent and school support of Saturday children's matinees was urged when several exhibitors said the shows had been disappointing in attendance.

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DES MOINES

A week-long study of the use of informational and educational motion picture films will get under way at Des Moines on April 28 with forums and workshops a part of the program which is being sponsored by large groups of educators, business men and radio and television leaders. During the week many documentary films will be shown, including films on the atomic energy control, foreign trade and international problems. Principal event on the first day's program will be a special workshop for staffs of state governmental departments and the Iowa State Educational Association. Tuesday and Wednesday the business and industrial groups will witness a demonstration while on Thursday it will be turned over to state and county farm groups. Friday, the Des Moines Chamber of Commerce will be shown the film, "One World or None," and on Saturday the Polk county and Des Moines schools will be represented.

A smouldering fire broke out in the basement of the Capitol Theatre at Iowa City and forced some 300 patrons to leave the house. After firemen had put out the blaze the customers returned.

Pioneer Theatre Corp. of Minneapolis will open a third house at Storm Lake, remodeling the former Tracy Theatre. The circuit now operates the Vista and Lake Theatres at Storm Lake. The Kaplan Theatrical Architects of Minneapolis will handle the designs for the new house.

Harold Garland, 44, owner of the Tripoli Theatre at Sumner, Ia., died at his home following an illness of four years.

The Englert Theatre at Iowa City was closed for several days during installation of a new sound system.

A. L. Brown has purchased the Amuzu Theatre at Fonda. Paul Phillips has purchased the Soldier Theatre at Soldier, Ia., from Conrad Evenson.

A new theatre at Central City has been opened by Fay French.

The Villa Theatre at Lovilla has been opened by Harold Sieverding who recently purchased it from C. E. Gordon. The house, which has been closed since the Christmas holidays, will be operated six nights a week with no shows on Tuesday.

Ray Russell has returned from the armed forces to his former job as booker for National Screen.

Roy Disney, treasurer of the Des Moines Theatre at Des Moines, was married recently.

CHICAGO

Van Nomikos' Yale Theatre is asking for improved clearance from Paramount, 20th Century-Fox, Loew's (MGM) and Universal against the Manta-Rose Lido Theatre, The B & K Belmont Theatre and the Essaness Biograph and North Center Theatres. Nomikos also is asking improved clearance for his Lincoln Theatre from second-week general release to C week. His attorney in the matter is Seymour Simon.

Harold Loeb of 20th Century-Fox's exchange sales department is back on the job after spending several weeks in a hospital recovering from a heart ailment. The Fox exchange is putting in its best licks to win the managers' contest which ends May 3.

President Loren Ryder of the SMPE presided at the opening luncheon of its convention on Monday this week. Other early arrivals for the meeting were Harry Smith, Jr., executive secretary; Boyce Nemec, engineering secretary, and Leonard Bidwell, publicity director.

Jackie Kennedy, who started with Balaban and Katz as switchboard operator a quarter of a century ago, retired this month and will take a long rest. Marcella Powers succeeds her as chief operator. Mary Sayre is a new addition to the switchboard staff.

Ralph McFarlane has been named Loop director for the B & K employes' club.

The Loop theatre bowling team of B & K circuit won the championship of the B & K league. The Chicago Theatre was second, Northside team third, the Senate Theatre fourth, the West Side fifth and the Combies sixth.

Ted Duval has been named manager trainee of the Uptown Theatre; Larry Doyle, ditto at the Admiral; Donald Hurst at the Gateway; Joseph Dibella at the Manor and Victor D. Russo at the State.

Funeral services for Joseph Dunn, a member of Local 110, Chicago Moving Picture Machine Operators' Union, were held April 19, with interment in the Irving Park Cemetery.

Mandatory Time

Four cities in Adams County, Ind.—Berne, Monroe, Geneva and Decatur—have adopted special ordinances making daylight saving time mandatory in those communities, starting April 26.

LOUISVILLE

J. F. Carnahan [illegible] would build a new theatre in Campton, Ky., also [illegible] McKee which is in the finishing stages. Heating and cooling equipment is being installed and Carnahan hopes to open it in the near future though the old theatre there will cover the entertainment situation meanwhile.

Miss Joyce Ann Switow, daughter of Mr. & Mrs. Harry R. Switow of the Switow Amusement Co., Louisville, and Mr. Stanley T. Burkoff of Chicago were married at the Standard Country Club in Louisville.

Louisville's theatre attendance was bolstered by the recent three-day convention of the Kentucky Education Association.

Guthrie Crowe, Kentucky Allied Theatre Owners president, is back in town and reports a very pleasant trip to Ashland and Winchester, Ky. From all reports obtained theatre business in these sections are generally good.

A charter has been granted to Amusements, Inc., of Louisville, Ky., with $50,000 capital, to operate movies and other amusement places. The incorporators were Louis A. and Josephine Arru, and Anthony M. Kern.

The Bailey Theatre, Crab Orchard, Ky., owned jointly by George Bailey and Hamp L. Howard, opened Friday, April 19, amid gala festivities. Manager of the new $80,000 house will be George Bailey, one of the partners.

"Duel in the Sun" has been scheduled to open at Loew's, Louisville, on May 1. Prices will be tilted for it.

The "Jolson Story" hold-over at The Kentucky, Louisville, has been set giving the film a 19-day subsequent-run, which must be some sort of a record for that house.

Recent visitors in town included, Mr. & Mrs. Curt Davis, Sandy Theatre, Sandy Hook, Ky.; Robert Enoch, Kentucky Amusement Co., Elizabethtown, Ky.; James Howe, Richland Theatre, Carrollton, Ky.; J. E. Elliott, Lincoln Theatre, Hodgenville, Ky.; D. G. Steinkamp, French Lick Amusement Co., French Lick, Ind.; L. B. Fuqua, Kentucky Theatre, Eddyville, Ky.; J. V. Snook, Griffith Theatre, LaGrange, Ky.; C. S. Caldwell, Caldwell Theatres, Cave City, Ky.; Oscar Hopper, Arista Theatre, Lebanon, Ky.; Ray Coleman, Swan Theatre, Edmonton, Ky.; A. N. Miles, Eminence Theatre, Eminence, Ky.; J. A. Aull, Swanson Nunn, Evansville, Ind., and James F. Willard, Strong Electric Corp., Toledo, O.

G. N. May of the Dream Theatre, Corydon, Ind., has announced the purchase of new Super-Simplex projectors, and Simplex sound equipment.

Joining Andy Anderson of Photoplay Theatres, Hartford, as possible candidates for the Kentucky Legislature are W. Freeman Smith of the Kentucky Theatre, Cadiz, Ky., and E. C. McLure of Henderson. Smith is a proposed candidate for the Senate and McLure for the House.

Miss Maria Jane Robertson, daughter of Mr. and Mrs. R. H. Robertson of the Majestic Theatre, Springfield, Ky., and granddaughter of the late H. Robertson, pioneer of the thea-

Continued on page 30

TOP "TARZAN"



Night-and-Day Capacity Crowds Ja

GROSSES IN NEW YORK PREMIERE!!!

—and...

"TOP" TARZAN GROSSES ARE TO BE EXPECTED

EVERYWHERE!

—says
HOLLYWOOD REPORTER



Broadway's Gotham Theatre!!!

RKO RADIO PICTURES

REGIONAL NEWSREEL

(*Continued from Page 27*)

tre business in Springfield, will be married to Ralph C. Quarles of the same city. The wedding will take place in the very near future.

Ben Reeves, Jr., of Stamford, Ky., has announced a face-lifting for his New Lincoln Theatre. His marquee, lobby, and interior of the theatre are being completely redecorated, and his stage curtains, which were damaged in a recent fire, are being cleaned and repaired. Other improvements are under consideration to put the theatre into first-class shape.

OKLAHOMA CITY

The Oklahoma state sales tax report for the month of February 1947 stated that 353 theatres and tent shows reported $27,498.92 as compared with 301 returns totaling $26,818.11 for February 1946. This indicates an increase of 2.54 per cent. Other amusements reported $14,716.32 showing an increase of 1.80 per cent over February 1946.

"Uncle Red" Slocum, manager of the El Reno Theatres for Griffith, presented his pre-Easter show for kiddies under 12 years of age. Bubble gum was given to each child attending.

Abe Rosewall, manager of the Lyric Theatre in Vinta, Okla., was host to members of the Girl Scout council last week. Abe's dachshund, Lady, has a new collar imported from England.

Paul West, manager of Griffith theatres at Frederick, Okla., has been elected to place No. 1 on the board of directors for the Fredrick Rotary Club.

Mr. and Mrs. Harry Worthan are the proud parents of a baby boy born last week.

The Victoria Theatre here is continuing its foreign-film policy with the opening of "Open City" this week.

Van Heflin, Oklahoma-born motion picture star, will be here this week for a five-day visit. During his stay he will speak at the University of Oklahoma.

P-TA Takes on Fight

The Board of Managers of the Minnesota Congress of Parents and Teachers has launched a statewide program to eliminate crime and horror from children's film and radio fare. Letters wil be sent to all Minnesota radio stations and motion picture distributors commending them for recent improvements in their offerings and urging them to extend such practices.

Teen-age Don Juans who chose the Ritz Theatre here for romancing have evoked the wrath of older people and police juvenile officers. The city police were called in and warned several of the couples.

An armed bandit who attempted to rob the Uptown Theatre here last Saturday was frightened away when the cashier started screaming.

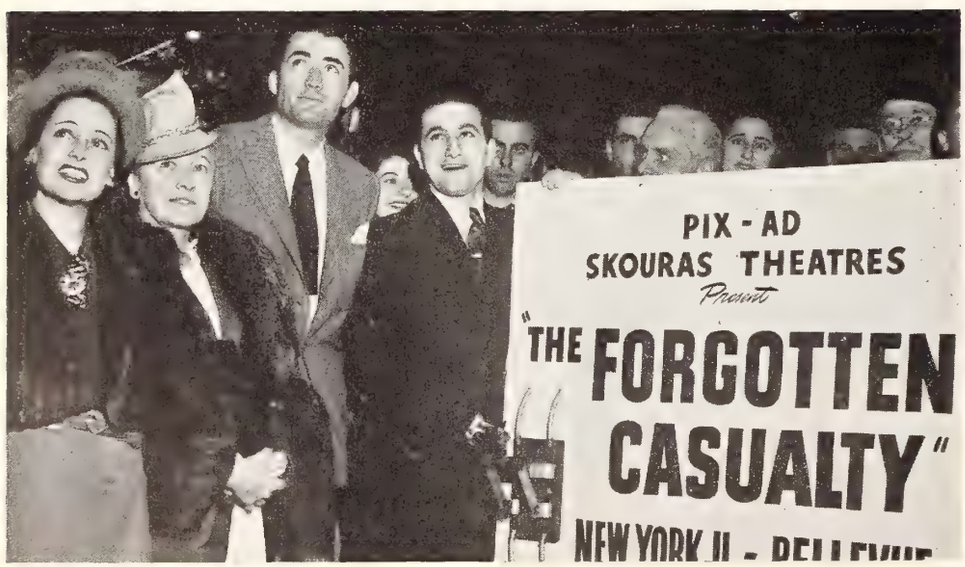
Don De Fore, Hollywood movie star, was in Oklahoma City last week to make a personal appearance at the Midwest Theatre.

Request for the Oklahoma county legislature to get actively behind a sales tax measure which could be used by the city council to increase municipal revenues was filed by city officials last week. It would permit the council to establish the rate of tax, and levy it in addition to the two per cent sales tax now collected by the state.

The Griffith Cowskin Lodge, a 100 acre tract on Grand Lake, in Oklahoma, formerly a recreation center for employes of the Griffith theatres, has been sold.

The new public relations man at Griffith theatres is Roger Rice. Lou Chatham, former relations man, is now assisting with the state cancer drive.

The Home Theatre here has had sell outs nearly every performance since "The Egg and I" started. First four days' attendance was 17,000.



SWITCH STARTS REHABILITATION FILM RUN. French singing star Lucienne Boyer, Mrs. James Doolitte and Hollywood star Gregory Peck (l-r) give a congratulatory sendoff to Ralph Padavano, veteran one-arm watchmaker, as he pulls the switch which starts "The Forgotten Casualty," a rehabilitation film, on its two-week open-air run on the Pix-Ad screen on Times Square. Padavano is one of the stars of the film produced by the Skouras Theatres Community Service Department as a spearhead to the New York University Bellevue Rehabilitation $2,500,000 Fund Drive now current in the New York metropolitan area. The film is also being shown in Skouras theatres and member theatres of the New York Metropolitan area.

CHARLOTTE

H. F. Kincey of Wilby-Kincey Theatres was elected Chairman of the Carolina's Motion Picture Foundation. Kincey reported that the new directors had voted to set up a $10,000,000 fund within two years to assist needy persons connected with the industry. Kincey also pointed out that all donations will be voluntary. Besides Kincey, other directors for the two Carolinas are, for one year: J. C. Long, Charleston, S. C.; Roy Rowe, Burgaw, N. C.; H. H. Everett and Blake Gryder of Charlotte. For two years: Ben Strozier, Rock Hill, S. C.; H. D. Hearn, J. E. Holston, Dean House, John Vickers, and Jay Schrader of Charlotte.



H. F. Kincey

L. H. McCommons reports that great progress is being made in the construction of his new Quonset Lincoln Theatre in Concord, N. C. which will cater to Negro patronage.

A. B. Craver, manager of the Visulite Theatre in Charlotte which is currently presenting "The Best Years of Our Lives" reports that M. B. Smith & Co., Jewelers, are awarding an attractive watch to the person who submits the best one hundred word essay on the picture.

R. J. O'Donnell, national chief barker for the Variety Clubs International, announced that an application for a charter has been received from a group of industry people in Miami and Miami Beach, Florida.

Headquarters for the Greater Miami Variety Club Tent No. 33, as it will be known, will be in the Royal Theatre Building in Miami and the eleven men who organized the new Tent and who are its first crew are as follows:

George Hoover, chief barker, general manager, Paramount Theatres, Miami; Mitchell Wolfson, first assistant chief barker, co-owner of Wometco Theatres; Richard Sachsel, second assistant chief barker, Re-Nu Screen Surface Co.; Al Weiss, property master, manager, Olympia Theatre, Miami; Sidney Meyers, dough guy, co-owner, Wometco Theatres; Tom Jefferson, canvasman, publicity director, Paramount Theatres, Miami; Arthur Schwartz, canvasman, manager, Beach Theatre, Miami Beach; Mark Chartrant, canvasman, public relations director, Wometco Theatres; Sonny Shepard, canvasman, manager, Lincoln Theatre, Miami Beach; Herb Ellisberg, canvasman, owner, Studio Theatre, Miami; Jack Miller, canvasman, theatre owner, Illinois.

The new officers report that 110 applications for membership are now before the crew pending the granting of the charter.

MINNEAPOLIS

The telephone strike has failed to make any serious inroads on film business, an inquiry shows, telegraph, air mail and other forms of communications having been substituted. However, in a few instances important deals have been held up in film exchanges because of inability to make long-distance calls. Close changes in bookings and late orders for advertising are being handled satisfactorily, accord-

REGIONAL NEWSREEL

ing to bookers and the local branch of National Screen Service.

John D. Winslow has been elected business agent of the Minneapolis operators union No. 219, succeeding Claude Hubbard, who resigned recently because of ill health.

"The Outlaw" is scheduled to have a long run after its opening last Thursday at the Lyceum, a house which caters to travelling legitimate shows. The booking of the picture into the house followed an announcement by United Artists that it was prepared to sell the picture to anyone, after Minnesota Amusement Co. circuit refused to lift the ban on its showing. In the past, the Legion of Decency and other groups have protested showing of the picture and it is not known what action, if any, they will take now. This is the second time that United Artists has booked a picture into the Lyceum after failing to get satisfactory bookings in established houses here.

The 944-seat Hollywood has been opened at Eau Claire, Wis., with Leonard Fried as manager.

Terrific outside competition, plus rain, snow and more rain, did not help first-run picture business in the Twin Cities the past couple of weeks, but grosses were still above average and far ahead of prewar figures.

Kenneth Jensen and Dennis Jensen have purchased the Hollywood, Spencer, S. D. Dennis will manage.

Earl Perkins, salesman for Warner Bros., Minneapolis, has purchased the Cozy Theatre Building at Jeffers, Minn. Perkins and his son-in-law, E. O. Rodberg, also own the Triumph, Comfrey, Minn.

Guy Lombardo and his orchestra are scheduled for a week on the stage of the Radio City Theatre, Minneapolis, beginning May 2.

HARRISBURG

Almost completed is the new Elton Theatre in the suburban borough of Steelton. The Elton, to be opened early in May, is the eleventh in the Chetco Chain, owned by Harry Chertcoff, Lancaster. It is architecturally similar to the new Hill Theatre, Camp Hill, opened two months ago by the same firm, and will cost about $150,000, according to estimates.

The Hill, Martin Brodsky, manager, has arranged a tie-up with radio station WKBO for a spot announcement three times a week, plugging the current attractions. This is an unusual stunt locally for a neighborhood.

Visitors around the local circuits included William Pickalavage, manager of the Lyric, Williamstown; Bill Bethel, manager of the Colonnade, Millersburg, and Republic salesman; Jack Burgin and Russell Eichengreen, Paramount; Sam Diamond and Bill Solomon, Fox; Max Bruno, PRC; and Lou Golding, Fabian.

Charles Crouse, veteran doorman who retired April 1 at the Colonial, has visited here several times, and reports progress on the home he is building in Honeybrook, near Philadelphia.

Mark Rubinsky returned from a trip to New York with his wife, and left immediately for a tour of his circuit. Miss Ida Rubinsky, office secretary for her brother's chain, attended weddings recently in Wilkes-Barre and Philadelphia. Gilbert Wolfe, Rubinsky road manager, was confined to his home by illness.

Last week marked the first year of Rubinsky ownership for the Dallas, in nearby Dallastown, and as celebration an anniversary week was held with special outstanding attractions.

Mr. and Mrs. Walter Vincent, New York City, visited with their nephew, Franklin Maury, assistant manager of the Colonial. Vincent is official of the Wilmer and Vincent-Fabian circuit.

Mrs. Midge Funk Brennan held a birthday party for her one-year-old son, Tommy. Mrs. Brennan, veteran Senate employe, is expecting her husband, Sgt. Thomas Brennan, to return from Guam, where he is stationed with the Marines. In the same family, associated in theatre circles for many years, Charles Funk is the proud father of a new son, the first grandson to carry on the Funk name. All the married daughters have sons, but the sons had daughters until this one.

MILWAUKEE

One of Wisconsin's oldest exhibitors, in point of service, passed away April 15, when Bert Fischer died at the age of 64. It was in 1901 that Fischer opened his Crystal Theatre in Manitowoc, Wis. This house was destroyed by fire in 1902, after which Fischer returned to his hobby-singing, until 1910 when he opened the Mozart Theatre in Milwaukee, on the south side of the city. After that he took over several other houses in Milwaukee—the Juneau, Park and Lincoln, leasing the latter two, and buying the Alamo. Before he died, Fischer had leased the Mozart and Alamo to others.

The new 376-seat Bruce Theatre in Ladysmith was opened to the public on April 6, being managed by Robert Zielke. The new building is of cement block construction, and finished inside with knotty pine and Nuwood planking. A $6,000 air conditioning system has been installed.

When opening the new Hollywood Theatre in Eau Claire, Wis., April 6, Len Freid, the manager, said the policy of the Hollywood would be to show strictly first run-pictures. In line with that policy he will bring to Eau Claire, for a two-week booking, "The Best Years of Our Lives." Freid is a veteran in show business who came to Eau Claire in 1930, managing what was then the Wisconsin Theatre, now the Badger, for more than four years. He then was manager of the O'Klare Theatre for six years, after which he was transferred

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Snipper's Waterloo

The RKO Uptown Theatre proved to be the Waterloo for Detroit's Jack the Snipper. At least this is the opinion of Highland Park police who have a 46-year-old man captured Sunday in the theatre.

He was seized in the theatre allegedly as he held a pair of scissors poised over the braids of an 11-year-old girl.

The young girl was a victim of a snipper two years ago in the same movie house and said she was alarmed when she felt someone tugging at her braids.

The alleged snipper ran toward the back of the theatre where Mrs. Alvetta Vic, the theatre's chief of service, grappled with him.

In his attempt to escape, "Jack" fractured his ankle and injured his head when he tripped over a balcony stair.

He is now in the hospital and explains his possession of scissors by claiming he always carries them in order to cut patches whenever he has a flat tire.



REGIONAL NEWSREEL

(*Continued from Page* 31)

to Huron, S. D., then to Rochester, Minn., and to Waterloo, Ia., coming to Eau Claire for the opening of the Hollywood.

News of the death of Mrs. Laura Sherry in New York April 18 brought to mind the fact that she was the founder of the Wisconsin Players and a leader in the experimental theatre. She was the wife of the late Edward P. Sherry, a Milwaukeean, and a leader in the lumber, paper and power industries, who died in 1942. Mrs. Sherry had been spending her summers at a lake near Milwaukee, going to New York for the winter but always keeping in touch with her theatrical friends here.

All Waukesha (Wis.) theatres — three in number — are owned by one company. For some time rumor has had it that a new corporation was to be formed for the purpose of opening one or more additional houses. This appears now to be borne out in the incorporation of Waukesha Theatres, Inc., for which the office address is given as Milwaukee. Incorporators are L. F. Grau, Marie A. Weis and C. Morse Puls. The object of the new organization is given as "owning, leasing, managing, operating and conducting theatres." A capital stock of 100 shares at no par value has been authorized.

The new manager of the Ozaukee Theatre (Fox-Wisconsin) in Port Washington, Wis., is Robert Klein of Milwaukee. He succeeds Nick Frank, resigned. Klein was recently manager of the Valley Theatre at Menasha, Wis.

The Badger Theatre in Reedsburg, Wis., has had new sound equipment installed, according to Mrs. O. V. Kelly, the owner. The equipment is reported to be the latest RCA sound and Simplex projectors.

LONDON OBSERVATIONS

Del Giudice Resignation Seen Bolstering Davis Position in Rank Group; Korda, Jarratt at Odds

By JOCK MacGREGOR

With spring-like weather enveloping London, the sun is bringing forth a surprising number of duels in high places. It is of disputes and rows that the film trade now speaks.

F. del Giudice's final departure from the Rank group came as a surprise. Though noted months back, the storm blew over, and only the day previous to the announcement a know-all assured me that he was the man who was going places in the organization.



MacGregor

This resignation is the second tendered by an executive producer in recent months and will further strengthen the position of John Davis, strong man of the group.

As in the jousting of old, the two knights of British Lion, Sir Alexander Korda and Sir Arthur Jarratt are reported to be drawing lances. The tournament is over the releasing arrangements for London Films overseas where only tentative arrangements have been made. One company will take the line-up, provided the English rights are included. This would be a blow at their own distribution setup.

* * *

A sign of the increasing importance of 16-mm. films in Great Britain is the decision of National Screen Service to institute a substandard trailer service.

Arrangements have been concluded for this service to cover all features handled by GB Equipments, Ltd., which have the 16-mm. rights to Rank and Universal releases and Wigmore Films, Ltd., which handles all Columbia pictures.

* * *

J. Arthur Rank is extensively overhauling and expanding his publicity departments. He is planning to get all distribution and production publicists under one roof. Recently I lunched with John C. Dennett, former trade paper reporter who has been appointed director of advertising in the new regime.

Under John Davis, he is inaugurating a number of unusual campaign and innovations. Long criticized has been the interval between West End premiere and provincial release. Odeon will be showing the Technicolor "Black Narcissus" concurrent with the London premiere in some forty key provincial cinemas. Since out-of-town pictures do not run so long, the prints will be moved to other theatres. The London suburban release will follow at the conclusion of the West End run. This will mean that cinemas will gain more benefit from the extensive national press advertising which is planned.

Another idea is for Odeon theatres in all holiday resorts to open at 10 A. M. irrespective of the weather and play continuously all day. Experiments were carried out at Easter and though morning attendances were not great, it was found that by the peak shows, patrons were leaving on the break. In consequence, the attendance at the last house was better.

Incidentally Rank's "British Picture News" has developed into an excellent job. John Myers has worked hard on this, and with David Chancellor as editor the magazine is a credit to the organization.

* * *

The appointment of two society girls to Korda's publicity department has made news for social gossip writers and a further hook on which the Association of Cine Technicians can hang their campaign for a closed shop in British studios. They were taken on while Public Relations Director Leslie Mitchell was in Hollywood.

* * *

I was surprised to see Paramount's George Weltner in Wardour Street, because only a few weeks back on Broadway he told me he was off to the Far East. Now I learn that he has visited Australia, Singapore, Paris and other spots in the meantime.

* * *

While Continental film festivals have in the past been frowned on by the major Hollywood producers, it is interesting to note that some of the latest pictures are being presented at the Brussels junket this month. Warners have "Humoresque," UI "The Egg and I," Goldwyn "The Best Years" and MGM "The Yearling," under the title "Jody et le Faun."

HARTFORD

A new 16-mm. film concern, Associated Film Libraries, Inc., has opened local offices at 53 High St. Associated has other offices in New Haven, Providence, and also Boston. Officers include: Alfred C. Baldwin, president; Tony Pastor, the orchestra leader, vice-president; Clarence Kantrowitz, secretary and executive secretary; Alexander Warner, treasurer; Joseph Papa, general manager; Malcolm Sauer, assistant executive director; and Mrs. Helen Manley Hopkins, educational director. The company rents professional sound films and equipment.

Lou Cohen of Loew's Poli and Fred R. Greenway of Loew's Poli Palace, Hartford, and their staffs held a publicity meeting on "The Late George Apley" at Cohen's office, at the Poli.

George Malcolm-Smith of the publicity department of the Travelers Insurance Companies, Hartford, has been appointed Hartford county chairman of the 1947 drive by United Service to China. He wrote "Slightly Perfect," presented on Broadway last year as the musical, "Are You With It?" and which more recently has been obtained by Universal for motion picture adaptation.

An all-Italian show was on the program one day last week at the Music Box Theatre, in New Britain.

In East Hartford, trade names have been registered at the Town Clerk's office by Peter Cirkol of 278 Pawtucket Ave., Rumford, R. I., for two organizations: Movie-Aid Driving School, and Arrange A Show Service, both of 1010 Main St., East Hartford.

In connection with the Cancer Campaign, Charles Quigley, the actor, made an appearance on the Palace Theatre, New Britain, stage, Tuesday night (22).

Loew's Poli Circuit Division Manager Harry F. Shaw and Mrs. Shaw have returned from a Mexico vacation.

Tom Grogan, manager of the Strand, Thompsonville, has resigned to go into the automobile business. Replacing him in Thompsonville is John Scanlon, Jr.

Loew's Poli, Hartford, held a sneak preview of Enterprise Pictures' "Arch of Triumph" with Harry F. Shaw, L-P circuit division manager,

Ask Lower Age Limit

The Imperial Order, Daughters of the Empire, an influential Canadian women's organization, has asked the Ontario government to lower the age limit for unaccompanied juveniles at night motion picture performances from 16 to 14 years. It takes the stand that juvenile minds are more developed now than they were when the law was passed.

The Ontario School Trustees Association, at its Toronto meeting, adopted a resolution urging a more rigid censorship of films "having regard for their influence on boys and girls of school age."

REGIONAL NEWSREEL

and Lou Cohen, L-P manager, acting as hosts to the following executives from California: George Schaefer, Enterprise sales manager; Bob Taplinger, studio publicity manager; Lewis Milestone, director; Nate Watts, production manager for Milestone; David Loew; Charles Einfeld; Harry Brown, who adapted the novel; and Sound Technician David Lawrence. Ben Joel, Jr., and Lou Brown of Loew's Theatres were also in for the event.

NEW YORK

Sam Rinzler of Randforce was named chairman of the independent exhibitor's committee in the motion picture drive to raise $2,100,000 for the United Jewish Appeal. On the committee with Rinzler are David Weinstock, Edward Rugoff, Harry Brandt, Julius Joelson, Si Fabian, Max A. Cohen and Leo Brecher.



Sam Rinzler

At a meeting held last Friday, National Committee Chairman Barney Balaban told his hearers that twice as much was required in contributions as last year. The home office drive was also organized under the direction of Matthew Fox and Emil Friedlander, two of the co-chairmen of the New York Drive.

Maybe it was vaccination, maybe it was the opening games of the Dodgers, anyway the boys who observe things along film row last week claimed that there were a lot of empty seats.

Most exchanges vaccinated their employes free of charge against smallpox, a procedure followed throughout the city by employers in the wake of a city appeal to get vaccinated. But some cynics thought that the balmy air and the ball game might have reminded a few how sick you can get from vaccine.

The Walter Reade Theatres held a city managers' meeting last week in New York with Nick Schemerhorn, Hal Martz, David Nolan, Tony Hunting, Roy Bluenhiem, Johnny Balmer, Murry Mienberg, Guy Hevia, Julius Daniels, Robert Case, Harry Burke, Edwin Gage, and Walter Reade, Jr., attending.



GOING UP. Harry Randel (left) who last week was promoted from New York exchange manager for Paramount, a post he held for years, to district manager for the New York area, to replace Milton Kusell, who had resigned to join David O. Selznick. Replacing Randel in the exchange post is Myron Sattler, formerly sales manager of the New York office.

Ben Rosenwald, who was promoted from MGM's Charlotte branch to Boston, spent a few days in New York, where he could witness Salesman Eddie Richter exult over the fact that the Dodgers were in first place. (They only played two games, but you know these Brooklyn boys when it comes to the home team.)

Warner Bros. exchange is holding another drive from April 27 to July 26.

Twentieth Century-Fox District Manager Ray Moon is double billing these days, and proud of it, with his wife Audrey presenting him with twins to be named Robert William and David, respectively.

Beulah Durham, associated with E. V. Dinerman, Cincinnati, advertising agency handling local motion picture theatre accounts, is in New York for a week's visit.

Warner Bros. Scenario Editor and Censorship Director Albert S. Howson will be toastmaster at the annual luncheon of the Milk and Egg League to be held at the Hotel Astor May 6. This is his 20th consecutive year as emcee at an affair which is interested in child health.

Funeral services were held last Wednesday afternoon at Manhasset, L. I., for Arthur O. Dillenback, 80, movie editor of *Household Magazine*, who died of a heart attack on the 21st. He had also been connected with *Pic*.

KANSAS CITY

Organization of a local panel of the Motion Picture Foundation was begun here with a meeting of about 40 theatre men and film row executives at the Hotel Muehlebach, April 18. A permanent chairman will be chosen to carry on the work. Ed Zorn, of the Illinois theatre owners group, spoke at the meeting.

Howard Burkhardt, manager of Loew's Midland Theatre, is minus three teeth after a recent visit to his dentist.

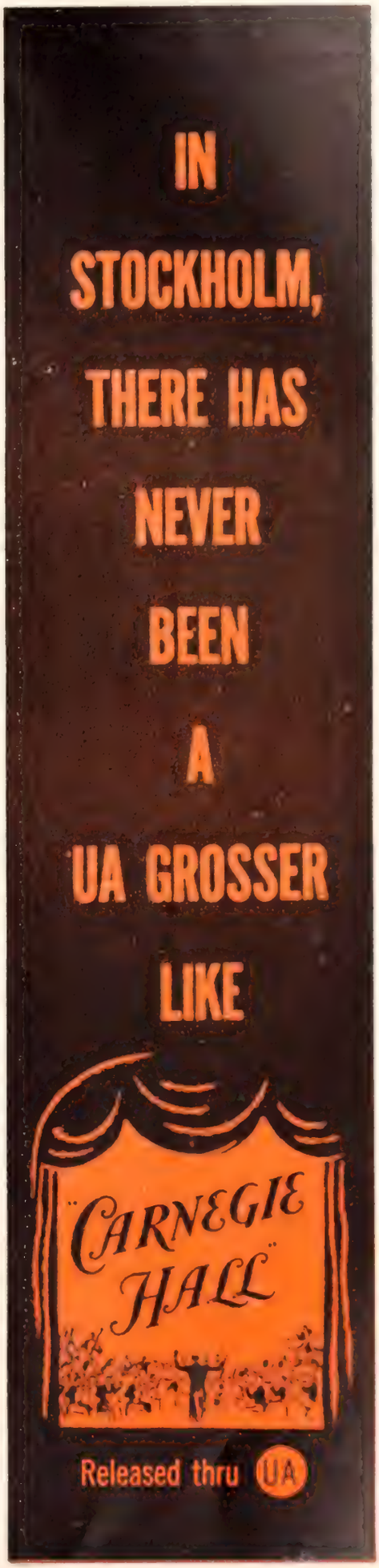
The Gillham Theatre is back in the subsequent-run situation after a week of Astor's "The Road To Hollywood" first-run.

Dr. Irvin E. Deer was in town last weekend to interest local organizations in the project of the Motion Picture Association to set up a library of films for children. Dr. Deer spoke as representative of the Johnston office at a meeting of the Women's City Club arranged by Mrs. Eleanor C. Walton, municipal censor of Kansas City, Mo. Present at the meeting were several theatre and film row executives, the Kansas state board of censors, members of the Parent-Teachers Association and a representative of the Kansas City, Mo., board of education. Mrs. Walton announced that a permanent chairman, probably one with Parent-Teacher affiliations, soon will be appointed. Dr. Deer is a former secretary of the Kansas City, Mo., Council of Churches, and the trip here was a bit of a homecoming for him. He is carrying on work of the project in other cities of the area.

Barney Joffee, manager of the Tower Theatre, is expected back in town early in May. He has been vacationing in Hollywood as a guest at the Jack Carson residence. Joe Redmond, assistant manager, has been holding the Tower for the past few weeks.

Three pictures completed three-week runs simultaneously here last week. "The Egg and I" set house records in both its first and second weeks running in three Fox Midwest theatres.

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REGIONAL NEWSREEL

(*Continued from Page 33*)

Uptown, Esquire and Fairway at the same time. "California" had three fine weeks at the Newman Theatre, Paramount outlet. "The Best Years of Our Lives" at $1.50 top admission price likewise has had three nice weeks at the Tower Theatre.

Louis Miller, 64, died here April 12. He was a familiar figure to theatre folks, and once had been advertising manager of the old Grand Theatre. Later he was doorman and worked at several theatres, the Folly being his last post.

The city plan commission after a recent rehearing granted the application of the United Film Service Co. to construct a $100,000 building on Troost Avenue south of Sixty-third Street. The request had been refused on first hearing on the grounds the building was too heavy for the district. Officials of the company pointed out the operations in the new building would include only office work, photography and film processing.

Tom C. Hall, 81, builder and operator of the Variety and Hall Theatres at Columbia, Mo., died there April 17. He was born in Missouri and had operated business in 36 towns and cities, and was well known in the film industry.

WASHINGTON

Washington theatres collected a total of $79,353.60 during the 1947 March of Dimes Drive, according to a report made to Commissioner John Russell Young by John J. Payette and Carter T. Barron, co-chairmen of the theatre unit of the campaign. This total was obtained without benefit of the midnight shows and the Command Performance at the National Theatre, among the activities abandoned this year. The Motion Picture Theatre Owners, of which A. Julian Brylawski is president, endorsed the 1947 campaign and pledged full support. Assisting were the following local theatre personnel: Fred Kogod, Sidney Lust, Lloyd Wineland, Louis Bernheimer, Samuel Ashman, Harry Bachman, Mrs. Louis Miller, Nate Gerber, Nathan D. Golden, Edmund Plohn, Samuel Cummings, Sol Sorkin, Roland Robbins, Ashley Abendschein, Ike Weiner, Jimmy Lake, John Allen, Gene Ford, Wade Skinner and the managers of every local theatre. Frank La Falce was campaign manager.

Columbia Mid-East Division Manager Sam Galanty leaves on April 27 for a three-week California vacation.

Martha Scott was in Washington on April 15 to act as mistress of ceremonies at the Thrift Shop show for the benefit of Washington charities. Miss Scott recently returned from England where she made "So Well Remembered."

For the first time in 22 years, the Earle will put in a twin bill, reissues of "The Sea Hawk" and "The Sea Wolf."

Settles With Union

Settlement of differences between the Bronx Combine Amusements, operators of the Allerton, Beach, Kraft, Melba and Park theatres in the Bronx and the Alpine Theatre of Manhattan and the Motion Picture Theatre Operating Managers and Assistant Managers Guild was reported by the latter this week. The new agreement calls for a 50-hour week, seven days' sick leave a year, two weeks vacation with pay after one year's service and a minimum $70 weekly for managers, $40 weekly for assistant managers. The first four hours of overtime after 50 hours is paid at the regular rate; time and a half starts after 54 hours.

Bill Fischer, Columbia Pictures, has been promoted to office manager-head booker.

Variety Club Tent No. 11 paid tribute to its ladies, who aided in the last welfare drive, by giving them a luncheon on April 19 at the Carlton Hotel. Sara Young, who served as chairman of the women's committee, handled arrangements.

New faces at Warner Bros. Theatres are: Mrs. Copeland in the real estate department; Lennie Lee, June Haworth, Constance Gallo, Barbara Paulson, Betty Francis and Pauline Young, usherettes at the Earle Theatre.

RKO-Keith's manager Sol Sorkin has done a terrific publicity job at RKO Keith's since he was appointed manager three years ago.

PHILADELPHIA

Morris Wax, owner of five of Philadelphia's colored theatres, takes pride in the fact that he has employes working in his theatres whose length of service runs from eight to 27 years. Recently, an employe of the Pearl, Cora Holland, who had been at the theatre for 14 years, found that she was physically unable to continue in her post. Since there wasn't another position available to place her in to make life a little easier, the manager, Paul Kleiman, became concerned about the situation and suddenly found a solution. Adjacent to the Pearl is a store owned by the theatre, and Kleiman hit upon the idea of opening up a business there for Miss Holland. When Wax was approached for approval of the idea, and asked to advance sufficient money to open the store, and create a position for her, and divide the profits of the store among all Pearl employes for their loyal services, he approved the idea, and set the machinery in motion to open what is believed to be the first business of its kind in the Philadelphia area. Hence, the Real Goodies Shop was created.

Ted Schlanger has been named chairman of the 1947 Cancer Campaign with Ev Callow as co-chairman. Schlanger is the Stanley-Warner Zone head and Callow is advertising and publicity director for the same chain.

A Harry H. Thomas drive meeting was held at the local PRC office with Clem Reck, salesman for the upstate territory journeying to Philly for the pep talks. Eagle-Lion district Manager Joe Minsky and PRC's Branch Manager Fred Sandy conducted. Incidentally, it is rumored that Sandy is leaving soon with Sam Diamond coming in to replace him.

Mrs. Carrol, head of the Philadelphia censor board, has been a weekly visitor to Harrisburg during the meeting of the legislature.

Jack Smith of Hollywood is still hobbling around on that ankle he broke recently.

Morry Schwartz has become the local manager of Price Theatre Premiums. He is well-known among local exhibitors and will make his headquarters on the second floor of 1225 Vine Street where a complete line of premiums, popcorn equipment, and supplies will be set up.

New addition at the Warner, Wilmington is Miss Peggy Starr.

Izzy Hirst, owner of a chain of burley houses around the country, is up from Florida and is making negotiations with the Shubert interests who are seeking his Globe Theatre on Atlantic City's boardwalk for the showing of legitimate plays all year round.

(*Continued on Page 36*)

Connecticut Tent Joins Variety Clubs Fold



New Haven, Connecticut, took its place in the official roster of Variety Clubs International, with the formal induction of officers of Tent 31 last week. Above, a group of those present for the ceremonies. Left to right they are (standing): Henry Germain, Chick Lewis, Harry F. Shaw, Col. William McCraw, George Wilkinson, Carl Goe, Arthur Greenfield, Lou Brown; (seated): Herman M. Levy, Mayor William C. Celentano, Barney Pitkin, C. J. Latta. At right, Assistant National Chief Barker Latta installs Barney Pitkin as Chief Barker of New Haven Tent No. 31.



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REGIONAL NEWSREEL

(*Continued from Page 34*)

Bill Goldman, biggest independent theatre owner in this area, has applied to the Federal Communictaions Commission in Washington for a license to operate radio station WDAS which he purchased recently for a reported $485,000.

The Bijou Theatre, first amusement house in this city to show motion pictures and birthplace of bigtime vaudeville in this area, was sold last week by J. Prescott Stoughton to the Race Street Company, Inc., for a reported $139,700. The house will continue its present policy of showing films only. The Bijou was opened in 1889 by B. F. Keith and was the city's center of vaudeville until 1902 when Keith's Chestnut Street Theatre was opened.

LOS ANGELES

Cupid really hit Loew's State Theatre recently! Mr. and Mrs. Spyros G. Cardas announced that their daughter, Margaret Rita, would marry Edward J. Martin of St. Louis on May 3. Cardas is manager of the house. Then, it was revealed that Mary Slagill, usherette, had married Jimmy Lyons at Yuma, Ariz., on March 8. Lyons is still in the Navy, after serving during the war. Kathy Melosardoff, Loew's State secretary-bookkeeper, wed George Fomin at Las Vegas, Nev., on April 12; she has been with the theatre since 1944. Her husband was a first lieutenant in the Air Corps for three years in the Pacific. Sherry Evans, cashier for Loew's, was married to Charles Asmus in Los Angeles on April 11. Asmus is also a veteran.

Al Blumberg, salesman for National Screen Service, and his wife, Sylvia, are receiving congratulations on their 20th wedding anniversary.

Film row was happy to welcome back Marty Solomon of Monogram, who returned to work last week after another siege of illness.

Republic Western District Manager Earl R. Collins headed a group of branch managers at the third and final meeting of Republic, which began April 14 at the studio. Ralph Carmichael represented the local branch. Herbert J. Yates, president of Republic, addressed the initial session here over which Executive Vice-President James R. Grainger, presided.

The Uclan and Park Theatres will open May 6, with "Before Him All Rome Trembled" as the attraction. These houses join the Las Palmas under the guidance of International Theatres, devoted to exhibiting foreign films. "Nais," a French comedy, will be the first offering at the Las Palmas.

W. H. "Bud" Lollier's real estate department of Fox West Coast Theatres will shortly move into swanky, new quarters at the corner of Washington and Vermont. Only hitch holding up the new move is telephones. The FWC accounting department will move into the quarters now occupied by Lollier's section.

Charles W. Trampe, Monogram and Allied Artists franchise holder in Wisconsin, arrived in Los Angeles as a member of the bowling team representing the Milwaukee exchange, to take part in the American Bowling Congress tournament.

The other day when Managers J. P. and R. E. Swickland opened the Strand Theatre on Whittier Boulevard, they found the $750 screen had been slashed with a knife, several hundred feet of film were snaked up and down the aisles, the vending machines in the lobby were smashed and cigarettes were tossed around the foyer. Disappointed burglars, who became enraged when they found their talents wasted on a dummy safe, also broke all the stage footlights and poured a quart bottle of ink over papers, clothes and furniture in the theatre office.

Don Green, of Fox West Coast advertising department, and Constance Woeckener were married April 27 at St. Augustine's Church in Culver City. Another marriage in the FWC family was pretty Maude Clark, private secretary to Charles P. Skouras since he took over the management of theatres in 1932. She was married to Jack Rosenberg, who runs theatres in Laguna Beach, in Las Vegas. Rosenberg is a brother of Mike and Lou Rosenberg, FWC partners who head Principal Theatres subsidiary. After a honeymoon in Palm Springs, the couple set up housekeeping in Laguna Beach.

National Screen Service Western District Manager Bernie Wolf and Los Angeles Branch Manager Ben Ashe headed the Coast delegation to the NSS international sales conclave at the Drake Hotel in Chicago, April 17-19.

Iowa Labor Holiday

Motion picture theatres generally in Iowa were not affected by the one-day statewide labor holiday called by the unions in protest over bills in the legislature which the unionists hold anti-labor, it was said in Des Moines theatre circles. While thousands of laborites who had come to the capital "marched" on the legislature, projectionists in the Des Moines theatres remained on the job. First reports from the state indicate that others did the same. Report was current that international headquarters had advised the projectionists to avoid taking any part in the demonstration.

DENVER

The Cooper Foundation trustees have set aside $75,000 to be used in reseating and redecorating the Ute and Tompkins, Colorado Springs, Colo., and the Stuart and Capitol, Lincoln, Neb.

Harry Huffman, city manager for Fox Intermountain Theatres, is the second vice-president of Denver Rotary the coming year.

Robert Sweeten, Gibraltar Enterprises booker, has been made city manager of the company theatres at Alamosa, Colo. Margaret Fitzsimons has been promoted to the Sweeten job, and Robert Clark takes over those houses Margaret had been booking for.

Jack Bruno, Greeley, Colo., city manager of the Cooper Foundation theatres, was again interlocutor for the annual Kiwanis club minstrel. In attendance were Pat McGee, general manager for Coper Theatres, and Mrs. McGee, Denver; and Ralph Ayer, assistant, Lincoln, Neb. The show was staged at the Sterling.

United Artists District Manager W. E. Calloway was in Denver for a few days conferring with Clarence Olson, branch manager. Leo Adler, auditor, made his first visit here in several years. He formerly had Denver in his territory.

Equipment at the Star, Walden, Colo., has been modernized by the addition of E7 Simplex mechanisms, Magnarc lamphouses, National reflectors, American Bodiform chairs and Walker plastic molded screen, bought from the National Theatre Supply Co.

Derald Hart, ex-theatre manager, is building an amusement park at Lamar, Colo., and will incorporate midget auto racing, skating rink, wrestling and boxing, etc.

Eagle-Lion Sales Manager A. W. Schwalberg, Eagle-Lion District Manager L. E. Goldhammer, and PRC District Manager Sam Milner, spent a few days in Denver conferring with M. R. Austin, branch manager.

The Metro exchange is being redecorated.

Ross Bluck is operating a store at Shaffers Crossing, Colo.

Clarence Martin has bought the Gem, Hugo, Colo., from Earl Behrens.



PLAN FOR ACTION AT PREMIERE. **Fox-Intermountain executives met in Denver to discuss plans for the world premiere and Rocky Mountain Empire preview of Warner's "Cheyenne," which will play at 125 theatres throughout that territory late next month. In the conference for the big selling campaign as shown in the photo above are: Harold Rice, district manager; Milt Hossfeld, film buyer; William Agren, chief booker; Bob Selig, assistant to Rick Ricketson, president of F-I; William Dollison, booker; Bernie Hynes, manager Denver Theatre; Alberta Pike, public relations representative.**

REGIONAL NEWSREEL

Frank H. Ricketson, president Fox Intermountain Theatres, has been reelected president of the Central City Opera House Association. The association sponsors the yearly play festival, running three to four weeks, at the 69-year-old Opera House in Central City. This year they will produce "Martha" and "Fidelio" in alternate performances.

J. E. Tompkins, builder of, and for years operating, the Tompkins, Colorado Springs, Colo., and Mrs. Tompkins, are vacationing in Cuba.

The first of the Double A Motiographs to be sold in this territory by the Service Theatre Supply Co. went to the Black Hills Amusement Co., Deadwood, S. D., for use in one of their houses.

Theatre folks from out of town seen on film row included Earl Kerr, Des Moines, Ia., who used to operate the Santa Fe here; Wm. J. Baldwin, Igloo, S. D.; John Bohannan, Hatch, N. M.; Larry Starrsmore, Colorado Springs, Colo.; Fred Lind, Rifle, Colo.; Marie Goodhand, Kimball, Neb.; Dr. F. E. Rider, Waunetta, Neb.; Lynn Zorn, Julesburg, Colo.; Joe Wills, Socorro, N. M., and Chuck Flower, Bayard, Neb.

Toast Ed Fay on Golden Anniversary

Edward M. Fay, who in 50 years moved from the orchestra pit of a Providence theatre to the front office of what today is a group of theatres, was toasted on the occasion of his golden anniversary in show business Monday night as representatives of the motion picture industry, together with civic and business leaders, gave him a testimonial dinner in the Sheraton-Biltmore Hotel.

The dinner, which was sponsored by the Independent Theatre Owners of Rhode Island, was addressed by several speakers, including ex-Postmaster General Frank C. Walker, Mayor Dennis J. Roberts, Eddie Dowling and Prof. Ben W. Brown. Former Federal Judge Ira Lloyd Letts was toastmaster; Rev. Father Frederick C. Foley, O. P., president of Providence College, delivered the benediction.

Fay was presented with a wall clock by the ITO and with a diamond ring by Palestine Shrine.

The white-haired, alert-looking showman first went in a theatre—through the stage entrance—when he was 20 as a conductor of the B. F. Keith Theatre in Providence. In his off hours he spot jobbed for various social functions in the immediate neighborhood and apparently found that managing a theatre was a more profitable, and equally as fascinating a business, than playing a violin until all hours of the morning, or arguing with acts over having the necessary parts for the orchestra. In 1916 he acquired the Old Union at Providence and renamed it the Fay. This was the flagship for an enterprise which soon spread into a chain covering houses in several states.

OMAHA

The battle over site of the proposed $3,500,000 City Auditorium is on with film row representatives opposing the recommended site because it would cut off part of the row. J. Robert Hoff, manager of the Ballantyne Company, told the Auditorium Commission at a public hearing the proposed site "would stymie the industry, which is expanding westward." He said his own company's manufacturing program and retail sales outlet would be greatly damaged if the property were condemned. Ballantyne has a new modern plant on the site. Paramount also has one of the largest and most modern exchanges in the area. Paramount Attorney William J. Baird said: "If this is the only site, then we're for it, even though we don't want to lose our building. However, I don't believe enough attention has been paid to the expense of condemning the property in these four square blocks. There won't be enough money left to build the kind of auditorium Omaha wants."

Mrs. Carl Rye, former 20th-Fox office manager and Mildred Coombs, was here for a visit. She now lives in Mason City, Ia.

John Eding, owner of the Community Theatre at Aurelia, Ia., died following a heart attack.

Phil Monsky, Universal salesman, has left the hospital after nearly a month. He underwent an operation.

Tom Leist has been added at 20th-Fox in the ad sales department.

Frank Hannon, Warner Brothers branch manager, is back from St. Louis where he attended a company meeting.

Don Shane, Paramount manager, was honored in Des Moines for winning second prize in a 20th-Fox promotion contest for "Margie." Marvin Graybeal, Capital, Sioux City, Ia., won third to give the Omaha Tri-States district two top winners.

Mona Hanson of Universal has been absent due to the illness of her mother who is in a Fremont hospital.

Bob Ballantyne, owner of the Ballantyne Company, and his chief engineer, I. M. Brown, went to Chicago for the Society of Motion Picture Engineers meeting.

The Capitol Theatre at Grand Island, a Tri-States house, is being redecorated. Air cooling is being installed for the first time.

A daylight stick-up attempt at the Paramount Theatre, managed by Donald Shane, fizzled. Bernice Jadlowski, cashier, was confronted by a man who brandished a gun. She managed to attract the attention of Assistant Cashier Robert Huntley. His approach scared the bandits. He chased them for several blocks, but lost them.

Manya (Sandy) Friedel, assistant to the producer of Telecine Productions, is paying a visit to the home town she left three years ago.

Parking Children

Rhoda Milliken, police captain of the District of Columbia's Women's Bureau, agrees with the Parent-Teachers Association that hundreds of Washington parents, who can't afford to hire someone to stay with their children when they want to go out, were parking their small children in neighborhood theatres. The situation was called a "sympton of parental delinquency in an article played up in the Washington Post. The Women's Bureau chief said that the children are parked at shows primarily on Friday and Saturday nights at small neighborhood theatres and that when members of her department finds these children at the movies alone at night they speak to the parents and that there is seldom a repeat after the warning.

BUFFALO

Frieda Block has joined National Screen service staff as steno-booker replacing Dorothy Holmwood, resigned.

MGM District Manager Herman Ripps left for New York, after spending several days at the Buffalo Branch.

Columbia Branch Manager Phil Fox has entered his two sons, Robert and Stuart, at the Park School Day camp for the summer.

Mrs. Manny Brown has returned from Florida where she spent the past three months.

Members of Variety Tent No. 7 are making preparations for the California Convention, planning to leave May 8.

Mike and Mane Kallet have returned from a Florida vacation.

Jack Sawyer, chief sound projectionist of the Shea circuit, is ill with the grippe.

Dewey Michaels is batching it while his wife and son are spending a week at the Waldorf in New York.

Jake Goldstein and Sam Geffen of National Screen service attended the convention in Chicago.

The opening of the Lovejoy Theatre, April 15, was well attended by members of film row.

(*Continued on Page 38*)



MIGHTY BIG STATE. Don Defore, Gale Storm and "Skip" Cherry city manager of Interstate's Dallas theatres, study a map of Texas in connection with the southwest premiere of Allied Artists' "It Happened on Fifth Avenue." Film opened at the Majestic, San Antonio, on April 17; at the Metropolitan, Houston, on April 23; at the Majestic, Dallas, on April 24 and at the Worth, Ft. Worth, on April 25.

REGIONAL NEWSREEL

(Continued from Page 37)

PRC District Manager Jack Bellman was in town for several days.

Dave Leff, local United Artists salesman is taking over the Pittsburgh branch in the capacity of acting branch manager during Ira Cohen's illness.

Mr. and Mrs. A. C. Behling postcarded from Virginia Beach, Va., where they are enjoying a much needed rest.

Local F installed the following officers at the Markeen Hotel on April 14—Barbara Hartman, president; Nettie Price, vice-president; Sarah McGinnes, corresponding secretary; Mildred Block, financial secretary; Gertrude Franklin, sergeant-at-arms, and Bertha Kemp, Josephine Genco, Betty Wingo and Mary Bishoff, trustees.

BOSTON

A cocktail party was given last week at the Copley Plaza for Ben H. Rosenwald, MGM's new city and branch manager here, by MGM Eastern Sales Manager J. P. Byrne. Rosenwald comes here from Charlotte where he was the company's branch manager for eight years. He succeeds here Tom Donaldson who recently resigned.

In the near future announcement will be made of the shift of District Manager Pitts from the Albany area to the Boston area for MGM.

Bert MacKenzie, dean of publicity men in New England with MGM who recently was operated on at a local hospital, is back on the job in fine health once again.

Harry M. Kalmine, general manager of Warner Theatres, was in Boston this past week together with Rudolph Weiss, who heads that circuit's real estate department.

Donald Jaycocks and Alexander "Scotty" Kilpatrick have become half owners of the Tremont Theatre, having purchased 50 per cent of the stock from James J. Mage.

Affiliated Theatres President Arthur Howard is in the hospital recovering from a serious gall-stone operation but will be able to return to his office within several weeks.

Frank Lydon has become an associate of Tom Duane in the New England division of Selznick Pictures as sales representative. Lydon was for years associated with Arthur Howard in Independent Exhibitors and in Affiliated Theatres, Inc.

Sam Merchant, Manchester, N. H. exhibitor, came to Boston the past week and spent several days with the local film row folks and announced that he is also operating a real estate office in Manchester in addition to his theatre duties.

Irving Schuffman, veteran of the local film industry who retired several years ago, has joined the staff of PRC to handle the western Massachusetts and Vermont territory.

Jules Swerdlove of Montreal dropped into Film Classics office the past week to visit his brother Al, who is New England manager for the company.

The Tub Thumpers of Boston will hold an important meeting April 28 in Harry Browning's offices at which time an effort will be made — and it is believed a successful one — to divorce the local Tub Thumpers — the original Tub — from the national organization and to adopt a new constitution for the local body.

Bill Horan, Boston branch manager for Warner Brothers, spent several days in New York the past week conferring wtih home office executives.

Jerry Govan, booker for M and P Theatres, has returned from a vacation.

United Artists District Manager James Winn is entirely recovered from his long illness and is back at his desk.

Frank Boskette, Star and Premiere Theatres of Lawrence, is back on the job after several weeks of illness.

Code of Standards

In a move which arose over sensationally advertised pictures which local residents thought were profiting through the sensation, the British Columbia Parent Teachers Federation, meeting in Victoria, passed a resolution that "no picture may be shown in British Columbia unless it has passed a code of standards based on the production code of the Motion Picture Association." Local sources said the resolution was aimed at "The Outlaw."



PRIZE-WINNING MANAGERS IN ANNIVERSARY DRIVE. Warner Theatres General Manager Harry Kalmine and Ohio Division Manager Nat Wolf are shown above with the winning managers of the Nat Wolf 15th Anniversary Attendance Drive contest. Front row (l-r): Julius Lamm, Uptown Theatre, Cleveland; Kalmine; Wolf; Joe Scholer, Ohio, Sandusky; George Fraser, Laroy, Portsmouth; Irwin Solomon, Ohio, Canton, and Woodrow English, Majestic, Springfield. Second row (l-r): Ray C. Brown and Frank Harpster, district managers; Frank Savage, Warner, Youngstown; James Tracy, Lyric, Portsmouth; William Harwell, Palace, Lorain. Third row (l-r): Paul Montavon, Sherman, Chilicothe; Douglas Craft, Capitol, Sidney; James Salman, 6th Street, Coshocton; Ted Davidson, Sigma, Lima; Frank Wheatley, Variety, Cleveland; Don Jacobs, Ohio, Mansfield; Millard Ochs, Strand, Akron. Shield numbers on managers stand for number of years service with Warner Theatres.

William T. Powell, district manager of the Western Massachusetts Theatres, has become a radio commentator and will give his views of current motion pictures every night over Station WBEC.

Fred F. Gilmore, who founded the first theatre in Ware, Mass., died recently at St. Petersburg, Fla. He retired from the film industry in 1921.

DETROIT

Wilson Elliott, who recently resigned his post as assistant manager of the Fox Theatre to pen a restaurant in Redford was back visiting his old friends last week. A prisoner of war, he is now taking a rest from a late operation as a result of his war experiences.

Betty Smith, Fox Theatre press agent, tells of the damage the flood did around Grand Rapids. She spent the weekend there visiting in-laws.

Detroit theatres report feeling the result of consumer resistance. Movie-goers are becoming choosey, when there is a good picture the theatres are crowded, but a poor picture finds them staying away.

The Cancer Fund Drive has started in Michigan theatres with a goal this year of $125,000. The theatre idea is said to have originated here and later spread to other sections of the country.

The Michigan Theatre, having scored with Vaughn Monroe, has slated two other big name bands for May. On the 2nd, Tex Beneke and the Glenn Miller Orchestra open, followed on May 23 with Sammy Kaye and company.

ST. LOUIS

The Missouri House has passed a bill for quarterly, instead of monthly, collection of the state's two per cent sales tax, with an estimated saving of $100,000 to the state. Bill would effect a considerable saving to merchants and theatre owners who collect the tax.

While St. Louis and many other cities in the state will go on daylight saving time on the 27th, the State of Missouri will ignore fast time and standard time will continue in state offices. Some state offices in St. Louis are expected, however, to follow community time. Most cities in southern Illinois voted to remain on standard time.

With the completion of the St. Louis Committee of the Motion Picture Foundation, Joseph C. Ansell of Ansell Bros. Theatres, was named chairman; Albert Stetson of Fanchon and Marco is secretary, and Fred Wehrenberg, president of MPTOA and head of Wehrenberg circuit, was elected a trustee. Named to serve on the committee, with terms expiring in 1948 were Russell Bovim, James Frisina, George Kerasotes, Carson Rodgers, Bess Schulter, Fred Souttar, Clarence Turley, Oscar Turner and Isador Weinshienk. Those with terms expiring in 1949 are Joseph C. Ansell, Harry C. Arthur, Charles Goldman, Thomas James, Sam Komm, Sam Levin, Jack Sieper and Fred Wehrenberg.

Fanchon and Marco General Manager Harry C. Arthur has gone to Hollywood for a two-week stay. His brother, Eddie Arthur, recently returned from the west coast.

Iris Scissors, granddaughter of Joseph C. Ansell of Ansell Bros. Theatres, was given a theatre party on her ninth birthday with some 50 of her playmates and Jewish orphans as the guests of her grandparents. Refreshments were

REGIONAL NEWSREEL

served in the basement of the Fox Theatre with her grandmothers acting as hostesses.

The L. T. Rockenstein Co., dealers in motion picture supplies, has been incorporated and now adds Inc. to its name, and will handle merchandise and machinery. Incorporators are L. T Rockenstein, Harold Block and M. S. Gottlieb.

Romeo D. Buffano, St. Louis band director, died April 15 at the Roe public school where he was directing a school drum and bugle corps. He was a son of the late Anton Bufanno, also a well known band leader here.

COLUMBUS

Frank Yassenoff and Harold Schwartz have opened for the spring and summer their Riverside drive-in theatre. Their Eastside drive-in was opened some weeks ago. They plan the construction of three more open-air houses in the suburban area.

Jack Goode, a local stage and screen dancer and comedian, visited friend here before going to the west coast where he will appear for seven weeks with the San Francisco and Los Angeles Light Opera Association. He placed his suburban home, The Goode Earth, on sale.

A miniature amusement park, Norwood's Amusement Center on East Main Street and Alum Creek, has been reopened and again brings in opposition to the Drexel, Bexley, Eastern and Main Theatres.

Loew's Central Division Manager Martin C. Burnett, who has been away from his office ill several days, is reported recovering at home.

Herman Stoffle, assistant manager of the Grand, plans to spend his two-week vacation in his native city, Cincinnati.

E. C. Benjamin, United Artists exploiteer in Minneapolis, was a recent visitor in behalf of "The Private Affairs of Bel Ami" billed as "Affairs of a Cheat." Benjamin formerly was with Warner Bros. and National Screen Service.

Universal Salesman Harry Young is at the White Cross Hospital for treatment for a heart ailment. He was injured in an auto accident some time ago.

The Miles Circuit has appointed Paul Murphy manager of the Northern Theatre, succeeding Tom Paskell who rejoined the Army Air Corps and has been stationed in Tokyo.

Jerry Norwood of Loew's construction department in New York was here inspecting the air conditioning system at the Ohio Theatre.

Herbert Parliament, formerly on the service staff of the Ohio and now a hospital apprentice at the Bainbridge Naval Training Station in Maryland, spent his weekend leave here.

The Variety Club's dinner at the Castle Cave last week proved an enjoyable affair and brought much praise to Leo Haenlein and Meredith Brumbaugh who arranged the affair.

Manager Charles Stokes of the Beechwood, has bought a new home on the Hilltop.

Howard Walker, a painter for the past 10 years at the Ohio and Broad Theatres, died here after a long illness.

The World Theatre, formerly the Olentangy, will play first-run British and foreign-language pictures when it reopens on May 14. It will given daily matinees starting at 2 P.M., Al Sugarman and Lee Hofmeier, operators, announce. They also operate the Indianola and Avondale Theatres. "Brief Encounter" will be the first attraction. Also booked are "The Magic Bow," "On Approval," "The Overlanders."



EXPLOITATION AWARD. Harold Lyon (left) of the Des Moines Theatre, Des Moines, Ia., receives first prize from W. C. Gehring (right), 20th-Fox central division sales manager, in 20th-Fox's exploitation contest on "Margie," in which managers of Tri-States Theatres competed. In the center is A. H. Blank, president of Tri-States Theatres Corp. **See story on page 15.**

INDIANAPOLIS

MGM District Manager Frank Hensler was at the local branch on Thursday and Friday in conference with Manager Foster Gauker.

Foster Gauker, MGM branch manager, and Marjorie Richter, head booker, will attend the national sales meeting of all MGM district managers, branch managers and head bookers

[illegible] April 2[illegible] at the Lincoln Hotel.

[illegible] MGM [illegible]

Herman Blank, RKO [illegible] his mother.

RKO Home Manager Russell Hollinger [illegible] the Gregory Circuit.

[illegible] manager, Columbia Pictures, left Friday night on a fishing trip.

Norma Geraghty, typist-bookkeeper at National Theatre Supply Co., is handicapped by the loss of her voice.

Guy Craig, local manager for Columbia Pictures, was a Chicago business visitor calling on circuit executives.

Eagle-Lion District Manager Harry Mandell was a business caller at the local branch during the week.

Benjamin Stonebreaker, assistant to J. B. Elliott, National Screen trailer division, has resigned his position.

Mrs. Janie McCormack, daughter of Harvey Cocks, general manager, Quimby Theatres, Ft. Wayne, Ind., is confined to St. Josephs Hospital by an appendectomy. Exactly four weeks ago, her husband was stricken with appendicitis and taken to the same hospital for an operation.

Frank Warren, 20th-Fox salesman, has been confined to his home the past week suffering

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NEW THEATRES

Monterey Park, Calif. — A 1,400-seat theatre to be called the Edwards, costing $250,000, will be erected on Garvey Avenue by the Edwards Theatre Circuit. All seats will be on one floor, a feature of the building will be a spacious forecourt lobby 65 feet wide on the street and 60 feet deep to the main building. Parking space for 200 cars is provided for. Plans were drawn by Architect Vernon Houghton of Arcadia. While CPA denied the original application for a permit, an appeal has been filed. Theatre, when built, will be the company's first-run theatre here, the Monterey becoming second-run.

Milwaukee — A new 535-car drive-in theatre will be erected at Wisconsin Dells, popular summer resort on the Wisconsin River. Robert Rockoff, who will manage the theatre, says there will be two ramps so that every car passenger can see the screen clearly, with space between the ramps for cars to drive in and out. Screen structure will be 170 feet at the base with the screen itself measuring 48x52 feet. Rest rooms and offices will be located at the base of the screen. Refreshment stands will likely be provided.

Pittsburgh — A new 500-seat theatre is to be built in Mars, Pa., by a corporation headed by Dr. Balinger, a dentist, and a Mr. Shumaker of Butler, Pa. The town has no regular theatres, pictures being shown at the high school at regular theatre admission prices.

Toronto — The city of Toronto will be ringed with drive-in theatres when new enterprises in contemplation are completed. Two of the open-air cinemas will be north of the city while a third will occupy a 20-acre site is Scarsborough to the east of Toronto. One project in North York Township is being promoted by a Cleveland group headed by Herbert Oakes. The Scarsborough drive-in is being promoted by the Canadian Drive-In Theatre Company. Cost is estimated at $125,000.

Temple City, Calif. — A second theatre for this city will be constructed by the Edwards Theatre Circuit at the Arcadia-Temple City boundary. It will be western in motif. The 840-seat Temple Theatre will be enlarged by the circuit to accommodate 1,200 persons. Authorization has been requested of the CPA.

Montrose, Calif. — A bowling-alley building here owned by the Edwards Theatre Circuit will be remodelled into a 900-seat theatre of "L"-shape design. The building is located on Honolulu Avenue one block from the Edwards Montrose Theatre.

Sunland, Calif. — A 1,000-seat theatre to be known as the [illegible] to the Edwards Theatre Circuit on the company's site, 200x300 feet, in the centre of the town's business district. Authority to construct has been requested of the CPA. Vernon Houghton, Arcadia architect, drew the plans.

La Canada, Calif. — A theatre building site consisting of two acres on Foothill Boulevard has been purchased by Edwards Theatre Circuit on which it plans to build a 1,200-seat theatre to be called the Flintridge.

THEATRE MANAGEMENT



The Brass Tacks of Efficient Picture Theatre Management*

HOW TO GET YOUR PATRON POTENTIAL

By Jack Jackson

For the past few days I've been on one of those memory-mining sprees. You know, one of those periods when you suddenly start digging into the past, dusting off old memories, polishing up forgotten dreams and refurbishing long-neglected ambitions. It's a lot of fun to look back over opportunities missed, review the weak points of the plans that failed and engage in setting mental traps to make sure that when old Opportunity bangs on the door again he won't get away until you've displayed every capability. And, if you're at all like me, you'll start rummaging through old files and maybe run across something of high value and worth passing along to others.

That's exactly what happened to me when I spilled a batch of old papers on the floor the other night and encountered a detailed blueprint showing exactly how to get a sure-fire line on your patron potential. With this sample plan in your files—or better still on your desk—you can, in a very short while, start "spotting your shots" and making every advertising dollar and every ounce of advertising effort follow a direct route to the very doors of prospective customers most likely to be intrigued by, and responsive to, the messages you send about the entertainment, educational, religious, sport, industrial, professional, or other appeal of your feature picture or the accompanying short subjects.

Wheeler's Plan to Increase Attendance

In order to give you some idea of the value of this plan, let me ask you this question: How much do you think it would be worth to have Elmer L. Wheeler personally examine your community and lay out a scheme of customer approach? I'm talking about the same Elmer L. Wheeler who authored "Tested Selling Sentences," the book that has become a "bible" in the business world among chain stores and big merchandising establishments which have proven in actual practical tests the extreme value of its text. The same Elmer L. Wheeler who wrote the most widely circulated business pamphlet ever printed—better than ten million copies—"Take An Hour to Say 'No'." Were you to hire this recognized authority on business practices you would undoubtedly follow every word of his advice to the letter and insist on the members of your business household conforming to his every recommendation. Well fellows, the plan of which I write was prepared by Elmer L. Wheeler.

Some 18 years ago "Scoop" Wheeler worked with the writer and did publicity for one of the nation's finer theatres. During the period I requested a breakdown of customer potential such as I have suggested time and again in these weekly discourses as being imperative to successful theatre operation. I personally believe that this is an excellent example of the thoroughness in research that has evidenced itself so strikingly in the successful books that "Scoop" has written to guide big business to bigger grosses and better customer relations. For obvious reasons the name of the city is changed and certain details camouflaged; otherwise, the following is word-for-word duplicate of "Scoop" Wheeler's breakdown on one of America's larger cities.

"Mr. Jackson—Following your suggestion, I have gotten in touch with the Chamber of Commerce and other bodies capable of furnishing detailed information about the types, habits, beliefs, etc. of the people of Blankville and am offering the following conclusions:

"There is a total of 335,648 inhabitants in Blankville. Native whites number about 235,000, foreign born about 76,000, immediate descendants of foreign extraction

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Hickory Minister Wars On Indecent Carnival Shows

When the police apparently took no action after he had protested for one week against allegedly indecent carnival sideshows, the Rev. John T. Lackey of Hickory, N. C., went before the Hickory Board of Aldermen and disclosed that repeated appeals to the police chief and municipal officers had met with failure. The minister demanded the removal of the police chief for failing to close the carnival. His report on two of the shows he saw contained matter which the Hickory *Record* found unprintable, so shocking was the nature of the shows.

The *Record,* aside from its full coverage of the clergyman's charges before the Aldermen, published an editorial which Earle Holden, city manager of Carolina Theatres, Inc., believes "expresses the feelings of every theatreman in the country who tries to operate a legitimate business." Headlined "Lesson for Legionnaires," the editorial follows:

"Disclosure before the members of the Hickory Board of Aldermen, Tuesday night, of the type of entertainment that was permitted at the carnival which a local post of the American Legion sponsored here last week, proved shocking and revolting.

"In view of the sensational charges by a leading minister, to the effect that he made repeated appeals to the police chief and municipal officials, urging that the offending entertainers be arrested, the public is entitled to a full and satisfactory explanation.

"It is inconceivable that we should permit the exhibition of shows that sink to the depths of depravity and sexual perversion as those witnessed and described by a man who enjoys a high position of local leadership.

"Meanwhile, the Record hopes that the youthful veterans who were responsible for bringing the questionable carnival to this community, will learn a very valuable lesson from this experience.

"Legionnaires have entirely too much at stake to permit themselves to become involved in such scandals as those which are now being aired as an aftermath of the brazen flaunting of filthy and salacious acts under the guise of entertainment.

"Traveling carnivals have fallen into such disrepute that municipal governing bodies do not as a rule have the courage to license them except by the subterfuge of permitting sponsorship by a local organization of standing in the community.

"It is time for the membership of all fraternal, civic and patriotic organizations to become thoroughly aware of the fact that they have for years permitted themselves to be used as dupes by carnival companies that could not otherwise get permits to show in most progressive and self-respecting cities and towns. Nobody in the local community ever profits from the sponsorship of carnivals. From a strictly financial standpoint, the town loses and legitimate business suffers.

"On the moral side of the ledger, the entries are all in red ink, as every adult who knows what goes on will testify.

"Let us hope that the expose of outraged decency, which the pastor of one of our churches has courageously brought to public notice, will suffice to bar carnivals from ever again being permitted to set up in this community."

Print Inspection

Projectionists should not be made responsible for less than perfect projection unless they are allowed sufficient time before the first showing to inspect the condition of prints for bad patches, botched cue marks, etc.

Air-Conditioning Louvres

Now is the time to check the screening on all air-conditioning louvres for rusted sections, possibly breaks in the screen and to repair or paint or replace as conditions indicate

THEATRE MANAGEMENT

Glove Starts Fire

A glove, carelessly tossed into the marquee of Schine's Bucyrus Theatre at Bucyrus, O., started a fire that might have had serious consequences but for the prompt action of the crew of a pick-up fire truck. The crew put out the blaze with a chemical extinguisher.

Art Gallery Is Added to Century's Vogue, Brooklyn

A series of exhibitions and sales of original paintings and sculptures by contemporary American artists will complement the foreign film policy of Century Theatres' Vogue Theatre in Brooklyn, it was announced last week by General Theatre Manager Joseph R. Springer.

First of the projected series, scheduled to last six weeks, will be highlighted by the initial public showing of one of the late Grant Wood's last works, a portrait of Henry Wallace.

The move is said to mark the first time a permanent art gallery has been established in any motion picture theatre.

Remove Gum Before Paint

If a check has indicated the necessity of a paint job for the auditorium floor, there should be a minute check made to be sure that all gum and oil is removed before applying paint.

Closed Balconies

Many theatres maintain a closed balcony for matinee performances. If this is standard policy, is an usher assigned to inspect it at regular intervals as a safety precaution?

First Aid Kit

Immediate availability of a complete, well-stocked first-aid kit might be the difference in a slight wound or a serious one.

Rubens Holds Courtesy Vital In Prevention of Accidents

Declaring that "discourteous treatment instills an antagonistic attitude on the part of patrons, making them hard to handle to the point that they refuse to be directed even in case of an emergency," Maurice M. Rubens, Great States Theatres executive, in a bulletin to his manager, warns that "there is a definite connection between courtesy and accident prevention" and that "disinterested, surly conduct, fostered during the war years, should not be tolerated."

"The smile and 'thank you' of the cashier and doorman, and the manager's greeting immediately place a patron in a receptive mood," Rubens writes. "The necessary confidence and respect of the public are obtained by the *alertness* and *courtesy* of service personnel from the manager down. An usher's 'May I help you, Sir?' the moment he evidences a sign of doubt or confusion is immediately indicative that the patron's welfare is being considered, and the patron relaxes to a point that polite terse directions are obeyed automatically."

Rubens cites as proof one theatre where oftentimes holdouts six abreast in a lobby line over 200 feet long are handled by two ushers "without confusion and no mystic maze of holdout rails or ropes." Patrons are impressed, he continues, with the efficient manner in which a "faint" is handled. "ExGIs will remember that fainting often occurs among physically perfect soldiers standing in ranks. Without careful training, this phase of service is pitifully bungled. It is also obvious that proper training drastically reduces the manpower required."

Pointing out that managers who are graduates of the "university of experience" know that an unattended, semi-dark auditorium presents an eerie aspect, and that any unusual [illegible] warns that "the natural inclination of any crowd [illegible] entered unless there is instantaneous action from an intensively trained service force. Theatre auditoriums that are not patrolled at frequent intervals [illegible] For this reason, numerous complaints of annoyance from women and children become a matter of public gossip to the detriment of the theatre.

"At no time should an audience be permitted to feel that 'it is on its own.' This fault is noticeable in many theatres ,especially after the box-office is closed and the manager is conspicuous by his absence. Many emergencies and irregularities may happen in this period.

"Properly selling the theatre requires the manager to be on hand at each intermission. Nothing so impresses a patron as a manager's pleasant, Good Night!' after the last performance.

Training Prevents Accidents

"Many minor accidents which affect our Public-Liability Rates are prevented by training in courtesy. Note the manner in which the Grade-School Patrol Boys' Signals at a street crossing are obeyed by hard-boiled motorists. There are no arguments . . . not a spoken word . . . just unconscious obedience. Will your service force on a given signal quickly and quietly open exit doors and direct your patrons to safety in an emergency? *Are they properly instructed how to keep children from running up and down the aisles [illegible] injury to themselves and other patrons?* Is the confidence and respect of the audience (by its treatment from box-office to auditorium) such that directions will be followed without question?"

The primary cause of fire and smoke scares that at any time would cause a panic, Rubens informs his managers, is "the failure to dispose of cigaret stubs, oily rags, paper towels and other refuse." Frequent inspection by manager and service force, he warns, is the only prevention.

"The after-closing check continues to be the most important of all fire-prevention inspections. Recently, a strong odor of smoke was detected but could not be instantly located. The source was found in a telephone booth where a patron dropped a cigaret on the carpeted floor. This resulted in orders to cover telephone booth floors with fireproof composition material. Patrons may drop a cigaret on a cushion, carpet or in paper towels thrown around containers which, if left overnight, may result in a disastrous fire. The polite announcement, 'Kindly do not smoke in the foyer,' has prevented much damage and cannot be resented."

Rubens also warns his managers to keep outside exit passages clear. "It has been found that in some instances even good housekeepers give little attention to them. Some are found blocked with old display material, ladders, rubbish, snow and ice. In an emergency requiring use of exit passages, the results would be disastrous. Inspect them regularly . . . keep them clear."

Caldwell's Princess Theatre Hailed Community Asset in Birthday Tribute

Few theatremen can boast the tribute paid Manager J. Glenn Caldwell of the Princess Theatre, Aurora, Mo., on the occasion of the recent celebration of the 25th anniversary of the Caldwells as theatre operators in that town.

But first, a little background material. Back in 1922 the Caldwells came to Aurora from Harrison, Ark., to take charge of the Princess Theatre, then owned by D. C. Fitten. From the start, they made it a profitable venture, and Caldwell, who had acquired a part interest, later became sole owner. As the years went by, the fame of the Princess spread under the family operation — Caldwell as manager; Mrs. Blanche Caldwell, his mother, as ticket-seller; Tobe Caldwell, his brother, as projectionist; and his sister, the former Audrey Caldwell, as ticket seller and taker.

Shortly after the Princess burned in 1942, Caldwell obtained permission to rebuild during the war. The result was the new Princess, perhaps southwest Missouri's outstanding small town theatre. At present, only two of the Caldwells are active in the theatre's operation: Caldwell himself and his mother, who sells tickets on Saturday afternoon "when the kids come to the show."

For 25 years, then, the Caldwells and the Princess Theatre have had a goodly share in the building of Aurora's community life. In congratulating Manager Caldwell and his mother, the Aurora *Advertiser* summed it up this way:

"The Princess is a theatre of which any town can be proud. It is not only beautiful and comfortable, but the entertainment presented there has been of the highest type.

"Aurora theatregoers often see new motion pictures before those in much larger towns. With few exceptions, first-run pictures are shown here almost as early as they are in the cities.

"The Princess has never gone in for the more sensational type of movie. The owner, Glenn Caldwell, has often remarked that he has never had a picture 'for men only' or 'for adults only.' It has been as clean and decent an enterprise as any town has ever had.

"The *Advertiser* thinks the Princess a real community asset, and the Caldwell family one to be complimented for doing all it can to add to the pleasure of life here in Aurora."

THEATRE MANAGEMENT

Jackson on Plan to Find Patron Potential

(*Continued from Page* 40)

about 20,000 and Negroes about 3,000.

"The geographical location of Blankville places the largest group of native whites in "Z" category. These are located in seven wards that are somewhat widely dispersed throughout the city limits.

"(Nyvians) number about 4,800 and are living, for the most part, in the 78th and 80th wards. This group can best be contacted through the medium of (Nyvian Topics) which reaches practically every home. The ad rates are .30 cents and the editor, Mr. G, is liberal with publicity space. Publicity scene mats of not more than one column will be accepted with 10 inch ads.

"(Lischi) people number about 2,500 and have no publication in their own language. However they all live in one ward, the 22nd, and a small print shop can be contacted for hand bill printing. I believe that (Moon Bros.), who operate a general store in the vicinity, can be persuaded to pay the cost of printing on a pass basis, but am sure they will divide any cost incurred if their ad appears on the opposite side of the hand bill.

"(Namregs) number 16,000 living in the 34th, 37th, 39th and 44th wards, with the major portion in the 37th ward. A paper in their own language serves this group with rates of .60 cents prevailing. The editorial space is tight and no publicity art is acceptable. Mats can be used in the ads.

"Next to the folks in "Z" category, the (Nitians) have he greatest number of people in the city. They number about 27,000 and live in five wards, three of which are adjoining and serve to make a typical (Nitian) settlement. Two rival publications make this group easy and inexpensive to contact, and many stores engage in a weekly practice of handbill distribution. We should be able to go co-op with one or more of these.

"The I.Q. of the people of Blankville rates fairly high with the exception of the (Nitians).

Highbrows Predominate

"It is interesting to note that the highbrows are of the "Z" category and these made up the greater portion of the patronage of our theatre. They are graciously congregated in one ward, the 66th. Outside of this one highbrow ward I would consider all others as offering fair to good returns from the kind of selling effort you have discussed with me.

"From the above you will note that the Nordic type of mind dominates in Blankville, with the feelings, likes and dislikes of this type of people. The Latin mental reactions and reservations should be considered as offering the next highest prospect of patronage.

"Obviously then, our theatre's general publicity and advertising should be coined and directed to reach and entice both the Nordic and Latin groups. I'd like to suggest one type for each group, but the general overall circulation of all daily papers and the other outlets used by us forbids the practice. This makes it necessary to combine the appeal, with the Nordic urge catered to, more prominently than the Latin. This could be done either with art or catchlines or better still with mixed programs where a feature appealing to one element would be balanced with shorts appealing to the other.

"Occasional appeal to the groups of lesser number could be made through featuring incidents in feature attractions, the showing of musical reels of their national likes and the use of such short subjects as deal with their native lands. If the stage shows continue, using amateurs from their groups would be a sure-fire attraction to get them theatre-minded.

"The folks in "Z" category are the white collar workers. The others work in menial municipal jobs, the shoe and clothing factories, etc., of which Blankville has more than its share.

"The great horde of workers from the city's biggest enterprise fall into the "Z" category and have long been opposed to attendance at our theatres, which formerly belonged to their very disliked boss.

"The (Nitians) on the other hand know nothing of the objectionable fellow but have been avoiding our theatre because of the *ne plus ultra* calibre of the attractions presented. This is also true of the other foreigners and their offspring who, after a day of hard manual labor, need a strong entertainment stimulus of the kind anti-podistic to the type previously presented at this theatre.

"The (Namregs) are in the higher wage brackets and in the scientific departments of the city's industries. These, I believe, will be the first to respond to the selling effort you contemplate.

Study Theatre Locations

"It is important that you note the location, size, facilities, and exhibition formulae of the neighborhood theatres. I am attaching a city map showing their location and call your attention to the fact that one segment of our prospects have their choice of five theatres—three of which are practically new. There is one in the 'noveaux riche' district running product 30 days after our closing date. The prices of all these neighborhood theatres are (XX) matinees and (YY) nights which gives you still another item for deep concern.

"Downtown, in direct competition, are three first runs, two second runs and one dramatic stock, as well as another theatre subject to frequent operation as a legitimate roadshow house. One of these plays our films second run at (GG) prices.

"To this must be added the seasonal competition of two outdoor amusement parks and an enticing area close at hand for picnicking and week-end vacation activities.

"You are embarking on an ambitious program, Mr. Jackson, and as I see the obstacles, sum up as follows:

"We have lost the highbrows of "Z" category.

"We never had the lowbrows, the (Nitians) or the others of foreign birth or immediate extraction.

"The Negro business is too small to fool with.

"I believe we should: First, tell the masses, through every possible medium, of the changes that have been made in program presentation. Let them know that ours is now the kind of a theatre they will really enjoy.This must be accomplished by direct appeal wherever possible and by implication—I mean jazzed-up art and flashy display on printed posting matter, such as cards, etc.; snappier and less distinguished layouts in newspaper advertising and some down-to-earth copy as text. Second, we must preserve the respect the minority of upper-crusters hold for our theatre by letting them know that it is still their favorite place of entertainment; that the ornamentations and decorations remain untouched by wantom hands and that—while the tempo of the presentations has changed—it is still the kind of a show they will enjoy and the best place of all in Blankville to bring their friends and associates.

"Although this minority is not a paying crowd, their jobs as bosses holds great influence with the masses and especially with newspapers and religious and political centers that contain great power over the public."

Know Traffic Loads

I said I was going to give you a word-for-word duplication of "Scoop's" report but I find its content too long so will have to summarize from this point. He went on to break down the religious factors and to name the dignitaries having the most influence with each group. He provided a listing of street car lines showing how many cars each day, how many riders on an average day, the "after 6 p. m." schedules, the last cars leaving for each district and suburb, and other transportation details of high benefit to a fellow trying to attract new business to a theatre. He searched through records of previously released short subjects for material holding appeal for the foreign factions, and listed them. He even suggested a non-snyc (yes, we all had those outfits in those days) program of music that could be advertized to certain groups. He listed every important political and civic contact, with suggestions as to where and how their influence could be used to best advantage. He prepared a suggested location route for three- and 24-sheet billing. He listed the heads of every department of the various newspaper staffs and offered suggestions as to which would prove susceptible to entertainment, flattery administered during a visit, season passes, and to other inducements to give liberally of space to theatre publicity effort.

I don't think I need to add that we licked the difficult situation and turned losses into profits in the situation about which the breakdown was written. With the kind of a job "Scoop" did of analyzing our prospects and problems, we just couldn't miss.

And, listen fellows, neither can you if you'll just refer to this article every day. Use it as a goal for your own community and ask yourself whether you know as much about where your prospects are and how to go about getting them into the theatre as is chronicled in the report on Blankville by Elmer L. (Scoop) Wheeler.

Out, Lipstick Marks!

The Beverly Theatre in Detroit has solved the problem of lipstick marks on the walls of the ladies' lounge. The walls have been painted a bright red so now the ladies can touch the walls with no resulting marks.

THE MOTION PICTURE

THEATRE

EQUIPMENT and MAINTENANCE

A Special Section Published Every Fourth Week by Showmen's Trade Review

April 26
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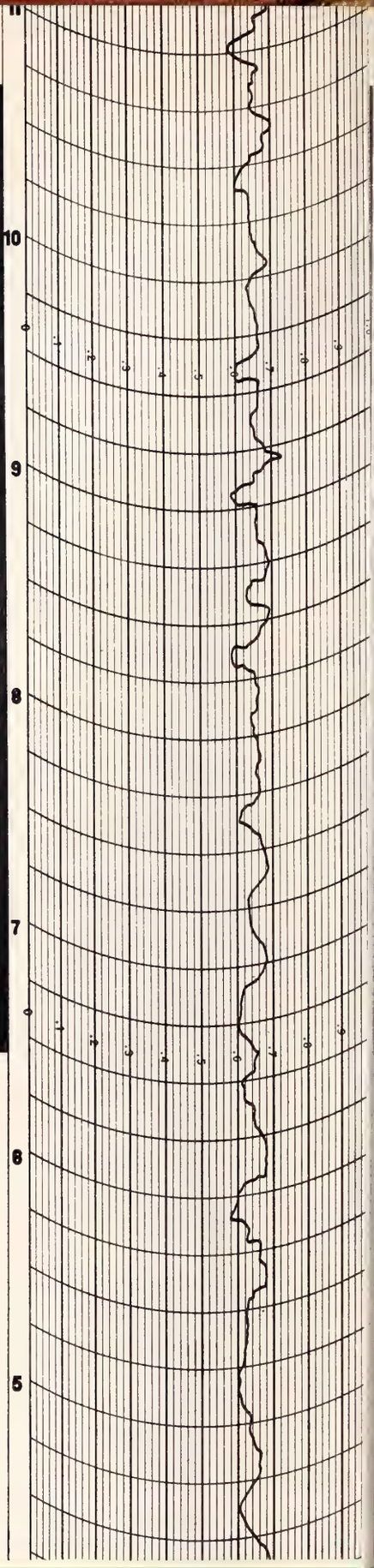
The Service Paper of the Motion Picture Industry

Exclusive Regular Features:

The Theatre Advisory Council
The Projection Advisory Council
Maintenance Check List for Managers
Maintenance Check List for Projectionists

Aaron Nadell, Technical Editor





In Front of the 8-Ball

This 8-foot integrating black sphere is called the "8-ball" by technicians of the Strong Laboratories.

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What do these graphs and this research mean to you? Well, just consider that today you are paying 1/17th as much for each unit of light as you were paying twenty years ago.

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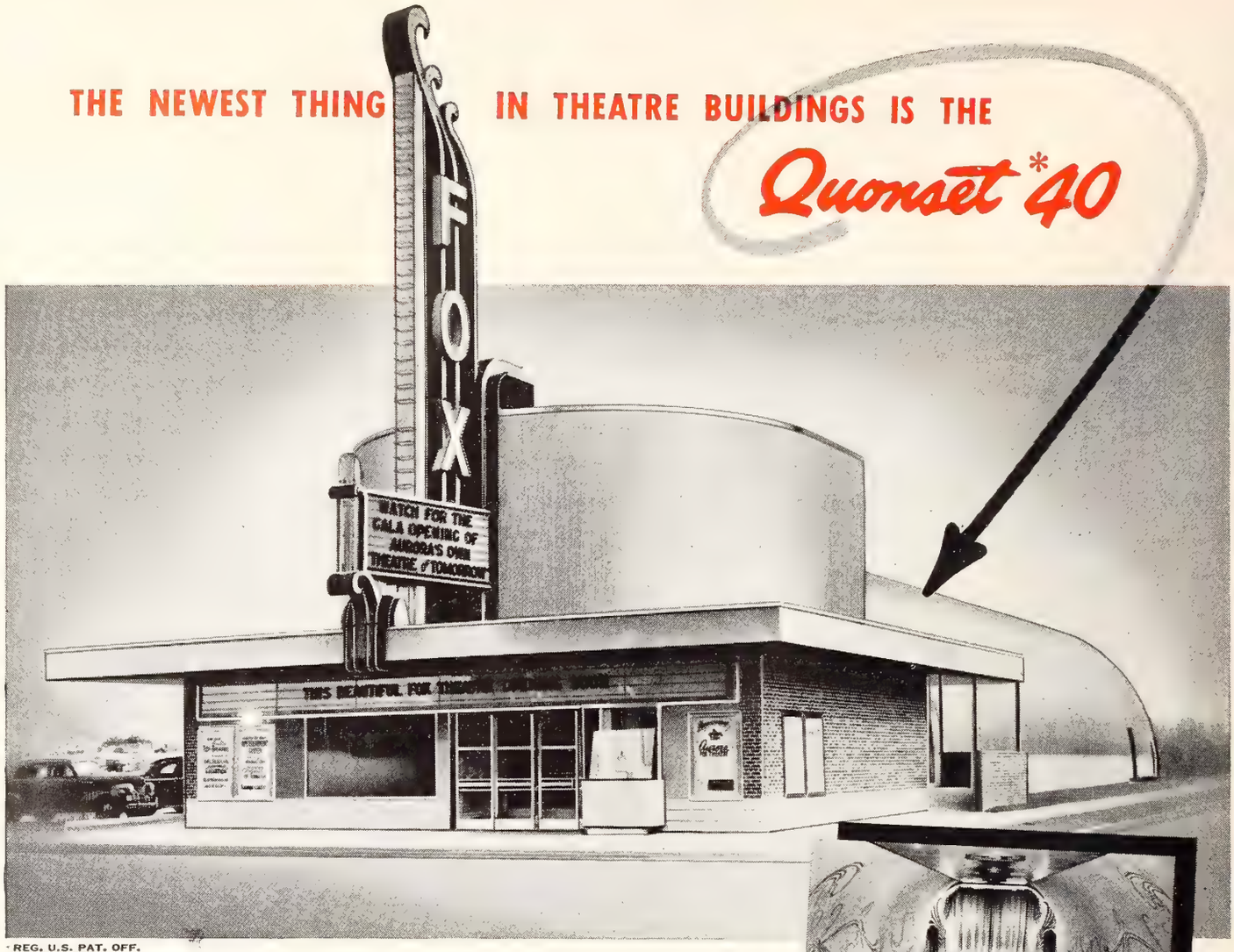
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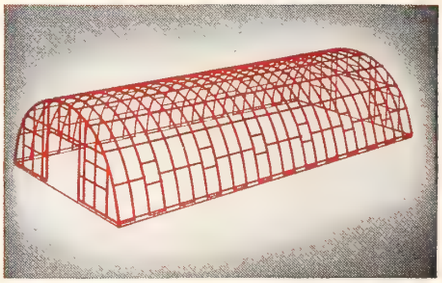
The beautiful new Fox Theatre at Aurora, Colorado

Here is the "theatre of tomorrow" . . . architecturally beautiful, efficient in design, the last word in entertainment luxury. Here, too, is a development most significant to every film exhibitor . . . the adaptation of the Quonset 40 to the theatre industry!

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Other "theatres of tomorrow"—also adaptations of the Quonset 40—are already operating in many sections of the country. If you plan to erect a theatre, be sure you get the full Quonset story first.

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Drive-Ins Are Here To Stay

So Says the Council—Members Discuss Design, Construction And Operating Policies

The drive-in is here to stay. Moreover it has reached a state of development approaching standardization, to the point where experienced operators are substantially agreed as to what should or should not be done about a number of important details.

But there must still be much room for development and evolution to come—the expert members of STR's Theatre Advisory Council emphatically do not agree on such important points as price policy, or the best material for surfacing ramps. Further experimentation doubtless lies ahead.

Drive-Ins No Fad

That the drive-in is now a permanent part of the motion picture exhibition industry was the unanimous view of the Council members participating in this month's discussion. No one thought it would disappear from the scene. Some members, however, expressed some qualification of this view in that they believe the permanence of the drive-in may be restricted to certain parts of the country only and to use at some seasons only.

"The drive-ins will be a permanent feature in the industry."

"They will develop into a very definite part of the industry—we have five under way."

"They are no fad—they will be permanent."

"They'll grow into a definite part of the industry, particularly in locations with favorable climatic conditions."

"In certain areas they will be permanent and a definite part of the industry."

"In certain parts of the country, and at certain seasons."

"They will play a part, but not an important one, in the industry's future."

The majority feel that under present-day construction difficulties and costs, building drive-ins is preferable to putting up ordinary theatres. They do not agree, however, as to the nature of the advantage, some finding it in cost of construction, others in less difficulty and shorter time of construction. A minority consider that there is no advantage as between drive-ins and standard theatres, and one Councillor finds that at the present time drive-ins are more expensive to build.

"Drive-ins present entirely different problems than regular theatre construction. Cost will be less."

"Drive-ins need less material."

"Drive-ins can be built quicker because of the smaller number of items needed."

"Drive-ins can be built with fewer difficulties, and with much less use of vital materials."

"It depends. Location, weather and a hundred other factors come in."

A number of other members, as noted, see no important difference and one even reports:

"Drive-ins have been known to cost more than ordinary theatres in this area."

Admission Prices

"Drive-in admissions should be less han those charged by first rank, de luxe theatres," one member feels.

"They should not be as great as those of regular theatres in the same community," in the opinion of another.

But the plurality vote was that there need be no difference between the cost of going to a drive-in show or to any other show; or if there is any, the drive-in charge should be the higher.

"Patrons will pay the same—or more."

"Generally, the same."

"Drive-ins should charge the same admission as any other theatre."

"Equal to or greater than regular admissions."

Location and Design

A strong majority favors locating the drive-in on a main highway, in spite of traffic difficulties. One member even prefers the junction of two main highways! Another opts for the intersection of a main highway and a cross road. A minority favors locations on a side road which are a very short distance away from main road.

"A short distance off the highway, but at a location that would permit advertising space along the highway," is the way one member of the minority expressed his choice. "This cuts down land costs and eliminates traffic hazards."

The majority would so design the theatre that cars facing the screen also face the road; a minority prefer a layout in which cars are parked with their backs to the road. One member feels that this matter should be decided according to grading costs and other conditions at each individual location—that in the nature of things there cannot be a fixed rule.

Among reasons for having patrons' cars face the road:

"The screen must be so located that passing cars cannot stop on the highway and watch the picture."

"If the reverse side of the screen is to face the highway for advertising purposes, then patrons' cars must be parked facing the road."

Still another member commented: "We prefer to locate the screen so that cars facing it face the road. Obstructions along the roadside are arranged so that lights

(*Continued on Page E-28*)

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The New MacArthur Washington D. C.

Simple Straightforward Design Beautified With Lavish Decoration



Ultra-modern in exterior design as well as in the facilities for screen presentations and patron comfort, the MacArthur Theatre was designed by Architect John J. Zink, is a joint enterprise of the progressive Kagod-Burke Amusement Co., and Warner Bros. Theatres.

Outer lobby and standee space, shown in views below, of the MacArthur have been done in the modern manner of spaciousness to afford efficient handling of traffic at show breaks. Display board above entrance doors is a handy tool for showmanship in selling institutional features and forthcoming attractions.

Modern and beautiful throughout, the new MacArthur Theatre, Washington, D. C., features simple, straight-forward design, enriched by use of luxurious materials and lavish decoration. Unusual, ultra-modern operating facilities have been provided.

Outer construction is of Colonial brick with limestone trim, the area directly above the marquee being entirely of limestone. The marquee is stainless steel and porcelain; the box-office stainless steel and marble. Entrance doors are Herculite glass. The attraction sign utilizes red, translucent changeable letters.

The auditorium extends to the right of the entrance, running parallel with the boulevard. To the left of the entrance, the picture above shows one corner of a 200-car parking lot.

Lobby floor is terrazzo, the walls rose-colored marble. Air conditioning is extended into the lobby. Entrance from the lobby to the foyer is through doors of Formica plastic trimmed with stanless







steel, and bearing the inlaid letter "M" for MacArthur.

The lower foyer is broad and sweeps across the whole width of the auditorium. It has aqua walls with white, hand-painted decorations and wainscot of tan, plastic leatherette. The carpet color scheme is rust and tan. Fluorescent lights behind glass brick illuminate the head of each aisle.

Mezzanine Accessible

A staircase rising from the foyer near the lobby entrance gives access to the carpeted mezzanine; which contains the upper foyer, men's and women's lounges, the Cry Room and the "Embassy Room."

Cry Room and Embassy Room are located at the two rear corners of the auditorium, on the mezzanine level. They are very similar in size, design and furnishings; differing in that one is used for mothers with children while the other is reserved for private party groups or distinguished guests. Both are air conditioned, both have individual speakers controlled from the projection room, both have wide, double plate glass windows. The Bugs Bunny cartoon decorations of the Cry Room, however, are omitted from the walls of its counterpart. The Cry Room seats 21; the Embassy Room 32.

The auditorium main floor seats 854 patrons. Walls are canvas, aqua-colored with white, hand-painted murals and decorative patterns. Chairs are dusty rose, echoing the shade of the carpet in the aisles and foyer and the rose marble of the outer lobby. Stage curtains are rose and gold.

'Downlighting' in Auditorium

Downlighting reflector fixtures mounted in the ceiling carry both 200 watt bulbs and 10 watt bulbs. These are on two entirely separate circuits, each circuit having its own automatic dimmers, controlled from the projection room. Concealed foot and spot lights illuminate the screen curtains.

Seating follows a four-aisle pattern, chairs being spaced 34 inches back-to-back on a reverse bowl floor.

Projection "throw" is sixty feet. Since the screen is raised on stage, and the mezzanine is low, the projectors are almost on a level with the screen center and the projection angle is nearly zero.

Public address speaker trumpets are recessed into the auditorium front walls on either side of the screen and approximately midway of the screen's height. Switching provisions make it possible to use these speakers at any time for sound-on-film reproduction in case of trouble with the regular film speakers.



ABOVE: Aqua-and-white auditorium, looking toward the proscenium. RIGHT: Lavish ornament on side and rear auditorium walls; Embassy Room in upper right corner.

Dual Control of Lighting

Although auditorium lights are primarily controlled from the projection room, the manager has a separate dimmer control for them, and can brighten the auditorium on sun-lit days so patrons will not have to grope too blindly for their seats. The manager also has a fresh air intake regulator and switch, operating on an emergency exhaust fan; he can change all the air in the auditorium in a few seconds. The oil-fired heating plant controls, and those of the air conditioning system, are in his office. He has an interphone system connecting with the box-office, the projection room, and backstage.

'After Hour' Depository

Another very modern operating facility is a film delivery and pickup chamber similar in construction and operation to the "after hour" depository arrangements of some banks. It is a steel compartment, with doors opening both inside and outside the building. Exchange messengers provided with keys to the outer door can take away or leave film at any hour of the day or night; theatre personnel do not have to be kept on duty waiting for them.

Air conditioning equipment is by York Corporation, installed by Washington Refrigeration Company. Alexander Smith and Sons carpet is used throughout the auditorium, both foyers, and in the Cry and Embassy Rooms, excepting only under the seats. Chairs are American Seating Company's Bodiform; curtain controls and tracks a product of Automatic Devices Company.

Projection Equipment

Projectors are Simplex, with Bausch & Lomb lenses. Projection lamps are Ashcraft, with Robin-Imperial generators. Film cabinets are by Neumade Products Company.

The ticket issuing machine is an Automaticket, by General Register Corporation.

John J. Payette, Warner Brothers zone chief in the Washington area, has added general responsibility for the MacArthur to his previous charge of 21 other theatres. The house is thus operated by Warner, although owned jointly by that company and Kagod-Burke Amusement Co. Kenneth R. Davis is the theatre manager.

M. Cladny Construction Company built the MacArthur; John J. Zink was the architect.

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Famous Players Canadian

C. A. DENTELBECK
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Projection and Sound for Drive-Ins

What special requirements apply to projection and sound in drive-in theatres? How far are machinery and operation similar to those of any ordinary theatre, and in what points do they differ?

This month the expert members of STR's Projection Advisory Council discuss drive-in projection lenses, optical systems, screens, projection throw and screen width, different types of loudspeakers for drive-ins, sound system requirements and safety requirements, and comment briefly on possible technical developments that may be expected in the future.

In many matters they find no difference between the needs of a drive-in and those of any other theatre. This is particularly true with respect to the quality of equipment, standards of operation and safety precautions.

Sound in drive-in theatres is subject to interference from traffic noises, and the noise of other cars entering or leaving. Additionally, the small in-car or pole speakers (although of high quality) cannot quite equal the quality of sound delivered by the elaborate and expensive speaker systems used behind the screen in indoor reproduction. In view of these limitations, is it necessary or desirable for a drive-in to use the same high quality sound units as an indoor theatre?

Top Quality?—Yes!

The answer is *Yes!* it is!—by unanimous vote of every one of the experts participating in this month's meeting.

One man said:

"If I must put up with a lot of traffic noise, must I make things worse by using a poor amplifier?"

Commented another:

"When the drive-in was in the experimental stage, in the sense of whether it would catch on with the public, it might have been good business not to risk too much money. The drive-in is worth more consideration now and no compromise should be made in equipment."

"Top quality sound equipment is just as important in drive-ins as in any other theatre," added a third.

There was no minority opinion. Everyone agreed.

Similarly in the case of the projector mechanism. The larger size of the drive-in screen means greater magnification not only of the picture but also of the faults in the picture, such as jump. There can be no question of a drive-in using projectors inferior to those of an indoor theatre, the comparison is reversed, the only question is whether drive-in projectors ought to be still better. The Council drew no distinction. Unanimously they agreed that projection in every theatre, always, should be the best possible.

"We are using the latest type of equipment, sparing no expense."

"Wherever possible, no compromise should be made in projection—always give the best."

"The best obtainable projection."

"All projectors should be in first class condition at all times in all theatres."

Again there was no minority view, no different opinion.

Safety

Unanimous agreement also was registered on the question of whether drive-in projection room precautions need be as strict as those of an indoor theatre. They should be, these experts say. No relaxation of standards can be tolerated. Some of the members feel that the drive-in presents even greater fire hazards than the indoor theatre—from the point of view of panic.

One man offered extended comment on this point:

"I believe the drive-in projection room has just as great a fire hazard as the theatre projection room, and in some respects presents a greater one. First, many drive-in prints are "last run" and even where not, the film is never in too good shape. Second, the drive-in uses light sources of greater intensity than the average theatre that plays "last run" prints.

"I have thought many times, as I sat in a car and saw the vent stack jutting up from the projection room roof, what if a sudden burst of flame spouted out into the night? It is human nature to run from a fire any time. Would some people leave their cars and try to run out, and would they be run down by other people in a panic to drive out?

"Not only should the drive-in strictly

(*Continued on Page E-20*)

MEET YOUR COUNCIL

George Cuthbert



George Cuthbert's first experience with electronics was as a radio operator in the Canadian merchant marine. When sound was added to pictures he joined the staff of Northern Electric Company in the capacity of sound service engineer. Subsequently he opened his own business supplying theatres with sound service and equipment. When Famous Players Canadian Corporation decided to inaugurate their own sound department, Cuthbert was invited to head it, and has remained its chief ever since. The organization under him provides regular sound service to 33 theatres in the Ontario region. In addition he supervises the maintenance of sound service in every Famous Theatres' house throughout Canada; all reports from Dominion sound engineers go through his office. Cuthbert's work is his only hobby; his preference in pictures is for "modern drama."



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The Drive-In Theatre in 1947

Many Will Be Built This Year at Costs Ranging from $75,000 to $150,000; Average Capacity Will Be 500 Cars, Average Admission 50c Per Person

Between 200 and 300 new drive-in theatres are in the planning stage for construction during 1947, according to estimates compiled by STR from information supplied by persons in the best position to know. Of these, it is expected, approximately 75 will actually be built and put into operation in spite of materials shortages and the difficulties of obtaining permission to build; the remainder will remain in the blueprint stage until next year unless controls are relaxed and supplies become more plentiful.

The San Francisco area is particularly active, this Spring, in the matter of new drive-in projects. The drive-in, however, is not restricted to any "favorable" climate. One of the largest concentrations of these outdoor theatres, at the present time, is in the State of Ohio.

Average car capacity is about 500. Some 1,000-car theatres have been built, and proved profitable in operation, and there are also quite a number, especially through the South, able to accommodate only 300 cars. A favored project is to start with excess land (or with an option on excess land), build a small or medium size drive-in, and grade and wire the additional area subsequently, out of profits. Where this is done, the screen is built large enough for the expanded theatre at the outset, since it would be uneconomical either to enlarge that structure or to replace it.

Cost of construction varies greatly. The screen structure, and the projection room-rest room-concession building, are practically standard items, but land costs and grading costs vary enormously. Average-size, 500-car theatres have been built for as little $75,000 and for as much as $150,000 or more.

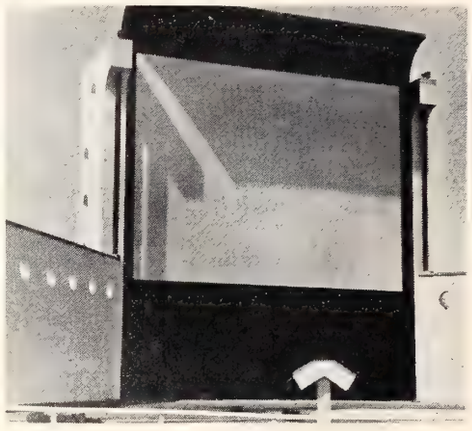
Admissions are as low as 35 cents per person, including tax, in some parts of the South, and as high as 60 cents per person, including tax, elsewhere in the country. Admissions are not always charged on an individual basis. Some theatres charge $1.00 per car. Some charge $1.00 per car containing two adults, plus 60 cents for each additional passenger. Many, perhaps the majority, have a special price for children, as low as 30 cents.

Regardless of whether admission is charged on a car basis or an individual basis, the average the country over works out to approximately 50 cents per person, including tax. This figure appears to be stable. STR has been unable to learn of any drive-in that was ever forced to reduce its prices, or of any that has raised them materially, although some have been operating many years.

Similarly, no record was found of any drive-in that was obliged to close down for lack of business except seasonally, and except during the war when rationing limited the use of automobiles.

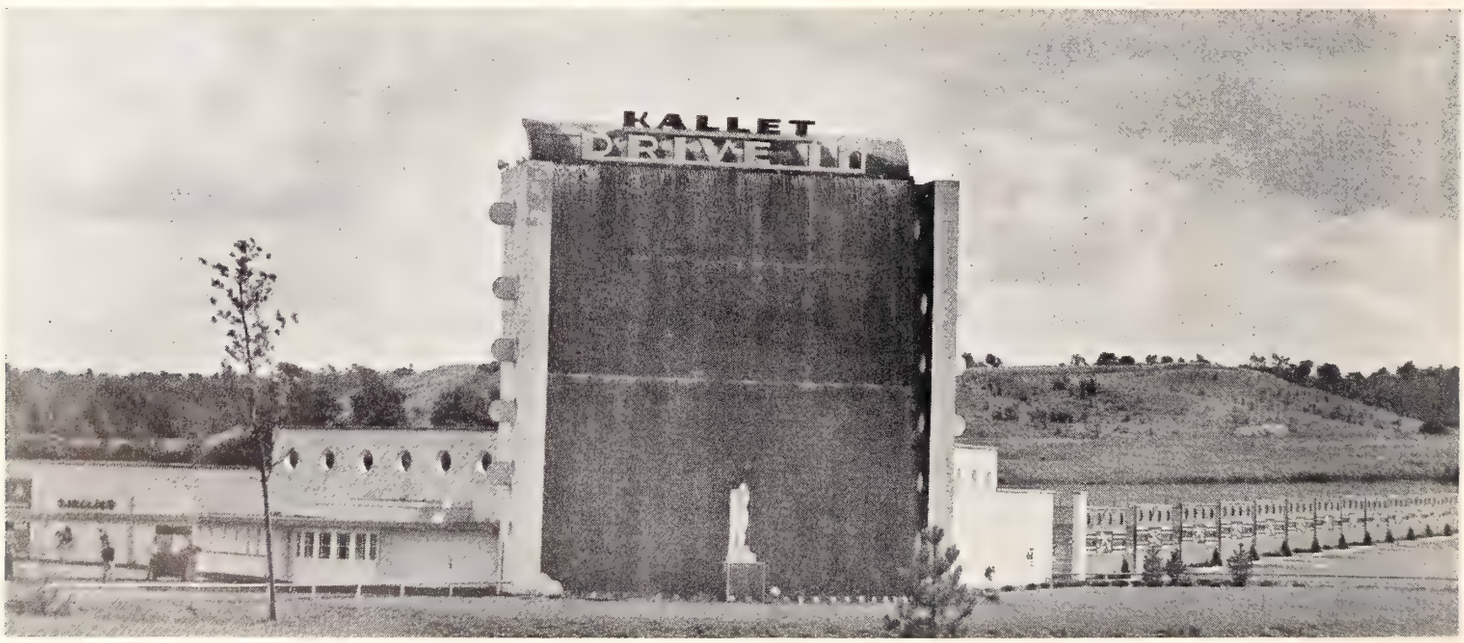
The majority of builders and owners of

(*Continued on Page E-23*)





SUCCESS. One of the many successful drive-in theatres located in the East is Kallet's Drive-In, Syracuse, N. Y., operated by Kallet Theatres, Inc., circuit. Above is a shot showing the huge screen. At right is the entrance—admission tickets are issued at booths at either side of the roadway leading into the parking areas. Below a distant view of the plant, framed by hills in an impressive setting.





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USEFUL BOOKS

Men responsible for maintenance in theatre chains, and managers and projectionists who are more than usually technically-minded, will find a useful addition to their technical libraries in Bennett's *Concise Chemical and Technical Dictionary*, just published by Chemical Publishing Company of Brooklyn, N. Y., at $10.00.

The volume defines 50,000 chemical and technical terms in the fields of physics, chemistry, electrical and mechanical engineering, mathematics, metallurgy and plastics, among others. It identifies trade name products; and states formula, molecular weight, melting point, appearance, uses and solubilities of a large number of chemical compounds.

While this 1120-page book is too heavily technical for the average theatre manager or projectionist, those who are building technical libraries, and those maintenance and projection chiefs who are more constantly involved in technological details, will want to add Bennett's new *Dictionary* to their immediately available works of reference.

Altec Re-Shuffles Service Personnel

Altec Service Corporation has added Ed Perry to its Norfolk (Va.) staff because of the extra load of work in that territory, resulting from the recent contract with the Naval Bureau of Ordnance whereby Altec will service Navy gunnery training equipment.

Robert K. Regan has been appointed Altec service inspector in the Northern California area and San Francisco Bay region. He has been an IATSE member for ten years. Prior to his entry into the motion picture field, Regan was instructor of engineers at Mackay Radio's huge commercial wireless station in Palo Alto, California.

Ken Kaiser, old-time Altec service man well-known to exhibitors in the Los Angeles and Texas areas, has been transferred to Louisville to assist in handling the increased number of service accounts in that vicinity.

S. S. Miller, Altec service inspector in San Francisco and Los Angeles, who started his career in sound servicing with Northern Electric in 1929, has been transferred to San Diego. This is the first time San Diego has had an Altec inspector permanently located in that city.

Inspector Harold Nelson has been transferred by Altec from Lansing, Michigan, to Stockton, California. Nelson was assigned to Lansing after his discharge from service with the Navy, but prior to the war was located in the Altec-San Francisco Bay area, to which region he now returns.

Frank J. Homsher, Altec service inspector in Baltimore, has been transferred to Pittsburgh.

Maintenance Check List for Managers

☐ APR. 28.—Inspect door checks for tight anchorage, ample fluid and silence and efficiency in action.

☐ APR. 29.—Check carpet throughout for any sagging that may trip patrons or start needless wear.

☐ APR. 30.—Examine catwalks over auditorium ceiling for trash accumulation, dry rot and evidence of termites.

☐ MAY 1.—Have stage switchboard dimmer banks and busbars cleaned, condition of all contacts checked.

☐ MAY 2.—Do you have small failures in chair upholstery patched promptly to avoid spread of the damage?

☐ MAY 3.—Have you checked lighting at head of stairs recently? Use more light there than elsewhere for safety.

☐ MAY 4.—Are belts on all equipment properly guarded? A little care in time can save costly accidents.

☐ MAY 5.—Check door hinges for looseness or squeaking. A regular schedule for oiling them will help.

☐ MAY 6.—Is the stand-rail baseboard shoddy from constant kicking? Revarnish or install kick plates.

☐ MAY 7.—Check fan and motor bearings on all air blowers. Have you set up a regular schedule for oiling them?

☐ MAY 8.—Are lavatory soap dispensers kept filled? Maintain high standard of service to patrons.

☐ MAY 9.—Is there an electrical fuse box in any lavatory or passageway within reach of patrons? If so, is it kept locked?

☐ MAY 10.—All sleeve-bearing motors need especially careful lubrication. Have you set lubricating schedules for all of them?

☐ MAY 11.—Are ushers wasteful of flashlight batteries? Do you know how long a battery should last, and check that it does?

☐ MAY 12.—Days growing much longer. Readjust your outdoor lighting schedule accordingly.

☐ MAY 13.—Keep seats from squeaking when raised or lowered by oiling hinges slightly. Guard against over-oiling.

☐ MAY 14.—Is check-room service for patrons' umbrellas, etc., adequate? Is "lost and found" properly handled?

☐ MAY 15.—Have you considered that delinquency and vandalism in the rear balcony can be reduced by more illumination?

☐ MAY 16.—Re-check motors and belts on all cooling units to make sure operation will be reliable and safe.

☐ MAY 17.—Have towel containers in rest rooms been repainted recently? Is towel supply ALWAYS adequate?

☐ MAY 18.—Make sure cleaning staff never fails to mop wooden floors dry. Avoid rot and loosening of chairs.

☐ MAY 19.—Check theatre foundation for cracks, settling; and beams for sagging. Don't delay needed repairs.

☐ MAY 20.—Time to plan summer relamping in cool colors. Order needed supplies well in advance.

☐ MAY 21.—Do cleaners invariably move furniture when they clean carpets? Carelessness means dirt and odor.

☐ MAY 22.—Prepare summer uniforms for the staff. Have last summer's examined, repaired, cleaned, pressed and ready.

☐ MAY 23.—Consider advisability of new "cool" summer mats for the backings of your display frames.

☐ MAY 24.—Check screens on all air louvres and replace where necessary; avoid pulling insects into the theatre.

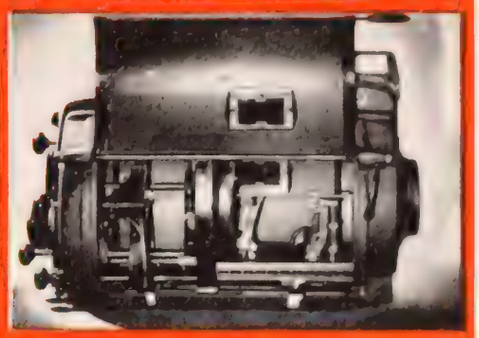
☐ MAY 25.—Repaint facade, or change color scheme of lighting or letters, with "cool" summer colors.

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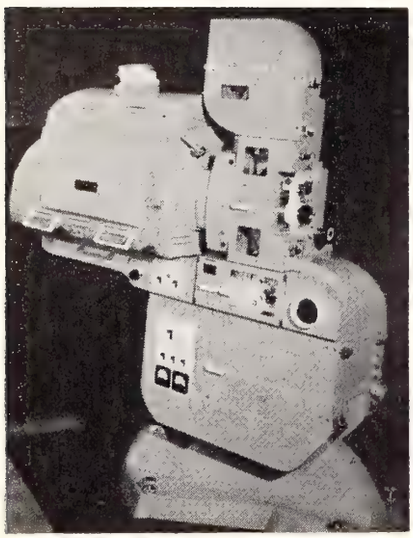
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How They Do It in England

Here pictured is the postwar Gaumont-Kalee British-made projection assembly, featuring a number of details of interest unknown in the United States. *Showmen's* is indebted to its London representative, Mr. Jock MacGregor, for the photograph and information.

Outstanding among the features of this British projector is an automatic fire extinguisher, triggered in much the same way as a port safety shutter. A fusible link is installed just above the aperture. The link consists of cellulose plus a bit of gun-cotton; it flashes instantly in case of an aperture fire. Flame does not have to reach it; the increased temperature is



enough. This fusible link does not drop a safety shutter—it floods the mechanism with carbon dioxide gas! Mr. MacGregor declares that in his experience an aperture fire in a projector fitted with this device never destroyed more than two or three frames of film.

The carbon dioxide is carried, under high pressure, in a cylinder which is part of the protective mechanism and is replaced after each use. In addition to releasing this gas, the automatic mechanism also cuts off all power to projector and arc lamp.

Other details of the projection assembly pictured here include twin rear shutters; readily removable intermittent; splash-type lubrication with all mechanical parts moving in an oil-bath, and pump, distributor and filter for keeping the oil clean; electrically operated changeover equipped for remote control; mirror-type lamphouse operating at up to 80 amperes with tachometer to show the rate of carbon feed and micrometer adjustment of positive-negative feed ratio; two-sprocket soundhead with fluid-damped flywheel stabilizer.

Sound equipment for use with it includes voltage and power amplifiers designed for operation at 230 volts, single phase. The power amplifier supplies exciter lamp current. A single power unit is rated at 30 watts output, with push-pull parallel output stage and negative feedback.

Maintenance Check List for Projectionists

☐ APR. 28.—Are your arc lamps perfectly vented to rid the projection room completely of all arc fumes?

☐ APR. 29.—Are your old film splicer, rewinder and other accessories still giving satisfactory service?

☐ APR. 30.—Prepare the projection room for summer; check, clean and oil all exhaust fans and other ventilating devices.

☐ MAY 1.—Test each loudspeaker unit INDIVIDUALLY for volume, quality and rattle-free performance.

☐ MAY 2.—Test volume controls; correct or replace any that are not completely noiseless in operation.

☐ MAY 3.—Are all projection and sound optical surfaces immaculately clean—mirrors free from defects of silvering?

☐ MAY 4.—Is the rectifier cooling fan behaving normally? Rectifier operating at proper temperature?

☐ MAY 5.—Test fire shutters of projectors for reliability; check action of port safety shutters.

☐ MAY 6.—Take complete tube meter readings; replace weakening tubes to assure highest sound quality and trouble-free operation.

☐ MAY 7.—Is your stock of spare parts COMPLETE? Have you enough carbons—for spot and effect machines as well as projectors?

☐ MAY 8.—Is the sound track alignment the best possible to avoid sprocket hole and frame line noise? On BOTH projectors?

☐ MAY 9.—Examine carbon jaws in all lamphouses. Sandpaper as necessary to remove all pitting and roughness.

☐ MAY 10.—Listen to sound critically—any flutter or wows? Remedy the cause in soundhead, projector or takeup.

☐ MAY 11.—Using a watch, check the starting time of both projector motors. Have they slowed down?

☐ MAY 12.—Watch the screen carefully during showing of titles for even slight traces of travel ghost.

☐ MAY 13.—Examine the asbestos-covered leads to all lamphouses. Are they still in perfect condition, or are replacements needed?

☐ MAY 14.—Put the pre-focussed exciting lamps into operating position. Are they all in perfect focus, ready for instant use?

☐ MAY 15.—Examine projector and soundhead gears; order replacements now if any are showing serious wear.

☐ MAY 16.—Inspect tungar rectifier filaments while tubes are lit, using gelatine. Replace any showing serious filament sag.

☐ MAY 17.—Check up film guides, tension shoes, idlers, aperture plates. Order replacements now for any showing serious wear.

☐ MAY 18.—Examine all sprocket teeth in projector and soundhead for signs of wear or undercutting.

☐ MAY 19.—Check all motor-generators for cool bearings, good commutator condition, freedom from sparking.

☐ MAY 20.—If projection room floor paint is worn through and cement dust is being scuffed into equipment and your lungs, re-paint.

☐ MAY 21.—Is the takeup action smooth and correct; are belts or chains properly taut and not excessively worn?

☐ MAY 22.—Check up on tool supply, make sure that EVERY tool that may be needed in an emergency is on hand.

☐ MAY 23.—Go over all oil cups, oil reservoirs, grease cups and other lubricating points. Clean and lubricate as needed.

☐ MAY 24.—Test each loudspeaker unit INDIVIDUALLY for volume, quality of sound and rattle-free operation.

☐ MAY 25.—Test volume controls. Correct or replace any that are even slightly noisy in operation.

The careful survey on which the author bases his statements of fact in this article was expertly conducted, and covers the entire field of central-system air conditioning in the United States—extending far beyond the motion picture theatre alone to include the conditioning plans of department stores, smaller retail stores, restaurants, hotels, bowling alleys, meeting halls and industrial plants.

The facts collected demonstrate that the theatre industry, the pioneer in introducing hot-weather comfort, is no longer alone in offering that attraction to the public.

Whereas theatres expect to spend $12,000,000 for air conditioning systems in 1947, industries competing with the theatre for the public's time will spend a total of $88,000,000—and this figure does not include small "package" systems of five horsepower or less, which were excluded from the survey.

Movies and Competing Enterprises Rush For More Air Conditioning

Stores, Bowling Alleys, Cafes To Vie With Theatre In Offering Comfort

By J. F. Brinley
Account Executive,
Michel-Cather, Inc.
New York City

The motion picture industry will continue to lead all American industries in installation of air conditioning equipment during 1947, but enterprises that compete directly with the theatre will prove very strong runners-up in the race to attract the public by providing air comfort.

This is the inescapable conclusion drawn from a careful survey of the air conditioning equipment market for 1947, just made by this writer.

Motion picture theatres will spend approximately $12,000,000 for centralized air conditioning installations during 1947, not counting "package" units of 5 horsepower or less.

But department stores will invest $11,000,000 in centralized air conditioning systems, the restaurant and hotel industries will invest $8,000,000 each, or $16,000,000 for both. Extremely substantial investments in such conditioning systems will also be made by bowling alleys, meeting halls, smaller retail stores and industrial plants.

All American enterprises and activities, not counting private homes—nor installations in transportation equipment—and leaving out small "package" systems, will buy a total of more than $100,000,000 worth of air conditioning before the end of this year.

Theatres Lead, But—

The motion picture theatre industry is the leader, as said, with an anticipated investment of 12 millions; but the 88 million dollars that will be spent on air conditioning by all other enterprises combined will confront the theatre with very powerful competition in the matter of public comfort.

Potential theatre patrons who wish to cool off will have the choice of spending an afternoon shopping in an air-conditioned store instead of at an air-conditioned movie; and theatres that still do not have conditioning may expect such competition to tell heavily against them during warm and humid weather.

The great increase in use of air conditioning in all sorts of structures—even in industrial plants where many of the theatre's patrons spend their working hours—increasingly tends to make conditioning a "must" in any public building in which the people are expected to pass much of their time.

Prior to the war, the survey shows, only 2,238 theatres out of a total of 17,919, had air conditioning installations.

Theatre Conditioning

The 17,919 motion picture theatres now operating in the United States can be divided according to their seating capacities as follows:

Seating Capacity	Number of Theatres
Over 3,000	117
2,000 to 3,000	374
1,500 to 2,000	689
1,000 to 1,500	1,646
500 to 1,000	5,500
200 to 500	7,303
Less than 200	2,290

For the entire group the average seating capacity is 620; average daily attendance 800; gross annual income $1,363,250,000.

Prior to America's entry into the war, a total of 2,238 theatres is shown by the Edison Electric Institute to have installed air-conditioning equipment aggregating 176,320 horsepower. These installations were made as follows:

Period	No. of Theatres	Horsepower
Up to 1940	1,826	157,489
During 1940	236	11,573
During 1941	176	7,258
TOTALS	2,238	176,320

This works out to an average of about 80 horsepower per theatre.

Practically no change in the air-conditioning situation in the theatre industry has taken place since the beginning of the war.

THE AUTHOR



J. F. (JACK) BRINLEY with Great Dane thoroughbred pup "Eric."

The Future

From the figures already presented it will be seen that there are now about 16,000 theatres in the United States without air conditioning.

Only about 400, or 4¼ per cent, of the 9,593 theatres of 500 seats or less have so far installed air conditioning, while about 1,800, or 22 per cent, of the 8,326 theatres with more than 500 seats have installed it.

If the smaller theatres be disregarded so far as new equipment is concerned—they are expected to use "package" units which are excluded from the survey—it may be estimated that there is a potential air conditioning requirement by about 6,530 theatres that do not now have conditioning systems.

Additionally, about 65 per cent of the present 2,200 installations in theatres are obsolete or inefficient, and should be replaced, adding a potential equipment of another 1,430 projects, or 7,960 in all.

Assuming, to be extremely conservative, that only one-half of these 7,960 air conditioning projects—or 3,980—are actually carried out over a period of ten years, there will remain an annual total averaging 400 theatre air conditioning systems a year.

Since enterprises that compete with the theatre for the public's time are also expected to add very substantially to their use of air conditioning, the theatre that does not offer this facility will find itself under increasing pressure to put it in—or become a place no one wants to go to during the summer.

EQUIPMENT LITERATURE BUREAU

Listings for April 26, 1947

ANY OR ALL of the literature items listed below will be sent promptly to readers who use the accompanying coupon to indicate their wishes. **SHOWMEN'S TRADE REVIEW** forwards such requests promptly, and they receive immediate attention. Readers should also ask for any information they may want about items of equipment not listed here—we will do our very best to get it for them. The name of the theatre, as well as the street address, should be given. There is no obligation whatsoever.

ACOUSTIC PLASTIC. Sound-absorbing plastic that can be applied to new or old wall or ceiling surfaces with a trowel, and that can be painted with water emulsion paint without reduction of efficiency, is described and pictured in a booklet brought out by Universal Zonolite Insulation Company. The booklet states absorption coefficients in figures, and includes instructions for mixing and application. (#1).

AIR CONDITIONING. Varieties of conditioning equipment, ranging from simple blowers, coolers and air washers to complete "package" units that refrigerate, de-humidify and all but manufacture new air, cover an enormous range of mechanical devices and contrivances. Every theatre cannot use the same conditioning apparatus. A number of very different devices for securing desirable air conditioning are described briefly in a folder issued by United States Air Conditioning Corp. Compact and easily read, this folder will give any theatre manager an outline of methods and equipments, to help him choose those best suited to his own circumstances. (#2).

BLACK LIGHT EFFECTS. A twelve-page, two-color booklet issued by Black Light Products of Chicago illustrates the remarkable ornamental results that can be obtained by use of fluorescent materials and ultra-violet lamps; lists the Company's fluorescent pigments, lacquers and solutions according to color, and illustrates lamps and accessories for illuminating them. A price list is included. (#3).

ELECTRONIC EQUIPMENT. Dozens if not hundreds of items for the theatre are listed, described, illustrated, priced and indexed in Concord Radio Corporation's 112-page free Catalog No. 4-46. Included in the listings are parts suited to the repair of sound equipment (condensers, resistors and so on), tubes, photoelectric cells, exciter lamps, amplifiers, sound systems, intercommunicating systems, microphones, record players, fluorescent lamps. Nine pages are devoted to illustrating and describing Concord's "Multi-amp Add-A-Unit" amplifiers and sound systems. Intercommunication systems for from two to ten stations occupy two additional pages. Nineteen pages are given to repair parts suited to use in sound systems. (#4).

HAND TRUCKS for efficiency in moving ash barrels, trash barrels and all sorts of heavy material are illustrated and described in a 12-page folder issued by Best Built Truck and Metal Products, Inc., in association with Crown Motion Picture Supply Corp. The devices listed will promote efficiency in any theatre, and may assist larger ones in reducing janitorial personnel. (#5).

METAL FURNISHINGS. Crowd control ropes and posts, wall plates, push bars, door grips, sand urns, stair and ticket office railings and decorative grilles are pictured and described in detail in an interesting four-page pamphlet issued by Hupp Metal Works Company. Glancing through these illustrations should give many a theatreman a few interesting, novel ideas for his own house. (#6).

PROJECTION LAMP. The newly-developed Forest electronic arc lamp is pictured and explained in a six-page folder. The lamp is unique in that its carbons are fed by means of solenoids instead of the usual feed motor. A few minutes spent with this folder will leave any theatreman with a clear understanding of how this new lamp operates and exactly how it differs from the standard, motor-fed types. (#7).

PROJECTION LAMP RECTIFIER—6 PHASE. McColpin-Christie Corporation of Los Angeles has just published a four-page fully-illustrated folder describing the "C&C" six-phase full wave rectifiers. Six-phase rectification is a post-war improvement in motion picture projection. By doubling the number of impulses per second, the six-phase rectifier reduces ripples and disturbing harmonics, permitting projection of a more brilliant and steadier light from rectified A.C. power. The McColpin-Christie rectifier folder describes in detail the operating and constructional features of the new type rectifier, and includes recommendations for a complete installation. (#8).

VACUUM CLEANING. Effective cleaning of theatre screens, drapes, ornamental surfaces and stairways, and in-place shampooing of theatre carpets, are illustrated and described in a four-page folder issued by National Super Service, Inc. The bulletin sets forth both methods of using the Super vacuum cleaner to maximum advantage, and technical details of the cleaner itself. Despite the fact that the unit develops a rated one-half horsepower, to move 113 cu. ft. of air per minute at a velocity of 2½ miles per minute, its combination of modern, light motor core materials and high-speed design keeps the weight of this half-horsepower mechanism down to 35½ pounds for motor, bag and cord. The tools also are light; the ten-foot extension tube, for example, weighs only 53 ounces. The bulletin should be of interest to anyone concerned with the practical problems of theatre housekeeping. (#9).

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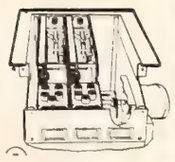
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Satz Re-equipping Century's Theatres

Leonard Satz, Director of Purchasing and Maintenance for Century Theatres, and member of STR's Theatre and Projection Advisory Councils, is re-equipping his company's projection rooms in accordance with a wide program that will eventually be extended to include all phases of theatre operation.

New sound equipment has recently been installed in Century's Queens, Grove, Floral and Freeport theatres on Long Island, and in the Marine, Midwood and Mayfair in Brooklyn. New projectors also are being installed; the program has involved purchase to date of 18 pairs of Simplex E-7's.

A large-scale re-seating project is also included in Satz's plans.

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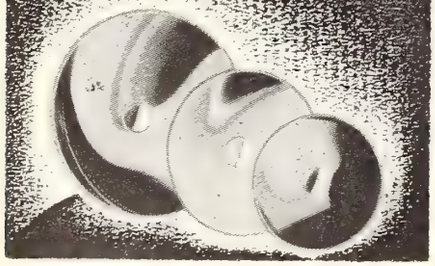
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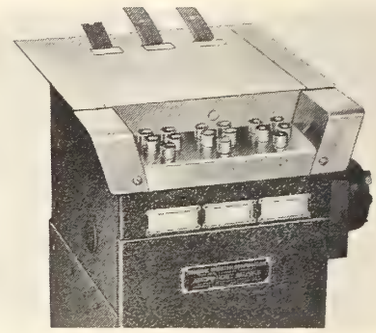
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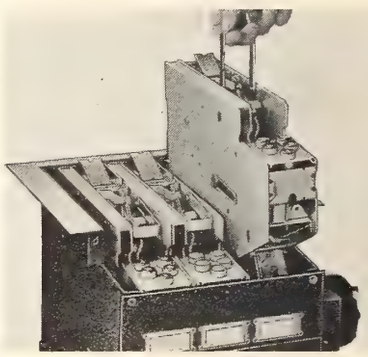
Gulistan Wilton Theatre Carpet
JOE HORNSTEIN has it!

EQUIPMENT SHOW CASE

New Ticket Dispenser



ABOVE: New, electrically operated Automaticket by General Register Corporation, featuring independently functioning and independently removable issuing units. BELOW: Faulty unit being removed—functioning of the others remains unimpaired. The register is sold under a gurantee whereby faulty units are replaced without charge during the first year after purchase; after which replacements are made at a charge proportioned to length of service.



Attractive Door Finish



RICHLY attractive, this lounge door is upholstered in "Tolex," leather-like plastic manufactured by Textileather Corp. The material is available in a variety of colors, patterns and finishes; cleans easily with a damp cloth, and can be flame-proofed to meet stringent safety requirements. It is further said to be extremely resistant to wear, including both flexing and abrasion.

SMPE Holds Sixty-First Convention in Chicago

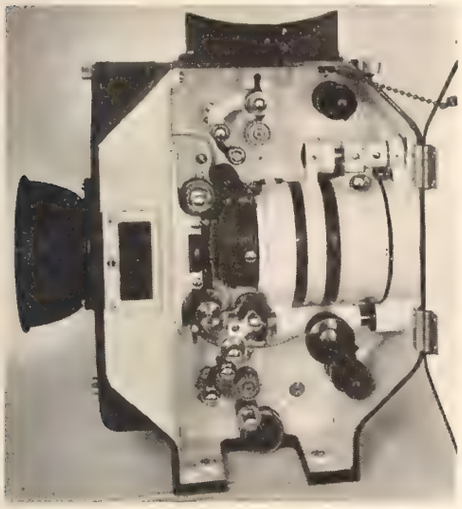
Sixty-nine technical papers covering every aspect of the motion picture sciences were read and discussed before the Sixty-first Semi-Annual Convention of the Society of Motion Picture Engineers, held in Chicago April 21st-25th.

Many of the papers were supplemented by demonstrations and exhibitions of the apparatus discussed.

A "get-together" luncheon was staged in the Drake Hotel on April 21st, and the semi-annual dinner dance at 8 P. M. April 23rd.

Among papers relating directly to the theatre were: "Sound Absorption and Impedance of Acoustic Materials," by Hale J. Sabine of Celotex Corp.; "Design Factors in 35-mm. Intermittent Mechanisms," by Arthur Hayek of General Precision Laboratories; "A New 35-mm. Projector Mechanism" by Paul H. Berger of Manufacturers Machine and Tool Co.; "New Concave-Convex Fibreglas Screen for Exhibiting Motion Pictures," by Otto Hehn of Nu-Screen, Corp.; "An Electronic Arc Feed Mechanism" by J. K. Elderkin of Forest Manufacturing Corp.; "Calculation of the Light Distribution on a Motion Picture Screen from Brightness Measurements of the Carbon Arc Crater" by M. T. Jones of National Carbon Co.; "Elements of the Theory and Performance of Carbon Arcs" by F. T. Bowditch of National Carbon Co.; "Methods of Measuring Radiant Energy at the Film Aperture" by M. R. Null of National Carbon Co.; "Light and Optics in Motion Picture Projection" by E. R. Geib and C. G. Ollinger, National Carbon Co.

Also: "Lead Sulphide Photoconductive Cells for Sound Reproduction" by R. J. Cashman of Northwestern University; "Some New Uses of Inverse Feedback in Theatre Sound Systems" by R. W. Lee of General Precision Laboratories; "A Proposed Loudness Efficiency Rating for Loudspeakers and the Determination of System Power Requirements for Enclosures" by H. F. Hopkins and N. R. Stryker of Bell Telephone Laboratories; and "Some Factors Affecting Loudspeaker Performance" by Vincent Salmon of Jensen Manufacturing Company.



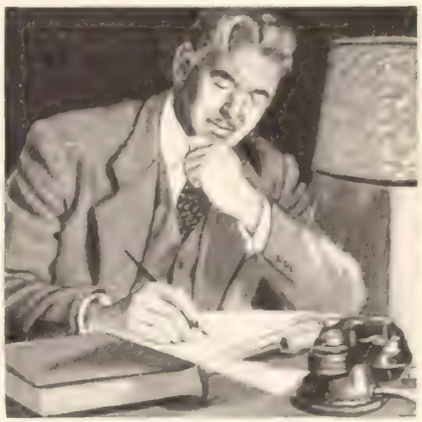
"ANTI-FLICKER" projector mechanism by Manufacturers Machine and Tool Co., which was demonstrated before the Chicago convention of the SMPE. Outstanding feature of the mechanism is a special intermittent movement which exposes film moving at standard speed at 120-cycle intervals for use with 60-cycle projection light (See STR for October 12th 1946, Page E-7). Other interesting features include a special pad roller arrangement that automatically assures correct loop size; the projectionist merely threads film around the open roller, and when he snaps it shut on the sprocket the loop remains, exactly the size it should be.

New Plastic Plaster Held Fire-Resistant

Plastic plaster that can be brushed on and dries overnight, has been developed by Sloss Sloss Paint Company of Peoria, Ill. One coat is sufficient, according to the manufacturers. The plaster covers cracks, nailheads, seams and checks; it is fire resistant, and available in ten colors and special tints. The plaster surface can be washed.



1. Don't fool yourself, sound trouble *could* make this happen at your theatre.



2. And result in lost receipts that bring on box-office blues.



3. Regular checkups by RCA experts avert trouble—assure high-quality sound.



4. Continual, high-class showings please patrons—bring them back.

How to put an end to box-office blues

When you buy RCA Service, you assure yourself of trouble-free operation, economical upkeep, and Academy-approved tone adjustments for your sound system.

In addition to regular checkups by a skilled, well-equipped technician—you get fast service on parts—prompt help in an emergency.

Unload your sound equipment problems on RCA Service specialists. For the cost of a few admissions per day, you may prevent box-office blues.

RCA SERVICE COMPANY INC.
RADIO CORPORATION of AMERICA
CAMDEN, N.J.

DISASTROUS FILM FIRES—DON'T JUST HAPPEN!
Pro-Tex REEL BAND
• PREVENTS FILM DAMAGE
• PREVENTS FILM FIRE
PRO-TEX REEL BAND CO., 200 Film Bldg., Cleveland, O.

BLACK LIGHT PRODUCTS
MANUFACTURERS OF FLUORESCENT AND LUMINESCENT PRODUCTS AND BLACK LIGHTS
67 East Lake Street Chicago 1, Ill.

PROJECTION AND SOUND FOR DRIVE-INS

(*Continued from Page E-8*)

observe all ordinary safety rules, but there should be an automatic switch connected with the port drops that would turn on *all* the lights of the parking area.

"Wherever nitrate film is used, every precaution should be taken. A huge burst of flame in inky darkness, and no sound or picture on the screen, is a dangerous thing in my opinion."

Commented another member:

"Yes—let smoke and flames shoot out of the projection room, and the panic danger will be worse than in an ordinary theatre. Every fire precaution should be used."

Said a third: "True, and there is still another reason in the proximity of the projection room to the rest rooms and the refreshment stands."

"The drive-in should certainly use every fire precaution. The same as in a theatre."

"Yes, the projection room should have all necessary fire protection, the same as in the theatre."

There was not the slightest trace of dissent.

Agreement was not nearly as complete in the matter of the ideal projection throw for drive-ins. Estimates of the optimum distance between lens and screen ranged between one member's 120 to 130 feet—the shortest distance suggested—and another's of 200-225 feet, the longest suggested.

One Councillor commented:

"There is no ideal projection distance. The distance should be determined according to the most efficient lens available. How far you put the projection room from the screen doesn't matter, but maximum optical efficiency matters a whole lot. Pick whatever distance lets you use the most efficient lens and optical system you can possibly get."

Much closer agreement was found on the matter of the ideal screen width for drive-ins. The majority feel that 40-50 feet is about right. The greatest width suggested by anyone is 52 feet. One member offered no definite figures. "It's just a question," he said, "of how much the theatre is willing to pay for larger size in terms of poorer light."

The majority prefer in-car speakers.

"If I were sitting with a girl I'd prefer an individual speaker so I could turn it low."

The members of STR's Theatre Advisory Council have the same preference—See Page E-28.

But there was also a dissenting view in favor of outside speakers mounted on short poles between cars.

"I have been very annoyed by the pops, film surface noise and poor quality of all the in-car speakers I have listened to. Speakers on short poles between cars have the same faults, but even the short distance makes them less noticeable."

The majority also hold that the projection room should have its own washing and toilet facilities, in spite of the fact that it is usually adjacent to the public rest rooms. Only one member dissented; and he limited his dissent to drive-ins where two projectionists are on duty at all times.

Future Developments

A number of possible changes in drive-in equipment and practices were foreseen. No one ventured a definite prediction, but some members felt it was possible that light beam or super-sonic methods might be used to get sound to the individual speakers, making it unnecessary to wire a large area of ground. (Radio transmission to individual cars is now being developed—see Page E-28).

Screens with a higher reflectivity than the flat white surfaces now used were thought to be possible.

It was suggested that a water pipe might be run across the top of a drive-in screen, and fitted with nozzles, so the reflecting surface could readily be washed when it became dusty. Tilting the screen to eliminate keystone was also suggested. Better sound quality was predicted. Possible addition of some kind of second attraction to drive-ins in the future, and changes in refreshment concession and sales policies, were mentioned.

One member, however, thought there will be no important changes in drive-in equipment until such outdoor theatres become much more numerous than now. There are still not enough of them to justify manufacturers in developing special apparatus, he feels; so that for the present any improvements will be developments designed for, and borrowed from, the ordinary indoor theatre.



STRONG
TUBE TYPE and COPPER OXIDE
RECTIFIERS

Designed specifically for converting A.C. to D.C. as the dependable power supply for projection arc lamps.

- A model for every requirement.
- Low original, operating and maintenance cost.
- Quiet operation.

Sold by Independent Theatre Supply Dealers.

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87 CITY PARK AVE. TOLEDO 2, OHIO

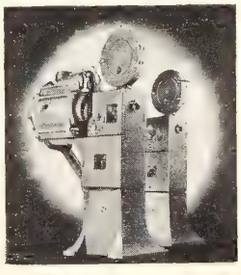
"THE WORLD'S LARGEST MANUFACTURER OF PROJECTION ARC LAMPS"

EVERYTHING FOR DRIVE-IN THEATER OPERATION



Drive-in theater operators look to DeVry for more than dependable, moderately priced projection and amplifying equipment. DeVry's new IN-CAR SPEAKERS are another outstanding contribution by DeVry to the Exhibitor's and Projectionist's goal—the perfect show.

DeVry IN-CAR SPEAKERS permit closed windows in bad weather; provide individual volume control to patron's taste; confine sound to immediate theater area, eliminating community complaints; give farthest-parked patron uniform synchronization of sound with action. Don't delay. . . . Place your order for IN-CAR SPEAKERS now and assure on-time delivery.



Send for specifications and prices on DeVry theater projector and sound systems, too—"The pair to draw to for a full house." DeVry Corporation, 1111 Armitage, Chicago 14, Ill.

For the Perfect Show Indoors or Out Your Best Buy is a DEVRY

TESMA Display to Break All Records

The largest display of theatre equipment ever exhibited will be on view at the forthcoming Tesma-Tedpa Trade Show at the Shoreham Hotel, Washington, on September 24th-29th, according to Roy Boomer, Tesma's Secretary-Treasurer.

The Theatre Equipment and Supply Manufacturers Association and the Theatre Equipment Dealers Protective Association have reserved an area large enough to accommodate approximately 100 booths for exhibitions of equipment, Boomer reveals; yet present indications are that still more space will be needed.

Foreign theatre supply dealers and theatre owners have signified their intention of attending.

Hotel room reservations are coming in earlier and in greater volume than for any previous Trade Show held by these two associations.

This is the first time in many years that the Trade Show has been taken to the Atlantic seaboard, and the fact that it is being held in the nation's capital is proving especially attractive to many in the industry and to their wives, Boomer finds.

RCA Appoints New Section Managers

M. C. Batsel, Chief Engineer in charge of RCA Engineering Products Department, has announced the appointment of new engineering section managers.

William J. Morlock will be chief of the Distributed Products section, which includes motion picture sound, sound products and test equipment. Mr. Morlock, an electrical engineering graduate of Ohio State University, joined RCA in 1930. He was assigned to testing activities on Photophone equipment, then to the development and design of sound equipment; and subsequently was appointed to take charge of government sound equipment engineering at RCA Victor's manufacturing plant in Indianapolis. During the war he acted in an advisory capacity to the Office of Scientific Research and Development, and in 1945 was appointed manager of the Sound and Electronics Section at Camden.

Stanley W. Cochran installed the first sound motion picture projector aboard a U. S. naval vessel, shortly after joining RCA in 1930. More recently, he was in charge of the manufacture of all sound equipment produced by RCA for the armed forces. A graduate of the University of Washington, Mr. Cochran will now manage the Government Sound Engineering Section.

Others are: Horace R. Dyson, named to manage the Government Radiation Section which embraces radar, sonar and government communications equipment, a graduate of Massachusetts Institute of Technology; Virgil E. Trouant, new manager of the Broadcast and Industrial Section, a University of Maine graduate who designed RCA's first 50-kilowatt broadcast transmitter; Robert R. Welsh, Maryland University alumnus, Senior Member of the Institute of Radio Engineers and recently technical adviser to the State Department, who will manage the Communications and Specialty Section.

Altec Reports "Voice" Sales in 13 More States

Altec Lansing Corporation reports recent sales of "Voice of the Theatre" speaker systems to 28 theatres in 13 different states. They are:

California: Los Angeles, the Castle; Menlo Park, the Park; Paradise, the El Ray; Placerville, the Empire; Portola, the Portola; Willows, the Rialto.

Florida: Jacksonville, the Roosevelt; Tampa, the Palma Ceia.

Georgia: Atlanta, the Central; Eatonton, the Pex.

Illinois: Chicago, the Park Manor; Decatur, the Rogers.

Indiana: Indianapolis, the Douglas.

Kentucky: Ludlow, the Kentucky.

Mississippi: Petal, the Petal.

Minnesota: Minneapolis, the Lyceum.

New Mexico: Bernalilo, the Zig.

New York: Manlius, the Strand; New York City, the Broadway; Queens Village, Creedmore State Hospital; Rochester, the Central Drive In, the Rochester Drive In.

Ohio: Columbus, the Wigwam; Dayton, the Salem Drive In; Middleport, the Liberty.

Virginia: Emporia, the Joynar.

West Virginia: Huntington, the Tipton; Rhodelle, the Valley.

Paint can be removed by scrubbing with a hot solution of trisodium phosphate, providing the surface from which the paint is to be removed is one that will not be injured by the solution.

SIX PHASE
FOR BETTER LIGHT

MOTION picture projection has taken a stride forward! Brilliant, **flicker-free** light can now be obtained from rectified A. C. power. By doubling the number of impulses per second, the "C&C" Six-phase Rectifier eliminates ripples and disturbing harmonics unavoidable in 3-phase Rectifiers.



Type H28-70
SIX PHASE RECTIFIER

Experts in the field—leading studio and theatre circuits — have already recognized the superiority of the Six-phase full wave Rectifier. Progressive theatre owners are rapidly taking advantage of this important improvement in motion picture projection.

For a more perfect light on your screen, investigate the "C&C" Six-phase Rectifier today!

Send for Catalog

For additional information about the new Six-phase Arc Lamp Rectifier, fill in the coupon below and **mail it today!**

This new development in motion picture projection is backed by over 15 years of research and engineering in the rectifier field.

McColpin-Christie Corporation, Dept. 5
4922 South Figueroa Street
Los Angeles 37, California

Gentlemen:
Please send me Bulletin-M-46 describing the new "C & C" Six-phase Arc Lamp Rectifier.

Name .....

Address .....

City ..... State .....

Distributed by National Theatre Supply

C-C PRODUCTS McCOLPIN-CHRISTIE CORP.
LOS ANGELES 37, CALIF.

Blacklight Decorations And How to Create Them

By J. Cornell Richardson
President, Black Light Products

The "mysterious" color magic of Black Light murals is good showmanship.

Unfortunately, the "mystery" seems to have spilled over (in the minds of some practical showmen) from the effect produced to the method of getting the effect.

There is no mystery about the method.

It is perfectly practicable and easy to paint Black Light murals and decorations in the theatre. Such painting is done under ordinary light. However, as the work progresses the artist views it at regular intervals under Black Light alone, so he can observe the actual color effects being produced.

With this elementary variation in technique, the work proceeds as it would in applying any other color media.

The artist must, of course, know his materials.

There are two general kinds of fluorescent lacquers—transparent and opaque.

Some of the transparent lacquers are invisible. That is, they are water-clear when viewed under ordinary light.

The opaque lacquers, and some of the transparent ones, have colors of their own. Usually the color, as seen under white light, is the same with which the lacquer glows when illuminated with ultra-violet—red remains red, and green, green, etc.

Some lacquers, however, change color under Black Light.

The artist can readily obtain a list of all types of lacquers, and their behavior, from manufacturers. He then chooses among them as he would choose among any other coloring materials.

The simplest technique of application is to go over old decorations with transparent, invisible lacquers. These do not change the white-light appearance of the panel. The fluorescent colors show only under Black Light.

This simple technique has two drawbacks, however. One is that the most effective colors now available in invisible lacquers are blue, green and white. Extensive use of these colors tends to make the mural garish and cold. The other drawback is that on any other background than white, the fluorescent lacquers do not glow at full brilliance.

A second technique involves preparing the design area by first painting it with a white casein paint. Opaque fluorescent lacquers are then applied over this white undercoat. The white light appearance of the surface will not be changed (unless fluorescent lacquers having white light colors of their own are chosen) while at the same time warm colors of full brilliance have been introduced into the Black Light effect.

The two methods can be combined. Where it is desired to keep an existing design (which would be lost if painted over with white casein paint) the old design can be retained with more or less piecemeal painting in of a new casein ground coat.

Three-Dimensional Effect

Shaded, high-relief or three-dimensional effects can be obtained owing to the fact that the base color controls the intensity of a Black Light mural to a very considerable extent.

For three-dimensional illusion, any desired design is first painted with ordinary water-mix casein paint, in a white-and-gray monotone. The same design is then applied over this base with fluorescent lacquers.

When Black Light illumination is applied, areas having a pure white undercoat will have higher intensity than those with a gray undercoat. Careful spray work and good blending of the shading will result in an excellent three-dimensional effect.

This effect can be heightened still further by intensifying the areas intended to be black in the design. Any white or gray areas not covered with the fluorescent lacquers will appear black under Black Light illumination, but a truer black will be obtained if such areas are painted in color, particularly in yellow or green.

Black Light fluorescent media are applied like any others—by spraying or brushing. As generally supplied, they come ready for spraying, while for brushing a

"TACTFUL SANITATION" IN THEATRE HOUSEKEEPING







FORT-A-CIDE

"MULTI-PURPOSE" ODORLESS ANTI-INFECTIVE AND BACTERIAL DEODORANT

DISINFECTS AS IT DEODORIZES. LEAVES NO FRIGHTENING OR EMBARRASSING ODOR.

"IT'S ODORLESS"

NON-DAMAGING ON FINE SURFACES, FABRIC AND COLOR

Mix One Part "Fort-A-Cide" Solution with Ten Parts Plain Water. Use in Sprayer on malodorous and infected plumbing. Leaves microscopic inhibiting residue on surfaces after evaporation of water.

EFFECTIVE IN HOSPITAL AND PUBLIC LABORATORY TESTS ON "SCALP RINGWORM," TUBERCULOSIS, STAPHYLOCOCCUS, STREPTOCOCCUS, DYSENTERIC—TYPHOID AND VENEREAL GERMS—ALL COMMON IN PUBLIC RESTROOMS AND AUDITORIUMS.

Ideal for vomit eradication on seats and carpets, bacterial accumulations in air-conditioning systems that cause foul odors, "Stink Bombs." Add few ounces to pail of soap water. Performs dual action on floor and mop. Compatible with and reduces amount of soap. Contains detergents and penetrants.



ECONOMICAL: ONE CASE OF 4 GALLONS MAKES 40 GALLONS "ON CONTACT" 1:10 DILUTION



ORDER FROM YOUR SUPPLY DEALER OR CIRCUIT

Fort-A-Cide Corporation, 160 E. Illinois St., Chicago 11, Ill.
FREE—SEND ME YOUR 4-PAGE COLORED ILLUSTRATED FOLDER SHOWING HOW TO USE "FORT-A-CIDE."

Name of Theatre..... Address .....
City ..... State .....

small amount of retarder thinner should be added.

The lamp commonly used for illumination is the popular 100-watt mercury flood, designated as the BL-2 series. Under ordinary conditions, this lamp gives maximum fluorescent brilliance when placed about 10 or 12 feet from the mural. As with ordinary light, brilliance falls off when distance is increased.

Illumination

The beam spread of the lamp is about 100 degrees so that the diameter of the area illuminated will approximate 1½ times the distance from surface to lamp. That is, a lamp at 10 feet will illuminate a circular area about 15 feet in diameter.

The lamp itself should be concealed: when this is done the total visible effect is simply a mural which glows in brilliant colors without apparent illumination..

The amount of white light present from other sources must be minimized—too much of it will wash out the effect.

All Black Light lamps work on regular 110 volt AC current, but only through the transformer provided. Transformer and lamp may be mounted together as a self-contained unit; but the transformer can also be installed at a master switchboard or elsewhere, if desired. In that case, connections to the lamp should be made with No. 12 wires, to avoid voltage drop.

The simplest lamp installation conceals the lamps in some type of wall box or ornamental niche; from this concealed position the invisible light is directed straight up the wall to cover the mural with maximum intensity. The extra, spilled light thus obtained also provides a good measure of activation for ceiling murals.

A second type of installation makes use of ceiling mounting of the lamps, usually in flush-type receptacles.

The life of the lamp here discussed runs about 1,000 hours. Replacement costs are moderate. The transformer, of course, remains useful indefinitely.

Uses

The sense of showmanship will suggest to any theatreman where and how black-light ornamentation should be used.

Only a few details need be mentioned—particularly, the caution necessary if Black Light is used in the proscenium area. In that location, some care must be taken to avoid making the mural too bright, both because excessive fluorescent light would spill onto the screen image and because there should be nothing in the theatre to distract attention from the show. The illumination about the proscenium should be just enough to supply restful eye relief.

It is entirely practical to make Black Light murals on canvas and hang them like pictures, replacing them from time to time as desired.

A sign painter, using fluorescent lacquers, chalks or crayons, can similarly produce attention-catching Black Light announcements of coming attractions, candy sales, or any other advertising the theatreman wants to put before his patrons in an unusually compelling form. Concealed tubular Black Lights are the best and cheapest for such signs.

THE DRIVE-IN THEATRE IN 1947

(Continued from Page E-19)

drive-ins—not less than 70 per cent of them at the lowest estimate—come from the exhibition industry and are old-time showmen. However, this new type of theatre has also attracted enterprisers from outside the industry; up to 30 per cent of existing drive-ins are said to be owned or operated by persons with no previous experience in showmanship.

Bookings are usually subsequent run, and drive-in operators to a large extent get their film through booking combines rather than by direct contact with the producer.

Projection and sound equipment is entirely similar to that of any other theatre, except that more sound power is needed. The amplifying system must be able to deliver approximately ¼ watt of sound power per car—which in a 600-car theatre would require 150 watts output. This is considerably in excess of the power usually put into an indoor theatre, although some modern theatres recently have installed that much. (See STR for Feb. 1, 1947, Page E-17 and E-23).

The exceptionally large area of the screen dictates use of the most powerful projection light source, and the most efficient projection optical system obtainable. The screen must be painted in flat white: a more highly reflective, "silver screen" surface is ruled out in the average drive-in because of the wide viewing angles necessary to accommodate the desired number of cars.

THERE'S MORE MONEY FOR YOU IN IDEAL CHAIRS



Theatregoers demand comfort with their pictures. They go more often when they know that real relaxation is in store.

You, too, should install the chairs you sit IN, not ON . . . the chairs in which they can relax in deep cushioned comfort.

They meet every need, fit every budget.

BUILT TO EXCEL — NOT JUST TO COMPETE

QUICK DELIVERY

Sold by leading Independent Theatre Supply Dealers

IDEAL SEATING COMPANY of GRAND RAPIDS

EXPORT OFFICE: 330 WEST 42ND STREET, NEW YORK CITY, ATTENTION J. E. ROBIN

Kodak Scientist Honored



John G. Capstaff

Great Britain's Royal Photographic Society has awarded its 1946 Progress Medal to John G. Capstaff, head of Kodak Research Laboratories' photographic department.

Capstaff was chosen unanimously to receive the honor, which was granted, the citation states, in recognition of his important contributions to photography.

Capstaff also has been named an honorary fellow of the Royal Photographic Sociey; has been awarded the Progress Medal of the Society of Motion Picture Engineers, and holds the Modern Pioneers Award granted to him by the National Association of Manufacturers.

He has invented and patented some sixty-odd improvements in photographic processes. While working with Kodak he invented a "reversal process" for converting negatives into positives (now widely used in amateur movie-making); two entirely different methods of producing motion pictures in color (one of them being the lenticular process); photographic printers, projectors and special instruments, including the Eastman Densitometer; a widely known fine-grain developer the D-76; the modern process for duplicating negatives, and many other innovations.

FOREST RECTIFIERS

The New and Highly Improved 6-Tube Rectifier

SINGLE-TYPE 75-V-6 and TWIN TYPE 75-V-12. Embodying the advanced knowledge gained from building rectifiers for radar and other highly scientific projects where perfection of performance and reliability are of paramount importance. Designed for all theatres using Suprex or Simplified High Intensity Projection. Built-in remote control relays with provisions for operating spotlights. 40 to 75 amperes DC current, 3-phase rectification.

***Also:* LD-60 and LD-30 Bulb Type Rectifiers, SUPER MCS Rectifiers, Rectifying Tubes, Sound Screens**

FOREST ARC LAMPS

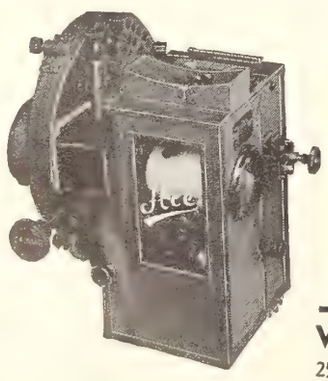
The New Electronic Control Projection Lamp

The superiority of the Forest ELECTRONIC CONTROL Arc lamp has become the talk of the industry! It features a completely new and faultless method of feeding positive and negative carbons by ELECTRONIC CONTROL, assuring arc control of precision accuracy, maintaining the exact focal point necessary for producing maximum light intensity at all times without constant watching and adjusting. No carbon feed motor—no gears—no clutches—no cams—no gadgets—no fast moving parts! Nothing to get out of order.

LARGE LAMP, 14" reflector. 1 KILOWATT, 10¼" reflector. LOW INTENSITY, 10¼" reflector.

FOREST MFG. CORP. 60 PARK PL., NEWARK, N. J.

YOUR ASSURANCE OF THE *BEST!*



WENZEL
"SMOOTH-RUNNING"
PROJECTOR

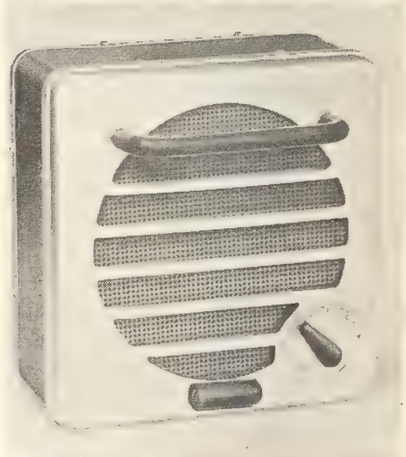
You are assured of "Smooth-Running" performance with the Wenzel time-proven projector. Use Wenzel's precision replacement parts . . . and your present equipment will do a smoother running job.

WENZEL PROJECTOR COMPANY
2509-19 S. STATE ST. CHICAGO 16, ILL.

EQUIPMENT SHOW CASE

Drive-In Speakers





DRIVE-IN speaker shelter and speaker, National Theatre Supply's latest models. The shelter acts also as coupling unit. It protects two speakers against adverse weather conditions, in addition to providing coupling to the sound system. The speaker features light weight, durability and high quality sound output, being mounted in a sturdily-built aluminum housing, and possessing a 6½-inch cone for superior sound quality. It can be taken into the car and car windows closed (except for the slight opening necessary to admit the speaker cord) thus leaving the patron comfortable at all times.

Orders Filled Immediately!



FLOOD of projection and sound equipment leaving DeVry Corporation's shipping room is shown here. Orders for the latest DeVry sound amplifiers are now being filled immediately.

Modern Disinfectants Do a Better Job in "Tactful" Theatre Housekeeping

By Charles P. Hughes,
President, Fort-A-Cide Corporation



Charles P. Hughes

"Brute force" methods of theatre sanitation are obsolete. Science, as usual, has made progress.

Because a theatre is a place of public assembly, which gathers together a miscellaneous mass of humanity—diseased and undiseased alike—a terrific civic and humanitarian obligation devolves upon management to use only the best suited and most highly developed disinfecting and cleaning agents.

Theatremen who thoughtlessly allow their usual supply dealer to ship them "just any" disinfectant are not doing this; are not taking advantage of scientific progress for the benefit of their patrons. They are using "low intensity" disinfection when they ought to use "high intensity." The latter isn't more expensive—it's more efficient.

Primitive Brute Force

The first product developed to meet any newly-discovered need is never the most perfect answer to that need. It is just the first one found, and therefore used in spite of whatever faults it may have until time and science can turn up something better.

When the danger of disease germs first became known, preliminary search for chemical substances that could kill germs turned up a number of substances that are still used in some theatres in spite of their many faults, and in spite of the fact that far more suitable agents are now available. These old-timers are sold to the theatre under various trade-mark names.

Among them are phenol (carbolic acid) sodium hypochlorite (chlorine chemically combined with lye) formaldehyde, pine oil, and the more recently developed but still very unsatisfactory quaternary ammonium compounds.

Faults to Watch

Phenol (carbolic acid) certainly kills germs but it is unpleasantly odorous and tends to remind patrons of hospitals, not of pleasure. It is furthermore corrosive, damaging and dangerous to employes. If spilled on users' hands or splashed in their eyes it can produce serious injury.

Sodium hypochlorite affects a number of pathogenic organisms (not all, tuberculosis germs are among those immune to its action) but in effective concentrations it is also a very efficient bleach and it seriously weakens fabrics. It tends to diminish the brightness of dyed colors or eradicates them entirely—the No. 2 bottle of common ink eradicator you have in your office is nothing but sodium hypochlorite solution. The same chemical is sold under various trade-mark names in grocery stores. Its usefulness in the theatre is thus highly limited by its destructiveness; and is further limited by its strong odor.

Formaldehyde (sold in the theatre field compounded with sodium hypochlorite) is used in undertaking parlors, and has the smell of undertaking parlors.

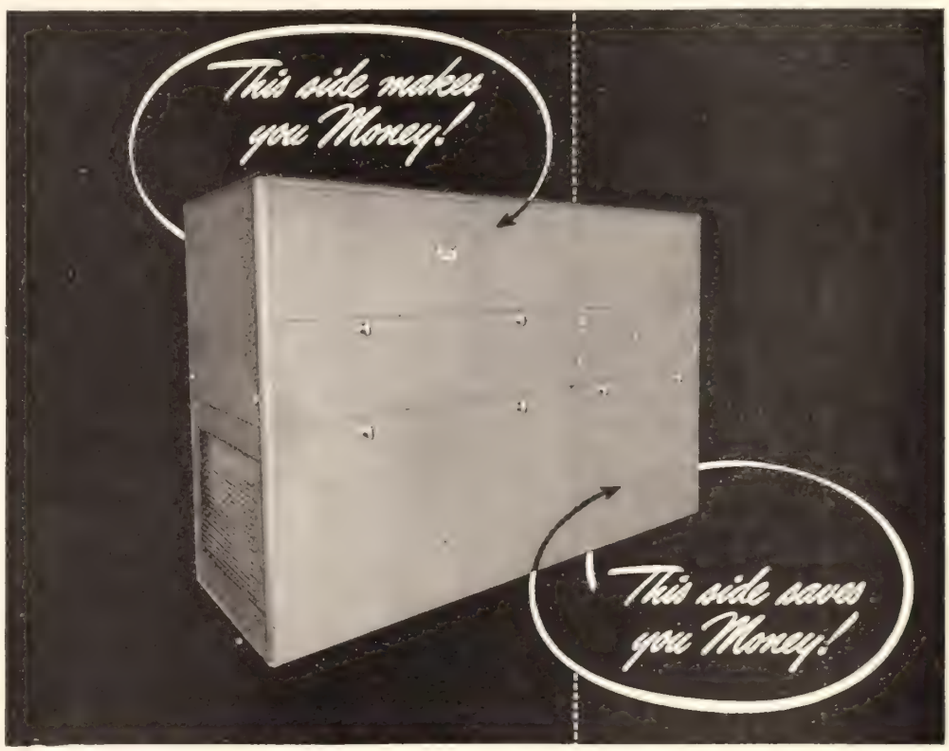
Pine oil is quite a mild disinfectant, inactive against many of the most dangerous types of bacteria.

Quaternary ammonium compounds are incompatible with soap, which nullifies any disinfectant power they have. They cannot, therefore, be used efficiently by putting them in the soap mop water, and disinfecting at minimum effort by combining disinfection with mopping in one job. One must be painstakingly mopped up before the other is applied.

But most important, in these days, is the matter of odor. Phenol, formaldehyde, sodium hypochlorite, pine oil—all SMELL. The day when such odors were considered "sanitary" passed long ago. The mothers and housewives who constitute so important a part of the theatre's patronage don't deal with kitchen or domestic odors in their homes by hiding them under some other smell.

If a theatre does that, Mama will feel the theatre is a place where her children

(Continued on Page E-26)



● One single compact unit has every major part of a *complete refrigerated air conditioning system*. This complete, balanced unit construction offers advantages in *lower first cost, lower installation costs* and *lower operating costs*. The refrigeration and compression units combine to give efficient refrigeration cooling—the evaporative condensing section saves water, saves money in operation.

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STEP-ON DISPOSAL CAN finished in gleaming white baked enamel, with a rustless inner container of aluminum, is a new product of the Swallow Airplane Co.

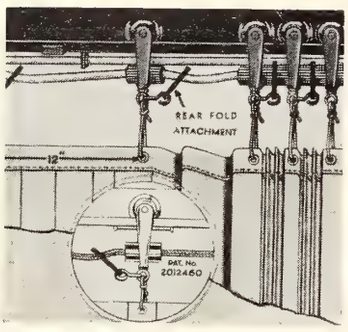
WALL WASHING MACHINE, known as Wallmaster, which washes, rinses and dries all types of interior wall surfaces, is being made by Quaker Maintenance Co., Inc.

OZONE MACHINE, utilizing a Sylvania electronic ionization tube in place of the more usual condenser plate system, and designated Refresh-Aire Ozonizer, is being marketed by N. E. Drazan.

PIPE INSULATING MATERIAL, water repellant and said to stop sweating and dripping of cold water pipes, is produced by Mystik Adhesive Products. Named Dri-Pipe, the material, which is flexible, has self-stick adhesive edges for attaching. It can be painted but does not need paint.

11 Vallen

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National Super Service Co., Inc.
1951 N. 13th STREET, TOLEDO 2, OHIO

DISINFECTANTS

(*Continued from Page E-25*)

can catch disease, or from which she can bring disease home to them.

Smelly methods of disinfection frighten patrons away.

"Tactful" Sanitation

The writer is most familiar with "Fort-A-Cide" among the more modern disinfecting and deodorizing compounds that have replaced the 'brute force" formulas and ingredients of the past, and will cite its qualifications as typical of those which science has made available to theatremen today.

"Fort-A-Cide" is an extremely efficient germicide, fungicide and bacterial deodorant. It is ODORLESS. It has none of the other disadvantages above referred to. A far more recent development than such crude agents as phenol, formaldehyde or sodium hypochlorite, it was engineered to do their work, do it better, and do it without their drawbacks.

"Fort-A-Cide" is harmless to dyes and fabrics. It is perfectly compatible with soap. Highly efficient, it is regularly used diluted 10 to 20 times with plain water. (The price of a disinfecting chemical remains meaningless until after the dilution in which it is used has been taken into account—thus. "Fort-A-Cide" is really inexpensive).

This modern agent is designed to do *all* the disinfecting jobs about the theatre—on fabrics as readily as on plumbing. It is designed to do them efficiently by mixture with soap mop water, and by simple spraying.

A 1:10 dilution, for instance, has an "on contact" effectiveness on both decomposition odors and contagious disease germs. Ugly-looking and plumbing-clogging urinal blocks are no longer needed; one thorough spraying with "Fort-A-Cide" prevents odors arising from new bacterial accumulations because of a powerful residue left on the surfaces after the water evaporates. A large public laboratory has stated that this residue is 500 times more effective than carbolic acid—and without the disadvantages of odor.

In theatre auditoriums "Fort-A-Cide" is used for spraying mohair and leather seats, to rid them of the causative agent of scalp ringworm, which is now epidemic.

In short, "Fort-A-Cide" is a typically modern-type disinfectant-deodorant, with multiple uses in a theatre. It is tailored not only to do its job, but to do it the way the job should be done—without bleaching colors, rotting fabrics, corroding metal or fine surfaces—usable in a spray or in soap mop water—with no odor of its own—and inexpensive because it does its work effectively in large dilutions with plain water.

Paramount-Richards are reported planning to remodel the Strand Building, Meridian, Miss., into a 500-seat theatre and several floors of offices.

Montgomery Amusement Co. has completed assembly of property for the construction of a 1,000-seat theatre in the Kentucky Heights suburb of Cincinnati.

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"Voices" Fly for Chaplin



CHAPLIN insisted on Altec Voice of the Theatre speakers for the world premiere of his "Monsieur Verdoux" at New York's Broadway Theatre; United Artists insisted on the scheduled opening date, and Altec did not have the speakers in the East.

They are shown here, packaged, as they were removed from a plane of the Flying Tiger freight service which brought them from the Coast in time for the show to go on.

Old Fader Standard Withdrawn

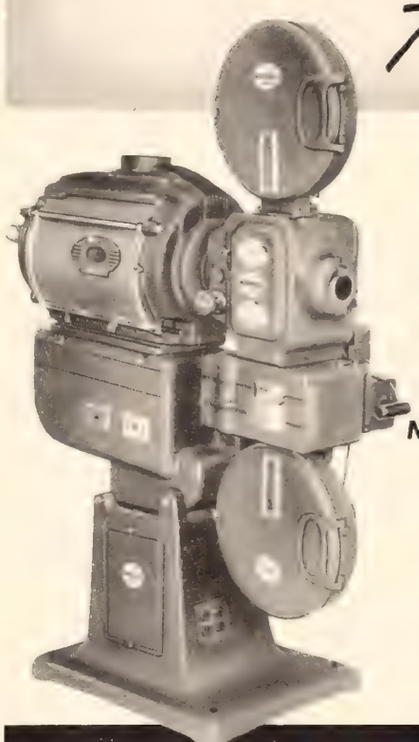
American Standard Association's Standard for Fader Setting Instructions for Projectionists has been withdrawn in a triple play involving the ASA, the Academy Research Council and the Society of Motion Picture Engineers.

The Standard, ASA's Z22. 32-1941, was adopted at a time when studios were issuing the same picture with different sound tracks.

With the general improvement in theatre apparatus, all studios abandoned the practice of issuing different types of prints for the same picture. Accordingly, the Research Council recommended that the standard be withdrawn; this recommendation was successively approved by a sectional committee of the ASA, by the Board of Governors of the SMPE and by the Standards Council of the ASA. The withdrawal became official as of March 7, 1947.

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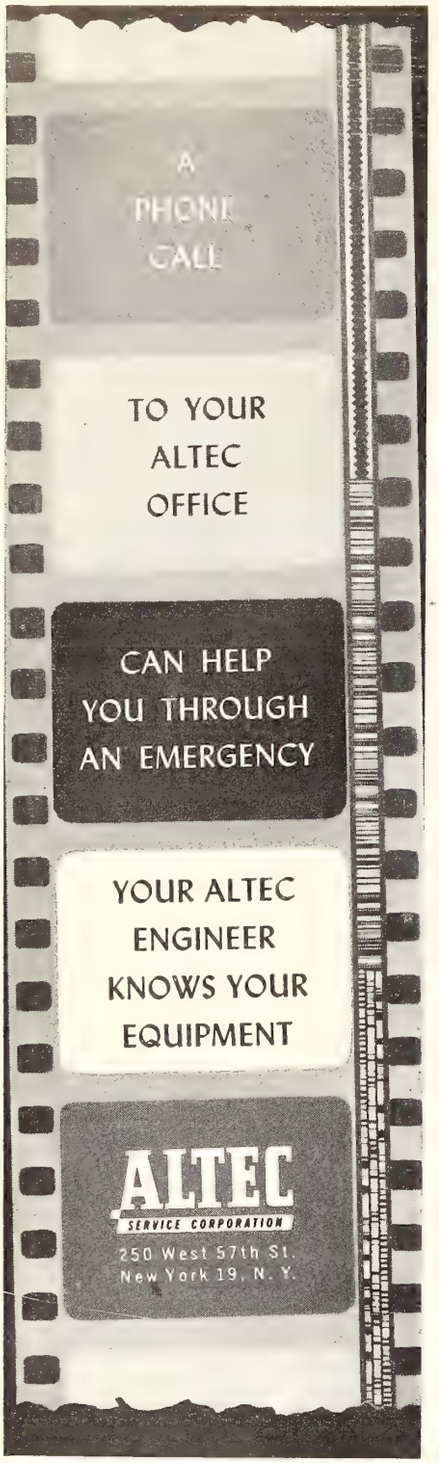


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DRIVE-INS TO STAY

(*Continued from Page E-5*)

of passing cars are not evident and do not interfere with patrons' vision."

The members of the Theatre Advisory Council, like the members of the Projection Advisory Council (See Page E-20) favor individual car speakers. In the case of the Theatre Advisory Council, the preference is unanimous.

Additionally, one member advises that:

"We are in the process of developing a transmitter which will transmit sound to receivers to be loaned to each car entering the drive-in. This will eliminate the tremendous wiring expense for drive-in theatres."

Structural Features

The members are not at all in agreement as to surfacing the drive-in ramps —almost every Councillor participating in the discussion had a different preference. Asphalt was the only material that got more than a single vote.

There was not much closer agreement on the matter of the level and kind of illumination to be used while the show is running. On the other hand, there was strong agreement, approaching unanimity, in the matters of water supply and sewage disposal.

With respect to "house" illumination. a plurality of the Councillors favored using car aisle marker lights only. One member uses no light whatever; another feels that lighting around the line of the fence plus spillage of illumination from the projection screen is adequate and all that should be used. One favors a medium level of lighting; one specifies "low but sufficient to permit cars to move in and out" and one prefers both aisle marker lights and lights on the speaker posts.

As to water supply, a deep well is strongly preferred to a shallow well; but among the minority were some members who felt this decision depends on local conditions, and one who finds that in his experience public water supplies have always been available. Sewage disposal by use of septic tanks commands an extremely strong majority; only a single member proposes any other method.

Sale of Refreshments

Opinion as to the best method of selling refreshments to drive-in patrons is very evenly divided. Exactly one-third of the members favor peddling them from car to car; an even one-third prefer to let the patrons buy what they want at a refreshment booth or counter; and one-third prefer to make use of both methods simultaneously.

The variety of comestibles the members consider suited to drive-in sales is almost unlimited. One Councillor's nominations include "almost any type of candy, popcorn, ice cream, soft drinks, hamburgers and hot dogs."

Refreshments specifically mentioned by other members as desirable include also chewing gum, roasted peanuts and "soft drinks in paper containers."

One man says:

"Sell everything available." And adds: "This concession is very valuable."

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New Ideal Theatre Chairs
JOE HORNSTEIN has it!

THE BOX OFFICE SLANT

Philo Vance Returns

PRC Mystery 64 mins.

AUDIENCE SLANT: (Family) A routine murder-mystery that should get by where audiences are not too discriminating.

BOX-OFFICE SLANT: The public's familiarity with the Philo Vance name will determine the film's box-office opportunities, for there are no names in the cast to attract attention.

Cast: William Wright, Terry Austin, Leon Belasco, Clara Blandick, Ramsey Ames, Damian O'Flynn, Frank Wilcox, Iris Adrian, Ann Staunton, Tim Murdock, Mary Scott. Credits: Produced by Howard Welsch. Directed by William Beaudine. Original screenplay by Robert E. Kent. Photography, Jackson Rose. Photographic effects, George Teague.

Plot: Having married three women and broken his engagements to three others, playboy Damian O'Flynn is ready to take still another wife when she is slain by an unknown assailant. Then Flynn, himself, is killed. Philo Vance enters the case. It develops that the women in Flynn's life had been named heirs, with the proviso that the share of any who die before the will is probated be divided among the survivors. One by one, the wives become victims. Two of the victims were killed by a survivor to get their share of the will, but the others were murdered by—well, anyway, Philo Vance solves the mystery.

Comment: Without the association of the S.S. Van Dine name and the topnotch production calibre of the Philo Vance mysteries of the early 1930s, the famed sleuth has lost much of his glamor, and the new 1947 series promise to be no more than routine mysteries for indiscriminate audiences. Performances of the principals—including William Wright as Philo Vance—are scarcely adequate, and William Beaudine's direction leaves much to be desired. Where patrons are not too discriminating, "Philo Vance Returns" will get by with stronger feature support. From the box-office standpoint, the public's familiarity with the Philo Vance name will be important, for there are no names to attract attention.

Cheyenne

Warner Bros. Western Drama 100 mins.

AUDIENCE SLANT: (Family) A higher production budget, competent performers and skillful direction make this an excellent outdoor western drama to please all types of audiences.

BOX-OFFICE SLANT: Looms likely to succeed at most box-offices, and Warners' Rocky Mountain premiere set for May, as well as its advance advertising campaign, should set the ball rolling for handsome grosses across the nation.

Cast: Dennis Morgan, Jane Wyman, Janis Paige, Bruce Bennett, Alan Hale, Arthur Kennedy, John Ridgely, Barton MacLane, Tom Tyler, Bob Steele, John Compton, John Alvin, Monte Blue, Ann O'Neal, Tom Fadden, Britt Wood. Credits: Produced by Robert Buckner. Directed by Raoul Walsh. Screenplay by Alan LeMay and Thames Williamson. From a story by Paul I. Wellman. Photographed by Sid Hickox. Special effects by William McGann and H. F. Koenekamp. Art direction, Ted Smith. Music by Max Steiner. Musical direction, Leo F. Forbstein.

Plot: A gentleman gambler is on the trail of "The Poet," a notorious bandit who always leaves a bit of verse as a memento when the Wells-Fargo express is robbed. The gambler pretends to be "The Poet" but is confronted by the bandit's wife, who tells him where to find her husband after he (the husband) has betrayed her. It is then disclosed that "The Poet" is the Cheyenne inspector for Wells-Fargo. In a last attempted robbery he is captured.

Comment: "Cheyenne" is an excellent example of how a western can become engaging screen fare by means of a higher production budget, competent performers and skillful direction. Dyed-in-the-wool western fans, following their normal diet of ordinary horse operas, will find "Cheyenne" a superdeluxe outdoor film, while more discerning audiences will be surprised and pleased to find that even a western, when well done, can be entertaining. There are thrills aplenty here, suspense, action, shooting, hard riding and just enough romance to please all types of patrons. It might be wise to point out that Dennis Morgan, usually associated with a musical or teamed with Jack Carson, takes to the wide-open spaces like an Eskimo to an igloo. As the gentleman gambler seeking the robber of the Wells-Fargo express, he cuts a handsome and convincing caper. Wisely enough, he has not been called upon to sing, which makes his performance even more believable. And Jane Wyman as the heroine is one of the loveliest, most appealing and talented young ladies to perform in a film of this type in years. Supporting members of the cast all handle their roles well, including Janis Paige, Bruce Bennett, Alan Hale, Arthur Kennedy and others. Raoul Walsh's direction is commendable and Robert Buckner's high-budget production details are readily apparent. One of the film's most important assets is Max Steiner's music score. "Cheyenne" looms likely to succeed, at most box-offices, and the company's Rocky Mountain premiere set for May, as well as its advance advertising campaign, should set the ball rolling for handsome grosses across the nation.

'The Captive Heart'

Described by STR's London correspondent as an "off-the-beaten-track, intensly human drama of life in a German stalag," Prestige Pictures' "The Captive Heart" (STR, April 13, 1946, p. 21) may also, from the British viewpoint, "please most moviegoers." As seen here in the United States one year later, however, its subject matter appears somewhat dated, and despite the deletion of 21 minutes from the original 108, there is still a leisurely pace because of the necessity of impressing upon the audience the prisoners' reactions to the boring routine of camp life during the war years. Judged according to American moviegoing standards, the picture will in all likelihood fare best with discriminating audiences. Except for Michael Redgrave, who is fairly well known here, there are no other box-office names, so that exploitation will be needed to create activity at the ticket window. The picture is released through Universal-International.

West to Glory

PRC Western with Songs 60 Mins.

AUDIENCE SLANT: (Family) Although following the usual Eddie Dean formula, this western is somewhat lacking in action. Good for the family and wherever westerns are popular.

BOX-OFFICE SLANT: Should do as well as its predecessors in the Eddie Dean series.

Cast: Eddie Dean, Roscoe Ates, Jennifer Holt, George Eldredge, James Martin, Zon Murray, Marshall Reed, Hank Patterson, Glenn Strange, Bud Buster, Jack Ingram, Carl Mathews, Ted Adams, Steve Credits: Original screenplay by Eddie Dean and Robert B. Churchill. Produced by Jerry Thomas. Directed by Ray Taylor. Photography: Mikel Cadle.

Plot: Eddie and Soapy, undercover men for the U. S. Marshall, uncover a plot to steal a fabulous diamond from a Mexican rancher. They suspect a beautiful Mexican girl of complicity in the plot, but she turns out to be an agent for the Mexican Government which has been willed the diamond on the death of the rancher. The diamond is stolen but they recover it.

Comment: While lacking some of the action customary in the Eddie Dean films, "West to Glory" does contain a bit more varied plot. Although the picture moves at a leisurely pace it contains good elements of entertainment for Eddie Dean fans and also should entertain western fans everywhere.

The Homestretch

(Technicolor)

20th-Fox Drama 99 mins.

AUDIENCE SLANT: (Adult) This colorful, entertaining horse-racing drama is a sure-winner for wide audience appeal. An especially good attraction for the women.

BOX-OFFICE SLANT: Certain to pay off at the box-office, for it has the name-draw, beautiful Technicolor photography and elements of appeal for the women that will make their word-of-mouth help put it over.

Cast: Cornel Wilde, Maureen O'Hara, Glenn Langan, Helen Walker, James Gleason, Henry Stephenson, Margaret Bannerman, Ethel Griffies, Tommy Cook. Credits: Directed by Bruce Humberstone. Original screenplay by Wanda Tuchock. Photographed in Technicolor by Arthur Arling. Technicolor director, Natalie Kalmus. Produced by Robert Bassler.

Plot: A young horseman marries a beautiful Bostonian girl and their life consists of following the horses around. He enters a young filly in a race and promises that if she wins, they'll settle down. When he fails to keep his promise, she leaves him. But when their horses race against each other and hers wins, she returns to his home in Maryland, which he has restored and made liveable.

Comment: This horse-racing picture is a surewinner. It has an exciting, romantic story with many [illegible] scene—Technicolor photography that is magnificent and horses that are a delight to behold. In addition to these outstanding elements, it is a travelog of beauty, for it covers all the famous racetracks, with all the eye-appeal such scenic backgrounds can add to any film. It is an especially good attraction

HOLLYWOOD

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STUDIO ROUNDUP

Fluctuating From Week to Week, Production Falls Again Below the 40 Mark, With the Low Number of Films Before Cameras Presaging Reissue Increase

Production in Hollywood fluctuates as much as a politician's promises to his constituents. With the completion this week of a considerable number of pictures, the number of films in work again dropped below the 40 mark. The approximately 39 pictures before the cameras at this time, is a relatively poor showing and presages golden days for the re-issue boys. Of the films rolling, a preponderance are of the action variety; even MGM just started another one of this type, a Wallace Beery vehicle.

'Alias a Gentleman' at MGM

Wallace Beery's "Alias a Gentleman," originally scheduled to start several weeks ago, was pushed back and finally got going April 21. Gladys George plays opposite the rough-and-tumble veteran actor. Nat Perrin is producing and Harry Beaumont directing. Cameron Mitchell gets the romantic lead.

This gives Metro three films in action, a small number in the light of past performances. Of course, there are still several previously shot films being remade on the lot. Included in this group is "The Hucksters," to which added scenes and revamping of sequences are being accomplished.

Roy Rogers Rides Again

Good news for a legion of theatremen is the start of another Roy Rogers Trucolor musical Western. Roy's latest, "On the Old Spanish Trail," began April 25, with Tito Guizar co-starred. "Trigger," Rogers' talented horse, is featured once more, and Jane Frazee plays the feminine lead. Then there's Bob Nolan and his ever-faithful Sons of the Pioneers, and Estelita Rodriquez, who has been away from the screen for some time while raising a baby. Andy Devine takes care of the comic department. William Witney is directing.

Ken Murray's independent production, with Republic release, "Bill and Coo," has been completed. The cast consisted of Ken, Elizabeth Walters and George Burton and his birds.

Laraine Day's Troubles

Director Richard Wallace had to shoot around Laraine Day on the Lone Pine location of RKO's "Tycoon," Technicolor action drama. Miss Day collapsed last week and had to relinquish her part temporarily opposite John Wayne.

The studio lifted its option on the services of blonde actress Myrna Dell because of its enthusiasm over her portrayal of the top feminine role with Pat O'Brien in the currently shooting "Fighting Father Dunne." John Pommer is assisting Ted Tetzlaff in directing the film.

After several false starts, "The Bishop's Wife" at last definitely resumed production at the Goldwyn lot. It had been discontinued because of script and director difficulties. Henry Koster is now guiding the Cary Grant-Loretta Young-David Niven starrer.

PRC Finishes Two Films

"Bury Me Dead" and "Ghost Town Renegades" have finished shooting for PRC and are now being edited. Lash LaRue and "Fuzzy" St. John were featured in the latter. Another western star, Eddie Dean, returned to Hollywood following a personal appearance tour in the Southeast over the Wilby-Kincey Circuit. According to reports, the singing cowboy broke quite a few house records. He has just been notified that he has been chosen Grand Marshal of the Santa Fe Trails Rodeo, to be held in Topeka, Kansas.

Two Start at 20th-Fox

"Off to Buffalo" was off to a flying start this week at 20th Century-Fox. A story of a juggling family and the demise of vaudeville, this Technicolor production features Dan Dailey, Nancy Guild, Fay Bainter, Charlie Ruggles, Charlie Winninger and Barbara Lawrence. Also given the gun was Sol M. Wurtzel's independent action-drama, "Flamingo," which started shooting in and around the Flamingo Hotel in Las Vegas. Virginia Christine, the girl who played an important supporting role in Mark Hellinger's "The Killers," gets the lead opposite Don Castle.

On location, but now returned to the lot, was "Scudda Hoo, Scudda Hay," Technicolor picture being directed by F. Hugh Herbert, assisted by Eli Dunn and Bert Briskin.

New A & C Comedy Begins

Abbott & Costello started their latest comedy-feature this week, "The Wistful Widow of Wagon Gap," with Marjorie Main, Patricia Alphin and William Ching. Robert Arthur is producing and Charles Barton is directing for Universal-International. "Brute Force" was completed last week and "Singapore" finished this week, with both being edited now.

A mighty hot scene was enacted before the lensmen by Natalie Schafer in "Secret Beyond the Door." For two days, with the temperature ranging in the high 90s, she had to stand before a blazing fireplace and act like she was warming her hands!

Orry-Kelly, fashion designer, was called back to Hollywood from his east coast visit after only five days in New York for conferences with Joseph Sistrom, who is producing "Something in the Wind." Addition of a ballet in the television production number for the film's finale necessitated creation of a new gown for star Deanna Durbin. Orry-Kelly will also design ballet costumes for the video sequence.

'Cisco Kid' Rides Again

Producer Jeffrey Bernerd put the "Cisco

(*Continued on Page* 46)

Colmes Producing Unit Joins Screen Guild

Screen Guild Productions has added another producing unit with the signing last week of a distribution contract with Somerset Pictures Corp., headed by Walter Colmes. According to John J. Jones, SG president, the first picture to be made by Colmes will be an exploitation special covering a timely subject. Colmes plans to start production about the middle of May.

Associated with Colmes in Somerset Pictures are J. J. Milstein, former executive at Metro-Goldwyn-Mayer and later sales manager for Republic Pictures, and Selly Levinson, formerly assistant to Felix Feist at MGM and one time assistant to Irving Thalberg. Colmes will be executive producer and direct the first of the pictures scheduled under the SG contract.

Drop 'White Tower' from RKO Production Schedule

"The White Tower," from the James Ramsay Ullman novel, which RKO Radio was to have produced this year, has been shelved if not dropped entirely from its schedule, it was reported this week. Reason given was that the studio had been unable to cast the six principal roles with players of sufficient experience and skill.

Paul Lukas, who was to have played the role of a Swiss guide, and Producer-Director Edward Dmytryk will be assigned to other productions.

Arlen Scores 'Casbah'

Harold Arlen will write the songs and score the forthcoming Nat Goldstone production, "Casbah," which Universal-International will release. Starring Tony Martin and set to roll early in July, "Casbah" is based on the novel, "Pepe Le Moko," by Detective Ashelbe. It will be a musical version. Eric Charell is the associate producer.

English to Direct Autry

John English, who recently terminated his producer-director contract at Republic, has been signed by Armand Schaefer, president of Gene Autry Productions, to direct Autry's first independent picture for Columbia release. As yet untitled, the western musical is scheduled to go before the cameras May 15 in Tucson, Ariz. The screenplay is by Jack Townley and Earle Snell.

Get 'Pink Horse' Roles

Fred Clark and Richard Gaines have been signed for important feature roles in "Ride the Pink Horse," Robert Montgomery's first starring and directing picture for Universal-International. Clark is a borrow from Michael Curtiz productions. Picture is slated to start May 5.

Daniels Will Do It

Mark Hellinger has signed William Daniels to photograph "Homicide," Hellinger's next picture for Universal-International release.

HOLLYWOOD

Robinson May Play Lead In Paramount Picture

The leading role in Paramount's "The Night Has a Thousand Eyes," is expected to be played by Edward G. Robinson, it was learned this week. The novel by Cornel Woolrich was published last year under Woolrich's pen name, George Hopley. The screenplay was written by Barre Lyndon.

Joan Caulfield is being considered for the leading feminine role in the picture.

White to Make Color Film in Mexico

Sam White returned from Mexico City this week where he completed arrangements for the filming of "The Baron of Arizona" at the RKO studio there. Arturo de Cordova has the starring role. Herbert G. Silverberg, Hollywood motion picture attorney, accompanied White and set up the deal. Horace McCoy is adapting the story for the screen from an original by Tom Bailey.

Bennett Signed to Direct 'My Own True Love'

Compton Bennett, who directed "The Seventh Veil" for J. Arthur Rank, has been signed by Paramount to direct "My Own True Love," dramatic story which will star the British favorite, Phyllis Calvert, and Melvyn Douglas. The picture, which gets under way in June with Val Lewton as producer, will be a picturization of the forthcoming novel, "Make You a Fine Wife," by Yolanda Foldes.

Fadden in Color Film

Tom Fadden, veteran character actor, has been added to the cast of Paramount's "Whispering Smith" to portray a telegrapher who is killed by outlaws. Fadden recently has been seen in "California," "It's A Wonderful Life," and "Cheyenne." Alan Ladd and Robert Preston are co-starred in "Whispering Smith," outdoor Technicolor drama of the 1890 West, directed by Leslie Fenton.

Cast in 'Winter'

MGM has added Angela Lansbury and Hume Cronyn to the cast of "If Winter Comes." The studio plans the picture as one of the most important undertakings on its schedule of dramatic subjects for 1947.

To Co-Star in P-T Film

Virginia Welles, who soon will be seen with William Holden, Joan Caulfield and Edward Arnold in "Dear Ruth," will be co-starred with Philip Reed and Hillary Brooke in Pine-Thomas' "Big Town After Dark." Slated for a May 15 start, this will be Pine-Thomas' third feature of the "Big Town" series for Paramount release.

Teamed with Beery

Gladys George has been signed by MGM to team with Wallace Beery in "Alias a Gentleman," which Harry Beaumont is directing under Producer Nat Perrin.

STUDIO NEWS & PROGRAM NOTES

Pidgeon, Kerr Set for MGM's 'If Winter Comes'; Celeste Holm in Cast of 'Gentleman's Agreement'

June Preisser was signed by *Sam Katzman* to play one of the two leads in the latter's *Andy Clyde* in "Two Blondes and a Redhead," musical which features it as starring for Columbia release. The redhead is played by *Jean Porter*, who is starred with *Jimmy Lloyd*. Film is being directed by *Arthur Dreifuss*.

Walter Pidgeon and *Deborah Kerr* are set to co-star in MGM's "If Winter Comes," which *Victor Saville* will put before the cameras in May, for Producer *Pandro S. Berman*.

In "Dream Girl," his fiftieth motion picture appearance, *Patric Knowles* will portray the important role of the "dream world" love of *Betty Hutton*, who stars with *Macdonald Carey* in Paramount's filmization of *Elmer Rice's* long-run stage success. Film will be directed by *Mitchell Leisen*, with *P. J. Wolfson* producing.

Arthur Lubin was signed by Eagle-Lion to direct *Lois Butler*, 14-year-old discovery, in her first picture, "Clemmy," based on *Peggy Goodin's* novel, "Clementine." Film is scheduled to start in June with *Lynn Bari* and *Gene Raymond* in featured roles.

Paul Cavanagh has been cast as *Joan Bennett's brother* in "Secret Beyond the Door," Diana production for Universal-International in which she co-stars with *Michael Redgrave*. *Fritz Lang* will product and direct.

Jule Styne and *Sammy Cahn* have been signed to compose the score for the forthcoming *Michael Curtiz* production, "Romance in High C," a musical comedy with *Jack Carson*, *Oscar Levant* and *S. Z. Sakall* heading the cast. Curtiz directs and *Alex Gottlieb* will produce for Warner release.

Henry Levin has been assigned by Columbia to direct "The Mating of Millie McGonigle," the *Casey Robinson* production which will star *Evelyn Keyes*.

Albert Dekker will have the role of a business tycoon and political boss in MGM's picturization of the *Sinclair Lewis* best-seller, "Cass Timberlane," starring *Spencer Tracy* and *Lana Turner*. Dekker takes over one of the most important roles of his career as the friend of Tracy and "Minnesota's most successful citizen." He will team with *Mary Astor* who will portray his society-leader wife. Film is produced by *Arthur Hornblow, Jr.*, and directed by *George Sidney*.

Crooner *Johnny Johnston* gets one of the top roles in "Missouri Legend," a *Joseph Fields* production which goes before the cameras at Eagle-Lion in May. Johnston, who recently completed the lead opposite *Esther Williams* in MGM's "This Time For Keeps," will appear as an Ozarks troubadour in the picture which *Leigh Jason* will direct, with *Lynn Bari* in the feminine lead.

Tito Guizar will appear with Roy Rogers in one of Republic's most lavish productions, "On the Old Spanish Trail," to be filmed in Trucolor and slated to begin shooting in April with *William Witney* directing. Cast will also include *Estrelita Rodrigues*, *Jane Frazee*, *Andy Devine* and *[illegible]* and *The Sons of the Pioneers*. Film has been given the highest budget ever allocated to a Rogers picture.

Marjorie Main was set for the title role of [illegible] Producer *Robert Arthur*.

[illegible] followed by "The Big Story," by *Craig Rice* and *[illegible]*.

Celeste Holm was set for a featured role in 20th-Fox's "Gentlemen's Agreement," which *Darryl Zanuck* will produce with *Elia Kazan* directing. *Gregory Peck* has been set to star in the film.

Frank Faylen was given the unique assignment of [illegible] "Whispering Smith," outdoor drama which co-stars *Alan Ladd* and *Robert Preston* with *Brenda Marshall*. Since the picture is filmed in Technicolor, Faylen will dye his hair an absolute white. In this, his 211th film role, he plays the handy henchman of *Donald Crisp*, leader of the outlaws.

Dorinda Clifton was signed by Executive Producer *William Boyd* to portray the feminine lead in "The Marauders," Hopalong Cassidy feature which George Archainbaud will direct.

"McGuffey the Great," backstage yarn of a Shakespearean actor and a young detective, has been purchased by Warners to reunite *Sydney Greenstreet* and *Dane Clark* as a team, following their pairing in "That Way With Women."

Dan Duryea, *Yvonne De Carlo* and *Edmond O'Brien* were set to star in Universal-International's dramatic outdoor western, "Black Bart," which *Leonard Goldstein* will produce with *George Sherman* directing.

Broadway actor *Percy Waram*, best known for his work in "The Late George Apley" and "Life With Father," has been signed by Columbia to play *Ginger Rogers'* father in "It Had to be You," in which Miss Rogers will co-star with *Cornel Wilde*. Producer *Don Hartman*, who will co-direct with *Rudolph Mate*, will put the picture before the cameras early [illegible] May.

Prepare 'Speed to Spare'

"Speed to Spare," drama [illegible] Engine drivers, is being prepared for production by Pine-Thomas as a Paramount release. Milton Raison has completed his original treatment [illegible] writing the screenplay.

Cast Completed

Florence Warner Hite's "[illegible]" [illegible] Lindfors, Ronald Reagan and Claude Rains in the leading roles. Delmar Daves will direct from [illegible] by Daniel Fuchs.

Joins Sinatra in Film

Cyd Charisse joins Frank Sinatra in MGM's "The Kissing Bandit," which is being produced by Joe Pasternak.

HOLLYWOOD

STUDIO ROUNDUP

(*Continued from Page* 44)

Kid" on the road again this week, starting "Robin Hood of Monterey," with Gilbert Roland again cast as the colorful rogue. Jack LaRue plays the "heavy" and Chris-Pin Martin is featured as Roland's sidekick. Bernerd recently assumed the production reins of this series when Scott R. Dunlap was elevated to post of executive assistant to President Steve Broidy.

Bernerd also announced that he has set a 75-piece orchestra and 30-voice choir to score "Black Gold," first Cinecolor production for Allied Artists release. Eddie Kay is supervising the musical score. Joe Hernandez, a top turf announcer, checked in the studio to record his narration of the Tiajuana race in the picture. Clem McCarthy has already completed his narration of the Kentucky Derby race sequence.

"The Hunted," another Allied Artists special. is going into its third week of production. Frank Fox is assisting Director Jack Bernhard.

'Hoppie' Back at UA

Genial Bill Boyd went back to work last week at General Service Studios, starting another Hopalong Cassidy. This one is tentatively titled "The Marauders" and is being directed by George Archainbaud. Boyd is again assisted by comedian Andy Clyde and sidekick Rand Brooks. The girl is 19-year-old Dorinda Clifton, daughter of the veteran director, Elmer Clifton. In contrast to previous "Hoppies," most of the short shooting schedule is being done at the lot, and not on location.

Producer Harry Sherman originally hoped to start "They Passed This Way" on April 21 and then April 25. It now appears that the picture will most likely begin in May. Shooting will originate at White Sands National Monument near Alamagordo, New Mexico. Joel McCrea is starred in this Enterprise picture for United Artists release.

Wilde Returns to Columbia

Cornel Wilde, who skyrocketed to success in Columbia's "A Song to Remember," is back at the Harry Cohn lot after several years' absence. He checked in last week for make-up and wardrobe tests for his co-starring role with Ginger Rogers in "It Had to be You." Don Hartman and Rudolph Mate will co-direct the comedy, which Hartman will also produce.

Sam Katzman started another of his musical series, this one being tagged "Two Blondes and a Redhead." Jean Porter, for the fourth consecutive time, plays the lead in a Katzman musical, with Jimmy Lloyd teamed with her. Rick Vallin was signed for an important role. Arthur Dreifuss is directing the picture, which went before the lenses April 17. Judy Clark and Doug Wood are also in the cast.

Hospitalization of Dick Powell due to penicillin poisoning was impeding the final shooting of "Assigned to Treasury." Finished are "The Son of Rusty," "Destiny" and "Blondie in the Dough." Acute bronchitis and high fever put Ellen Drew to bed, necessitating a hasty rearrangement of the shooting schedule for "The Man from Colorado," in which she is co-starring with Glenn Ford and William Holden.

'Dream Girl' Rehearsals

Principals of Paramount's "Dream Girl," picturization of Elmer Rice's stage success, started a week of rehearsals on April 21 in preparation for their roles in the film, scheduled to start April 28. Betty Hutton and Macdonald Carey are co-starred, with Virginia Field, Patric Knowles and Peggy Wood. Mitchell Leisen is directing and P. J. Wolfson is producing. Miss Wood arrived from New York just in time for the start.

"Shaggy," second Pine-Thomas feature in color for the studio, went into production April 17, with Brenda Joyce and Robert Shayne costarred and Robert Emmett directing. The film had been in preparation under the title, "Me and My Dog." The troupe has been on location for ranch scenes in this story of a young boy and his dog. In Cinecolor, the picture features George Nokes, 10-year-old protege of Jane Withers.

J. Farrell MacDonald, who started in pictures nearly 40 years ago playing in westerns with "Bronco Billy" Anderson, is back where he started! He was cast as a rancher in "Whispering Smith," recently-started outdoor drama starring Alan Ladd. Now in its second week, the film has a cast including Robert Preston, Brenda Marshall (back to the screen after four years' absence), Donald Crisp, Bill Demarest and Fay Holden. No producer has been officially assigned, but Leslie Fenton is directing. Latest cast addition was John Eldredge, who won the role of the divisional railroad superintendent in the Technicolor action piece.

Paramount wound up "The Big Clock," and put it into the hands of the cutters.

'Voice' Temporarily Halted

Warner Bros.' "Voice of the Turtle" was shut down temporarily due to the illness of both Eleanor Parker and Ronald Reagan. Others in the cast include Eve Arden, Kent Smith, Wayne Morris, John Emery and Nicodemus Stewart.

"Silver River," a story of silver mining in Nevada after the Civil War, was started this week with Raoul Walsh directing. Owen Crump is producing the Ann Sheridan-Errol Flynn starrer. Art Baker, radio personality and screen actor, was cast as an army officer in Stephen Longstreet's original.

Michael Curtiz Productions started wardrobe and makeup tests on "Romance in High C," Technicolor musical soon to go, and dispatched a location crew by plane for the Hood River country of Oregon to gather background footage for "Shadow of Fear."

'Portrait' Back in Gotham

"Portrait of Jennie" is back in New York, shooting final scenes for this Selznick Releasing Organization picture. The film, which is in its eighth week of work, is being lensed by Joe August. Cast includes Jennifer Jones, Joseph Cotten, Cecil Kellaway, David Wayne and Albert Sharp.

Scenes Added to 'Dark Bullet'

Producer Maurice Conn was so pleased with the "rushes" on "Dark Bullet" that he added several days. Leslie Goodwins directs, with Henry Wilcoxon, Mary Brian, Virginia Dale and Douglas Dumbrille in top roles.

Jack Schwarz started scoring his "Hollywood Barn Dance," with Walter Greene directing the music. Max M. King is dubbing his "Killer Dill" for Screen Guild release, hoping to have it ready for screening during the forthcoming SG convention in Hollywood, May 12-17.

Documentary Films Set For Weekly Showings

Regular weekly showing of documentary and experimental subjects will be featured by the Hollywood Film Society, on Thursdays and Fridays, at the Coronet Theatre, 366 N. La Cienega, it was announced last week.

The series, which begins May 8, will continue for fourteen weeks and will comprise 34 subjects selected under the supervision of Irving Lerner, formerly in charge of production for the OWI under Robert Riskin and producer of such subjects as Toscanini's "Hymn of the Nations" and "A Place to Live."

The program includes subjects from foreign film makers as well as documentaries of American origin. Under the non-profit membership plan of the Hollywood Flm Society. the documentary series will be open to the public on a subscription basis.

Elsa Lanchester Joins 'Bishop's Wife' Cast

Elsa Lanchester has been signed to portray Matilad, the faithful servant of Loretta Young and David Niven, in Samuel Goldwyn's "The Bishop's Wife," which Henry Koster is directing.

Cary Grant is starred with Miss Young and Niven in the screen dramatization of Robert Nathan's novel.

Enterprise Buys Novel

Latest story property acquired by Enterprise Productions is "The Pursuit of Love," an English novel by Nancy Mitford. David Lewis, who negotiated the purchase in London in March, is reported to have paid $75,000 for the screen rights.

Fox Buys Spy Story

Twentieth Century-Fox has bought screen rights to Richard Hirsch's book, "The Soviet Spies," published last year, and will incorporate some of its contents in the contemplated film, "The Iron Curtain."

Negro Musical Completed

"Ebony Parade," an all-Negro musical, has been completed by Astor Pictures for near-future release on a nationwide basis. Stars of the film are Cab Calloway, Count Basie, the Mills Brothers, Mantan Moreland and Day, Dawn and Dusk. Astor President Bob Savini states that all accessories are being completed.

Barton in Saroyan Film

James Barton has been cast as "Kit Carson" in Saroyan's "The Time of Your Life," which William Cagney will produce with James Cagney in the starring role. H. C. Potter will direct, and James Wong Howe will handle the cinematography.

BOX-OFFICE SLANTS

The Homestretch

(*Continued from Page 43*)

for the women, for not only has it the type of romance they most enjoy, but also the gorgeous Kay Nelson specially-designed costumes worn by Maureen O'Hara and Helen Walker to make feminine moviegoers green with envy. And their word-of-mouth should contribute greatly to the film's box-office success. In the leading role Cornel Wilde is excellent and Miss O'Hara is exquisitely beautiful and quite capable as his wife. Splendid too is Miss Walker as the other woman, and Glenn Langan does a fine job as the other man. Supporting roles are well-handled by such talented performers as James Gleason, Henry Stephenson, Tommy Cook and Ethel Griffies. Bruce Humberstone did an outstanding job with his direction and Robert Bassler gave the picture its lavish production values.

Dishonored Lady

United Artists Drama 89 mins.

AUDIENCE SLANT: (Adult) Hedy Lamarr conveys with attractiveness and capability the conflicting emotions of a confused young woman in a picture that will appeal mostly to feminine audiences. The Lamarr name should also bring in the male element.

BOX-OFFICE SLANT: With the marquee strength of the Lamarr name and Dennis O'Keefe, plus the picture's powerful exploitation possibilities, this looks like an assured success at the box-office.

Cast: Hedy Lamarr, Dennis O'Keefe, John Loder, William Lundigan, Morris Carnovsky, Paul Cavanagh, Natalie Schafer, Douglas Dumbrille, Margaret Hamilton, Nicholas Joy, James Flavin. Credits: Produced by Jack Chertok. Directed by Robert Stevenson. Screenplay by Edmund H. North, based on the Katharine Cornell Broadway stage play, "Dishonored Lady." Photography, Lucien Andriot. A Hunt Stromberg Production.

Plot: A beautiful but bored career woman is advised by her doctor to take a vacation from herself: new surroundings and a new identity. She goes to Greenwich Village where she falls in love with a serious young research student. Before they can be married; the police arrest her for murder because she had been in the apartment of a man who was killed. Her sweetheart stands by her and she gives testimony which results in her acquittal.

Comment: This new Hedy Lamarr picture will get considerable attention from women audiences. And their word-of-mouth, plus the marquee strength of the Lamarr name, should assure its box-office success. It is particularly good entertainment for the class houses where the more sophisticated audiences may more thoroughly enjoy and understand this type of story. Miss Lamarr does a creditable job in the role of the young woman upset by internal conflicting emotions. As usual, she is very attractive to look at, and manages to convey her confusion convincingly. Playing opposite her is her real-life husband, John Loder, and Dennis O'Keefe does a swell job as the young man she loves. In his first role since his return from the Marine Corps, William Lundigan makes an unscrupulous bounder quite believable, and Morris Carnovsky does an excellent job as the psychiatrist. Direction was by Robert Stevenson; production by Jack Chertok and Hunt Stromberg.

Santa Fe Uprising

Republic Western 57 mins.

AUDIENCE SLANT: (Family) Very good western, although slow in spots. Allan Lane's smooth performance makes him worthy successor to Wild Bill Elliott.

BOX-OFFICE SLANT: The "Red Ryder" series has been one of the outstanding bets at the ticket windows of the nation's action houses; this release should be no exception.

Cast: Allan Lane, Bobby Blake, Martha Wentworth, Barton MacLane, Jack LaRue, Tom London, Dick Curtis, Forrest Taylor, Emmett Lynn, Hank Patterson, Pat Michaels. Credits: Associate producer, Sidney Picker. Director, R. G. Springsteen. Original screenplay, Earle Snell. Based on Fred Harman's comic strip, Red Ryder. Photography, Bud Thackery.

Plot: When the Duchess comes to a New Mexico settlement in the Territory days to take over some inherited land, she is met by a local gang's attempts to [illegible] all allegedly [illegible] Ryder takes over as marshal, with the aid of Little Beaver and the Duchess' cowhands. It is a fight to the finish between Red and the local editor, who is secretly masterminding the gang's plots. Ryder wins out in a dramatic finish, rescuing Little Beaver, who had been kidnapped, and wiping out the villains.

Comment: Allan Lane continues to stack up as a worthy successor to Wild Bill Elliott, who formerly created the role of Red Ryder. Lane is virile, hard-riding and has that same deep, resonant voice that distinguished Elliott. This particular release, while somewhat slow in spots, is on the whole well scripted and directed. The picture is particularly blessed by an unusually strong cast for such an offering, including the very villainous Barton MacLane and Jack LaRue; Martha Wentworth as the Duchess and clever Bobby Blake as the Indian boy. Camera work by Bud Thackery is really tops and production values are excellent. Western houses should be extremely happy with this [illegible].

Philo Vance's Gamble

PRC Mystery 60 Mins.

AUDIENCE SLANT: (Adult) Slow moving, wordy and very much involved in plot, this will serve to entertain only the most ardent mystery fans.

BOX-OFFICE SLANT: Good enough to fill in on the lower half of double bill programs.

Cast: Alan Curtis, Terry Austin, Frank Jenks, Taka Birell, Gavin Gordon, Cliff Clark, Toni Todd, James Burke, Francis Pierlot, Joseph Crehan, Garnett Marks, Grady Sutton, Charles Mitchell, Joanne Frank, Dan Seymour. Credits: Original story by Lawrence Ed[illegible] Screenplay by Irving Gaver and Arthur St. Clair. Produced by Howard Welsch. Directed by Basil Wrankell. Photography, Jackson Rose.

Plot: A racketeer is about to decamp with a smuggled emerald which he and a syndicate had purchased from the smuggler. Some member of the syndicate finds out he is leaving and murders him. His sweetheart, a suspect in the murder, is about to tell Philo Vance what she knows and she too is murdered. After several random shots have been fired from time to time at other interested members of the syndicate, Vance turns up the murderer and recovers the emerald.

Comment: This is so involved and the dialog is so wordy that audiences probably will have difficulty following it. It is slow moving, because of the myriad directions the plot takes and therefore loses audience interest from time to time. Alan Curtis is satisfactory as Philo Vance and Frank Jenks is a good foil. Terry Austin is attractive and convincing as the *femme fatale*. The others are just fair. As a whole, the picture is a good enough mystery to entertain only the most ardent mystery fans. It can serve as a second feature in most double-bill programs.

For Clark, Greenstreet

"Mr. [illegible] the Dust," by Ralph McGinnis, has been bought by Warner Bros. as a vehicle for Dane Clark and Sydney Greenstreet, previously paired in "That Way With Women." Story is a [illegible] yarn about a [illegible] detective who poses as his assistant

. . . NEWSREEL SYNOPSES . . .

(*Released Wednesday, April 23*)

NEWS OF THE DAY (Vol. 18, No. 265)—Big Texas explosion disaster, with scenes showing Texas city devastated and set to the torch—an epic of a city in its hour of tragedy and travail.

PARAMOUNT (No. 68)—Admiral Byrd comes home; Hirohito, sports fan; Vacation for the Babe; Blasts wreck Texas city.

UNIVERSAL (Vol. 20, No. 31)—Death toll in hundreds in Texas disaster; Emperor Hirohito goes democratic; Globe flight mark set.

MOVIETONE (Vol. 29, No. 67)—Blast disaster in Texas city; Reynolds flight around the world sets new record; Martin Kennelly is inaugurated as Mayor of Chicago; Babe Ruth recuperates in Florida; Royal cattle and horse show in Australia.

PATHE (Vol. 18, No. 60)—Reynolds' around-the-world flight; Disastrous blast at Texas city.

ALL AMERICAN (Vol. 5, No. 235)—New singers to do airlines; Honors to famous Negro—George W. Carver; Girl Scouts march forward; It's pouring hats—all kinds; Henry Ford dead.

(*Released Saturday, April 29*)

NEWS OF THE DAY (Vol. 18, No. 267)—Texas city aftermath; Truman warns the nation of dangers in high prices; Liner Elizabeth aground; Moscow hit by floods; First films of dervish dance; Mickey Rooney aids a worthy cause; New idea in style shows.

MOVIETONE (Vol. 29, No. 68)—President Truman says prices must be brought down; Texas city digs out from devastation of blast disaster; Wind-up of British royal family's tour of South Africa; Mama dog which lost its litter turns to "catnapping"; Wood Memorial race at Jamaica; Boston marathon won by Korean; Stanley Cup finals in Toronto.

PARAMOUNT (No. 69)—Hockey's world series—Toronto wins Stanley Cup; Morocco's Sultan rallies Arabs; Boy-boy-boy meets girl-girl-girl; Truman calls for slash in prices; Texas city aftermath.

PATHE (Vol. 18, No. 71)—Sultan snubs France; Death camp bosses on trial; Lost Czech children see Paris; Machine harnesses the sun's power; Texas city aftermath.

UNIVERSAL (Vol. 20, No. 32)—Incredible scenes of death and destruction in wake of the Texas city disaster; Truman urges price cuts in address to members of the Associated Press; Egg bounces off rubber mat when dropped from 10-story New York building; Korean wins Boston marathon; Maple Leafs win Stanley Cup at Toronto.

REGIONAL NEWSREEL

(*Continued from Page 39*)

with influenza.

Nick Paikos, operator of the Diana Theatre, Tipton, Ind., took his third degree in Masonry at the local lodge hall (10).

A former G.I., Salvatore Iozzo, has been engaged at the Eagle-Lion-PRC exchange as a student booker.

Charles E. Spargur, Jr., ad sales manager, 20th-Fox exchange, and Margaret Ferguson, were married April 18, at the Broadway Baptist Church. The newlyweds will spend their honeymoon in Chicago.

William Conners, who operates the Luna-Lite Lyric and Indiana Theatres in Marion, Ind., has gone to California for an extended vacation. Buss Miller, will take over during his absence.

The Citadel Theatre, Bloomfield, Ind., operated by Mrs. A. Flater, has installed new Simplex E-7 projection and new sound.

ALBANY

Leonard Goldenson, vice-president of Paramount Pictures and general manager of Paramount Theatres, was chief speaker at a luncheon held at the Ten Eyck Hotel, Albany last Monday, for the formation of the Motion Picture Foundation. There are two purposes for this organization, one to take care of sick and needy and the other for research and education.

About 60 people, including exhibitors from this entire area, were present. Saul Ullman of Fabian Theatres was named chairman and Si Fabian trustee. Seventeen were elected as members of the committee and include Schine Theatres' Louis Schine, Hellman Theatres' Neil Hellman, MGM District Manager Herman L. Ripps, Paramount Branch Manager Edward Ruff, Warner Bros. Zone Manager C. J. Latta, Warner Bros. Assistant Zone Manager Charles A. Smakwitz, Smalley Theatres' William Smalley, Upstate Theatres' Counsel Leonard Rosenthal, Fabian Theatres' Si Fabian, Republic Branch Manager Arthur Newman, RKO Office Manager Howard Goldstein, John Sourbourne of the Schenectady operators'. union, Henry Harris, head of the Albany stagehands' union, Charles McCarthy, head of the Troy operators' union, Guy Graves of Fabian's Schenectady, and Fred Sliter, 20th-Fox salesman.

There will be a board of 51 directors set up, one for each exchange center, 10 distributors and 10 to be elected by the 41. One of these 51 will be elected president.

The Capitol District was greeted with a three-inch freak snowfall on Sunday (20) which depressed most of the theatre grosses.

Visitors along Film Row included Sid Kulick of Bell Pictures; Harry Berkson, Monogram franchise owner; C. Dayton LaPointe of Chatham; George Thornton of Saugerties; Sam Davis, Phoenicia; Sam Slotnick, Syracuse; Sylvan Lex, Utica; Jules Perlmutter, I. Bernstein and Charles Deitcher, Schenectady; Clarence Dopp, Johnstown.

Georgianna Horrocks, MGM booker's stenographer, is being married on May 9 to George Warner of Albany.

Good luck wishes are being extended to Fred W. and Alden Deyo, new exhibitors, who own and will operate the New Theatre, Altona, N. Y. House has a seating capacity of 400. Population of the town is 1600. Theatre is scheduled to open May 4.

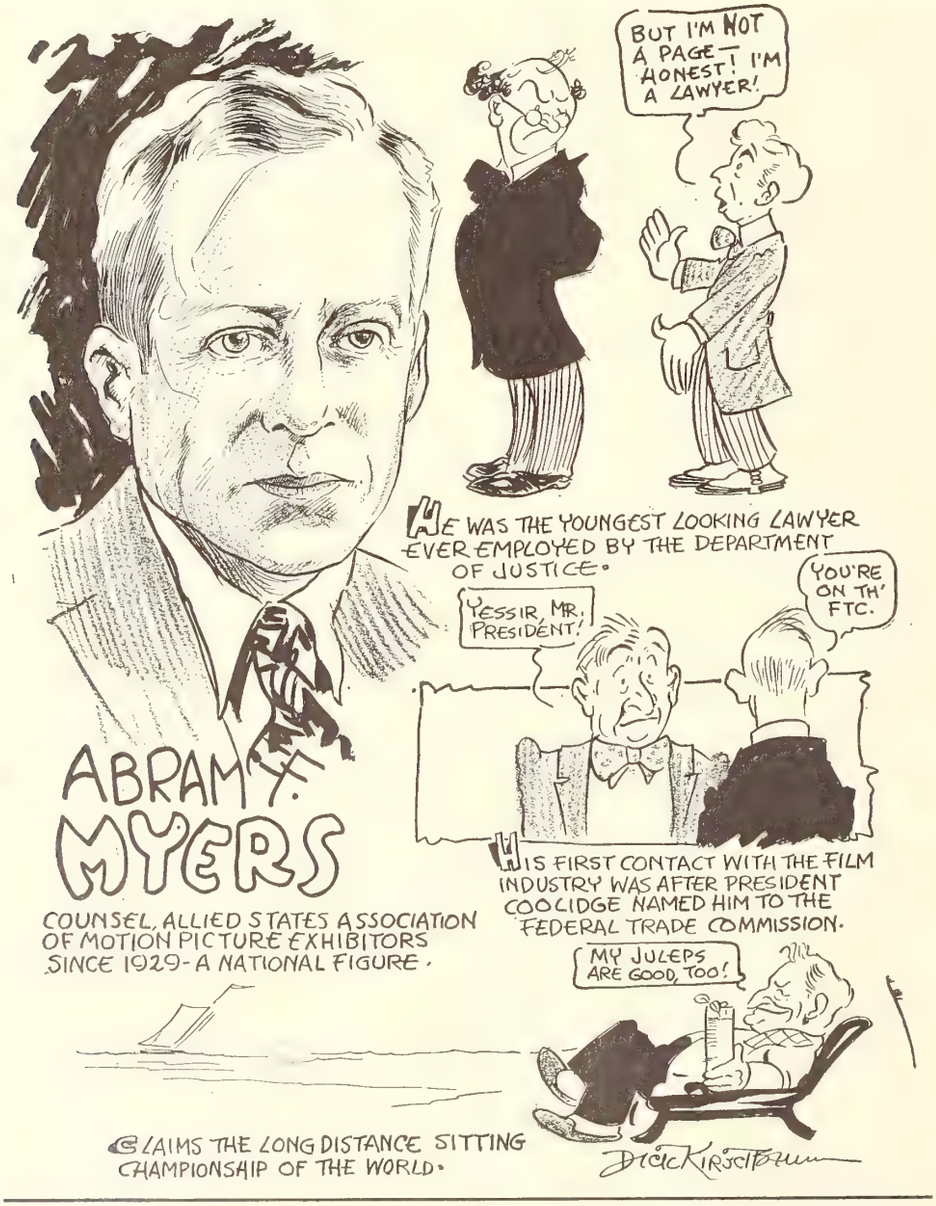
Adolph Edman, National Screen salesman, is spending several weeks in the New Haven territory.

Virginia Lent is the new PRC availability clerk and stenographer.

Fox office was visited by Division Manager A. W. Smith, C. A. Hill, his assistant, and William Friedman, purchasing agent of the New York office, as well as Bob Kaufman, exploitation man.

Helen O'Shea is a new employee at the RKO office.

SHOWMEN'S SILHOUETTES by Dick Kirschbaum



Next Week ..... **HARRY H. STRONG**

CLEVELAND

Theatre business is settling down to normal uncertainty, exhibitors here find. People are back to their prewar shopping habits. They attend the big pictures in droves—"The Yearling" and "Best Years of Our Lives" are two examples—but they no longer seek indiscriminate entertainment. They have also gone back to another prewar habit. That is to concentrate on weekends. First-run houses agree that Saturday-Sunday business is excellent. But, in the main, it has to carry the rest of the week. It's just an old Cleveland custom. . .

Ed Fisher, Loew theatre publicity director, after a couple of weeks of indisposition, is back at his desk working with his usual vigor.

R. A. Momm, Ohio Theatre, Loudenville, claims, in a case filed last week with the local arbitration tribunal, that Loew's seven-day clearance granted to Mansfield and Ashland over Loudenville is unreasonable. He seeks to have the Loew's, Inc., clearance conform to that in practice by the other major distributors, namely seven days' availability after Mansfield irrespective of Ashland, or, in any event, 35 days after territorial release date.

Saul Minick, roadshow manager for "Best Years of Our Lives," has been in Toledo arranging for the April 25 opening there of "Best

REGIONAL NEWSREEL

Years" at the State Theatre, an independent house owned by Carl Schwyn.

Ruth Kronheim, Columbia cashier for the past five years has resigned to join 20th-Fox in a similar capacity. Her successor at Columbia is Grace Dolphin formerly with PRC.

Harry Walders arrived in town on Monday to fill the six-week-old vacancy of RKO branch manager succeeding Al Kolitz who was promoted to Rocky Mountain district manager. Walders comes here from Chicago where he was RKO city sales manager.

It looks as if Harold Raives, Schine Ohio znoe manager, won't be able to make it to the National Variety convention on the west coast. Although he is making rapid progress back to health after a recent illness, his doctors have not given him a green light for such a trip.

Word comes from Columbus that Bernard Gardner, Paramount Columbus salesman, is out of the hospital and now completing his convalescence from a major operation at his home. He is making plans to resume his business activities shortly.

Twentieth-Fox District Manager J. J. Grady, Columbia District Manager Sam Galanty and Republic District Manager Sam Sepowlin, were in town during the past week.

Announcement has been made of the sale of the Hippodrome Bldg., including the Hippodrome Theatre, to Herbert Sheftel and Alfred G. Burger of New York for $3,000,000.

DALLAS

Fred Larned, 39, head of the Paramount Film Distributing Corporation here, was killed in an automobile accident near Carmel, Calif., April 11. Larned had been associated with the film exchange in Dallas for the past 22 years.

The Majestic Theatre here gave a benefit show for Texas City fire and explosion sufferers this week.

Gregory Peck and Joseph Cotten were to appear with the showing of "Duel in the Sun" at the Melba Theatre here on April 28.

P. C. McPherson, theatre manager at Henderson, Texas, was chosen manager of the Rusk County Chamber of Commerce this week.

TORONTO

Angus MacCunn, headoffice executive of Famous Players Canadian Corp., Toronto, was elected president of the Musical Protective Society of Canada at its 25th annual meeting in Toronto. Among the elected directors are G. H. Peters, representing Odeon Theatres of Canada, and Arch H. Jolley, executive-secretary of the Motion Picture Theatres Association of Ontario. The society's secretary is Col. John A. Cooper, representing the Canadian 16-mm. Moving Picture Distributors Association. The Society is in general opposition to the Canadian Composers, Authors and Publishers Association which collects performing right fees on an annual basis.

A visitor to Toronto's Film Row from his home in California has been John Hazza, late of Calgary, Alta., former western supervisor of Famous Players Canadian Corp.

Since its film-grading policy went into effect June 1 last year, the Ontario Board of Moving Picture Censors has classified 64 features as "Adult Entertainment," which means they must be advertised as suitable for grown-up audiences by exhibitors throughout the Province. Only four pictures were added to the adult list during the month of March, these being "Private Affairs of Bel Ami," "Brute Man," "Smash Up" and "Swell Guy." Although the adult advertising requirement was instituted on a voluntary or request basis, the Ontario government recently made the regulation part of the Theatres and Cinematographs Act with a provision for penalties up to $200 in fines and an order to film companies not to ship pictures to an offending exhibitor for a stated period.

"The Way to the Stars," a British production, has now completed its seventh week at the International Cinema, Toronto, and stands second to "Henry V" at this arty theatre where the Olivier picture played 19 weeks starting last September.

A crime wave has hit the theatres of the Ottawa district, two new cinemas having been robed by safecrackers within a week, entry in both cases having been effected through a rear exit door. First, the Nelson Theatre, Rideau Street, Ottawa, was robbed of $700, according to Morris Berlin, proprietor. A few nights later, on April 19, the Montcalm on St. Joseph Blvd., Hull, across the Ottawa River from Ottawa, lost $325 when the safe was smashed only a short time after the theatre was formally opened.

Astral Films, Toronto, of which I. H. Allen is the president, has secured Canadian distribution rights for "Singing Stars of Tomorrow," a Toronto-made film featuring four local vocalists in an orchestral concert conducted by Rex Battle at Massey Hall.

Lou Spector has parted with Monogram Pictures of Canada, Toronto, with which he served as publicity director for some months, to enter another field.

Church Into Theatre

Speculation is rife in Cleveland as to who are the bidders for a lease on the 2,380-seat auditorium of the Euclid Avenue Baptist Church as a first-run downtown film theatre. It is understood that several bids have been entered by Cleveland persons. Comparatively little remodeling would be needed to convert the church into a theatre. Decision to lease the property was caused by the operation cost, it was stated by Dr. D. R. Sharpe, executive secretary of the Cleveland Baptist Association. If the deal eventuates, Sunday services of the church would be held in the chapel. All first-run houses in Cleveland are operated by RKO, Warner Bros. and Loew's.

PITTSBURGH

Dave Leff, for the past two years salesman for United Artists in Buffalo, has been appointed acting manager of the Pittsburgh branch, effective last Monday, temporarily replacing the ailing Ira H. Cohn, who became branch manager a year ago last January. Cohn, who suffered a heart attack seven weeks ago and was reported greatly improved, had his third attack over the weekend and is in a grave condition. Before becoming a film salesman Leff was an exhibitor in the Pittsburgh, operating the neighborhood Metropolitan Theatre.

The industry was saddened by the sudden death last week of Harry Browarsky, who died in his sleep after several years of poor health. Surviving are his widow, two daughters and

Theatres in Bellevue, Pa., and the Hyp[illegible] and Kenyon Theatres in Pittsburgh, retired

VANCOUVER

[illegible] West and a group [illegible] a UBC Ski team, will spend most of the month of May in the snow-capped peaks of Garibaldi Park. Purpose of the excursion is to make both instructional and entertainment movies. Films will be show in the U. S. and Great Britain.

Doug Redgrave, manager of the Oak-Bay Theatre at Victoria, is doing a top-notch in promoting his Odeon Movie Club, his attendance record is the best in B. C.

Joe Altmore, who runs the theatre at Natal, has almost completed alterations of the old roadshow house in Fernie, B. C. Theatre will be called Roxy seating 450.

Norman Duncan, former manager of the Strand Theatre here, has been appointed British Columbia and Alberta manager of Service Confections, Ltd., which services theatres across western Canada.

Regional workshop of British Columbia Film Council held a convention at Langley Prairie with 50 delegates present from film councils in Prince George, Victoria, Chilliwack, Mission, North Vancouver, and Port Alberni. The conference, sponsored by the University of British Columbia's extension department and the National Film Board, is the first of its kind in the province.

John Rushton, oldtime exhibitor and former owner of the old Royal Theatre at New Westminster, died in Westminster hospital this week, age 78.

Jay Lieberman, Alberta district booker for Odeon Circuit, has been discharged from an Edmonton hospital, after an operation on his eye.

Dean Clements of the University of British Columbia has been appointed chairman of the arbitration board to decide wage and working conditions between Famous Players and Projectionists local 348 in the British Columbia theatres.

Famous Players has decided to reopen two closed theatres in British Columbia shortly. The Capitol, Nelson, and the Empress, Kamloops, both closed down for a number of years.

J. Arthur Rank, will be in Vancouver for a brief stay on his way to Hollywood to visit his daughter. Rank, through his control of the Odeon Theatres, holds 32 picture houses in British Columbia and over 200 across the Dominion, but his visit here will be purely for pleasure, his friends say, and definitely not wit[illegible] in Canadian newspapers.

George Altman, manager of Hygienic Productions, and Norman Clavir of Artkino, after a lengthy stay in British Columbia, have left for the East.

[illegible] Alvin Graham. The couple is honeymooning in Alaska.

FEATURE Booking GUIDE

TITLE INDEX

Listed in the following index are titles of features (exclusive of western series releases) with name of the distributor following the title. For data as to running time, stars, etc., refer to title under distributor company listings.

A

Title	Company
Abie's Irish Rose	UA
A Boy, a Girl, and a Dog	FC
Accomplice	PRC
Adventure for Two	Misc.
Adventures of Don Coyotes	UA
Adventuress	EL
Affairs of Geraldine	Rep.
A Lady Surrenders	Univ.
Albuquerque	Para.
Alexander's Ragtime Band	20th-Fox
Alias A Gentleman	MGM
A Likely Story	RKO
Alias Mr. Twilight	Col.
A Miracle Can Happen	UA
Angel and the Badman	Rep.
Adventuress, The	Eagle-Lion
Angel and Sinner	Misc.
Angel on My Shoulder	UA
Anna and the King of Siam	20th-Fox
Apache Rose	Rep.
Arch of Triumph	Ent.
Arnelo Affair	MGM
Assigned to Treasury	Col.
Atlantis	UA
A Woman of My Own	MGM
A Yank in Rome	Misc.

B

Bachelor and the Bobby-Soxer	RKO
Bachelor's Daughters	UA
Backlash	20th-Fox
Banjo	RKO
Barber of Seville	Misc.
Battle for Music	Misc.
Beast With Five Fingers	WB
Beat the Band	RKO
Beauty and the Bandit	Mono.
Bedelia	EL
Before Him All Rome Trembled	Misc.
Beginning of the End	MGM
Bellman, The	Misc.
Bells of San Angelo	Rep.
Bells of San Fernando	SGP
Below the Deadline	Mono.
Best Years of Our Lives	RKO
Betty Co-Ed	Col.
Beware	Astor
Beware of Pity	Misc.
Beyond Tomorrow	Astor
Big Sleep	WB
Bill and Coo	Rep.
Birds and the Bees, The	MGM
Big Town	Para.
Birth of a Star	Astor
Bishop's Wife, The	RKO
Black Angel	Univ.
Black Beauty	20th-Fox
Black Gold	Mono.
Blackmail	Rep.
Blaze of Noon	Para.
Blind Spot	Col.
Blonde Alibi	Univ.
Blonde Menace	Favorite
Blondie Knows Best	Col.
Blonde for a Day	PRC
Blondie in the Dough	Col.
Blondie's Big Moment	Col.
Blondie's Holiday	Col.
Blue Skies	Para.
Bob, Son of Battle	20th-Fox
Body and Soul	UA
Bohemian Girl	FC
Boomerang	20th-Fox
Boston Blackie and the Law	Col.
Born to Kill	RKO
Born to Speed	PRC
Bowery, The	20th-Fox
Bowery Bombshell	Mono.
Boys' Ranch	MGM
Brasher Doubloon	20th-Fox
Brief Encounter	Univ.
Bringing Up Father	Mono.
Broadway Limited	Favorite
Brute Force	Univ.
Brute Man	PRC
Buck Privates Come Home	Univ.
Buffalo Bill Rides Again	SGP
Bulldog Drummond at Bay	Col.
Bury Me Dead	PRC
Bush Pilot	SGP

Features and western series pictures are listed alphabetically by title under name of distributor. (Consult TITLE INDEX *for distributor of pictures known only by title.) Numerals at left of titles indicate* PRODUCTION *or* BLOCK NUMBER, *(SP in this column indicates Special release sold separately), those at extreme right give publication date of Advance Data: a; or Box-Office Slant: b. Asterick following title indicates color photography with adjoining letter giving name of type of color thus: *T: Technicolor, *C: Cinecolor, *M: Magnacolor, *U: Trucolor, *V: Vitacolor. Audience Classification is indicated by letters following titles: A—Adult; F—Family. Letters and combinations thereof in parenthesis indicate type of story in accordance with following key:*

(B) *Biographical*	(C) *Comedy*
(D) *Drama*	(Doc) *Documentary*
(G) *Gangster*	(M) *Musical*
(H) *Horror*	(W) *Western*
(My) *Mystery*	(Wa) *War*

ASTOR PICTURES

Prod. No.			Run Time Mins.	Rel. Date	See Issue of
	Beware (M)F	Louis Jordan-Frank Wilson	55		b6/22/46
	Beyond Tomorrow	Winninger-Carey-C. Aubrey Smith	88		Reissue
Sp.	Birth of a Star	Danny Kaye	38		New Release
Sp.	Caldonia	Louis Jordan & Band	28		New Release
	Fangs of the Wild	Rin Tin Tin, Jr.	60		New Release
	Flying Deuces, The	Stan Laurel-Oliver Hardy		10/10/46	Reissue
	Gentleman From Arizona	John King-Joan Barclay	70½		Reissue
	Hell's Angels (D)	Lyon-Harlow-Hall	100		Reissued
	Her Enlisted Man (CD)	Barbara Stanwyck-Robt. Young	70		Reissued
	I Cover the Waterfront (D)	Claudette Colbert	80		Reissued
	Jimmy Steps Out	J. Stewart-P. Goddard	89		Release
	Let 'em Have It (G)	Bruce Cabot-Virginia Bruce	70		Reissued
	Little Men	Oakie-Francis-Bancroft	83		Release
	One Romantic Night	Ilona Massey-Alan Curtis	86		Reissue
	Scarface (D)	P. Muni-G. Raft-A. Dvorak	88		Reissued
	Second Chorus	Fred Astaire-Paulette Goddard		11/18/46	Re-release
	Silver Devil (D)F	H. Gibson-Stephin Fetchit	62		Remake
	Sky Devils (C-D)	Spencer Tracy	88		Reissued
	Swiss Family Robinson	Mitchell-Best-Holt	74		Release
	Thunder in the City	Edw. G. Robinson	81		Reissued
	Tom Brown's Schooldays	Hardwick-Lydon-Bartholomew	85		Release

COLUMBIA — Current 1945-46

	Gallant Journey (D)F	Glenn Ford-Janet Blair	86	9/24/46	b9/7/46
	It's Great to Be Young (M-C)F	L. Brooks-R. Stanton-J. Donnell	68	9/12/46	b11/23/46
	Personality Kid	Anita Louise-Michael Duane	86	8/8/46	a5/23/46
	Shadowed	Anita Louise-Robert Scott	70	9/26/46	
	Sing While You Dance (M)F	Ellen Drew-Robert Stanton	73	7/25/46	b10/12/46
	Thrill of Brazil, The (W)F	E. Keyes-Keenan Wynn-A. Miller	91	9/30/46	b9/14/46
	Unknown, The (H)A	Karen Morley-Jim Bannon	70	7/4/46	b7/27/46

CURRENT 1946-'47

828	Alias Mr. Twilight (D)A	Michael Duane-Trudy Marshall	69	12/19/46	b12/28/46
824	Betty Co-Ed (C)F	J. Porter-W. Mason-S. Mills	71	11/28/46	b11/23/46
	Blind 'Spot (My)A	Chester Morris-Constance Dowling	73	2/6/47	a11/2/46
807	Blondie's Big Moment (C)F	P. Singleton-A. Lake-A. Louise	69	1/9/47	b12/14/46
	Blondie's Holiday (C)F	Arthur Lake-Penny Singleton	67	4/10/47	b3/1/47
806	Blondie Knows Best (C)F	Penny Singleton-Arthur Lake	70	10/17/46	b9/21/46
822	Boston Blackie and the Law (My)F	Chester Morris-Trudy Marshall	69	12/12/46	b11/16/46
	Cigarette Girl (C)A	L. Brooks-J. Lloyd-J. Barton	67	2/13/47	b2/15/47
816	Crime Doctor's Man Hunt (My)F	Warner Baxter-Ellen Drew	60	10/24/46	b9/21/46
830	Dead Reckoning (D)A	Humphhrey Bogart-Lizabeth Scott	99	Feb. '47	b1/4/47
	Framed (D)A	Glenn Ford-Janis Carter	82	April '47	b3/8/47
	Guilt of Janet Ames, The (D)A	Rosalind Russell-Melvyn Douglas	83	April '47	b3/8/47
	Johnny O'Clock (D)A	Dick Powell-Evelyn Keyes	86	Mar. '47	b1/4/47
	Jolson Story, The *T (D-M)F	L. Parks-E. Keyes-W. Demarest	128	Jan. '47	b9/21/46
	King of the Wild Horses (D)F	Preston Foster-Gail Patrick	79	3/27/47	b3/29/47
823	Lone Wolf in Mexico (My)A	Gerald Mohr-Eric Blore-Sheila Ryan	70	1/16/47	b12/28/46
	Millie's Daughter (D)F	Gladys George-Paul Campbell	71	3/20/47	b2/15/47
832	Mr. District Attorney (My)A	Dennis O'Keefe-M. Chapman	81	Feb. '47	b12/28/46
829	Return of Monte Cristo (D)F	L. Hayward-G. Macready-U. O'Connor.	91	Dec. '46	b11/23/46
818	Secret of the Whistler (My)A	Richard Dix-Leslie Brooks	65	11/7/46	b11/2/46
804	Singin' in the Corn (C-M)F	Judy Canova-Allen Jenkins	66	12/26/46	b11/16/46
805	So Dark the Night (D)A	Stephen Geray- Micheline Cheirel	71	10/10/46	b9/14/46
	The Thirteenth Hour (My)A	Richard Dix-Karen Morley	65	3/6/47	b2/15/47

COMING

	Assigned to Treasury	Dick Powell-Maylia		
	Blondie in the Dough	P. Singleton-A. Lake-L. Simms		
	Bulldog Drummond at Bay (My)A	Ron Randell-Anita Louise	70	5/15/47	b4/19/47
	Corpse, Came C.O.D., The	G. Brent-J. Blondell-A. Jergens			a1/11/47
	Destiny	John Beal-Trudy Marshall			
	Down to Earth *T	Rita Hayworth-Larry Parks			a7/13/46
	For the Love of Rusty	T. Donaldson-T. Powers-A. Doran	69	5/1/47	
	Girl from Shanghai, The	Rita Hayworth-Orson Welles			a4/12/47
	Gunfighters, The *C	Randolph Scott-Dorothy Hart		May '47	
	Her Husband's Affairs	F. Tone-L. Ball-E. E. Horton			
	Keeper of the Bees	Gloria Henry-Michael Duane			
	Last of the Redmen	J. Hall-M. O'Shea-E. Ankers	77	May '47	
	Little Miss Broadway	Jean Porter-John Sheldon			
	Man From Colorado, The	Glen Ford-Ellen Drew-William Holden			
	Millerson Case, The	Warner Baxter-N. Saunders		5/29/47	
	Smoky River Serenade	P. Campbell-R. Terry-Hoosier Hot Shots			
	Son of Rusty	T. Donaldson-T. Powers-A. Doran			
	Sport of Kings	Gloria Henry-Paul Campbell			
	Sweet Genevieve	Jean Porter-Jimmy Lydon			
	Swordsman, The	Larry Parks-Ellen Drew-G. Macready			a1/4/47
	Three Were Thoroughbreds *T	R. Young-M. Chapman-W. Parker			a1/11/47
	Two Blondes and a Redhead	J. Porter-J. Lloyd-J. Clark			

COLUMBIA (Continued)

Prod. No.			Run Time Mins	Rel. Date	See Issue of
	Westerns (Current)				
863	Fighting Frontiersman (W-M)F	Charles Starrett-Smiley Burnette	61	12/19/46	b11/9/46
	Heading West (WM)F	Charles Starrett-Smiley Burnette	54	8/15/46	b8/24/46
	Law of the Canyon	Charles Starett-Smiley Burnette		4/24/47	
861	Landrush (W)F	Charles Starrett-Smiley Burnette	54	10/17/46	b9/21/46
	Lone Hand Texan, The (W-M)F	Charles Starrett-Smiley Burnette	54	3/6/47	b3/1/47
854	Lone Star Moonlight	K. Curtis-J. Barton-G. Kibbee	67	12/12/46	
	Over the Sante Fe Trail (W-M)F	Ken Curtis-Jenifer Holt	63	2/13/47	b2/15/47
	Singing on the Trail (W)F	K. Curtis-J. Barton-G. Kibbee	58	9/12/46	b1/18/47
	South of the Chisholm Trail (W)F	Charles Starrett-Smiley Burnette	58	1/30/47	b2/1/47
862	Terror Trail (W)F	Charles Starrett-Smiley Burnette	55	11/21/46	b11/2/46
7222	That Texas Jamboree	Ken Curtis-Jeff Donnell	67	5/16/46	
	Westerns (Coming)				
	Prairie Raiders	Charles Starrett-Smiley Burnette		5/29/47	
	Riders of the Lone Star	Charles Starrett-Smiley Burnette			
	Stranger From Ponca City	Charles Starrett-Smiley Burnette			
	Swing the Western Way	J. Leonard-M. Dugan-Hoosier Hot Shots			

EAGLE-LION

CURRENT

	The Adventuress (Reviewed in London under title "I See A Dark Stranger")	Deborah Kerr-Trevor Howard	93	3/17/47	7/13/46
	It's a Joke, Son (C)F	Kenny Delmar-Una Merkel	62	1/25/47	b1/25/47
	Bedelia (D)A	Margaret Lockwood-Ian Hunter	90	2/1/47	b6/3/46
	Lost Honeymoon (C)A	Franchot Tone-A. Richards-T. Conway	71	3/29/47	b3/15/47

COMING

	Love From a Stranger	J. Hodiak-S. Sidney-A. Richards			
	Out of the Blue	G. Brent-V. Mayo-T. Bey			
	Repeat Performance	Joan Leslie-L. Hayward-R. Basehart			a3/8/47

FAVORITE FILMS CORP.

	Blonde Menace (D)A	Joyce Compton-G. Kibbee-F. Jenks	70	7/1/46	Reissue
	Broadway Limited	Dennis O'Keefe-V. McLaglen	74	1/1/47	Reissue
	Captain Caution (D)A	V. Mature-A. Ladd-L. Carrillo	86	8/1/46	Reissue
	Captain Fury (D)A	B. Aherne-V. McLaglen-P. Lukas	88	8/1/46	Reissue
	Cat's Claw Murder Mystery (M)A	Wallace Ford-J. Miljan	68	7/1/46	Reissue
	Daring Desperadoes	Nino Martino-Ida Lupino		May '47	Reissue
	Housekeeper's Daughter (C)A	J. Bennett-V. Mature-A. Menjou	79	10/1/46	Reissue
	Jungle Terror (D)F	Frank Buck	70	7/1/46	Reissue
	Of Mice and Men (D)A	B. Meredith-Betty Field-L. Chaney, Jr.	105	12/1/46	Reissue
	One Million B. C. (D)A	V. Mature-C. Landis-L. Chaney, Jr.	79	10/1/46	Reissue
	Road Show	C. Landis-J. Hubbard-A. Menjou	86	Mar. '47	Reissue
	Sea Bandits	Dennis Morgan		May '47	Reissue
	There Goes My Heart	Frederic March-Virginia Bruce	82	Mar. '47	Reissue
	Topper Takes Trip	C. Bennett-R. Young-A. Mowbray	79	Feb. '47	Reissue
	Topper Returns	O'Keefe-Landis-Blondell-Young	87	Feb. '47	Reissue

FILM CLASSICS

CURRENT

	A Boy, a Girl, and a Dog (D)F	Jerry Hunter-Sharyn Moffett	88		b8/3/46
	Bohemian Girl	Laurel & Hardy	74	7/15/46	
	Devil to Pay	R. Colman-L. Young-M. Loy	74		
	Dodsworth (D)A	Walter Huston-Mary Astor	101	8/1/46	
	Kid Millions	E. Cantor-A. Sothern-G. Murphy	92	11/1/45	
	North Star	Anne Baxter-Dana Andrews	109		
	Palmy Days	Eddie Cantor-George Raft	80		
	Return of the Scarlet Pimpernel	B. Barnes-J. Mason-S. Stewart	81		
	Scarlet Pimpernel, The	Merle Oberon-Leslie Howard	98		
	Stella Dallas	J. Boles-R. Stanwyck-A. Shirley	107		
	The Thief of Bagdad	Sabu-Conrad Veidt-June Duprez	109		
	Unholy Garden	R. Colman-Fay Wray	77		
	Westerner, The	G. Cooper-D. Davenport-W. Brennan	102		
	Woman Chases Man	Miriam Hopkins-Joel McCrea	70		

METRO-GOLDWYN-MAYER

Group No.					
	CURRENT				
	Beginning Or the End, The (D)F	B. Donlevy-R. Walker-G. Tearle	112	Mar. '47	b2/22/47
17	Boys' Ranch (D)F	James Craig-Skippy Hameier	97	July	b5/4/46
	Cockeyed Miracle (C)A	K. Wynn-F. Morgan	81	Oct	b7/20/46
17	Courage of Lassie *T (D)F	Elizabeth Taylor-"Lassie"	93	Aug	b6/11/46
Sp.	Easy to Wed *T (CM)A	L. Ball-V. Johnson-E. Williams	109	July	b4/13/46
17	Faithful in My Fashion (C)F	Donna Reed-Tom Drake	81	Aug	b6/15/46
	Gallant Bess *C (D)F	Marshall Thompson-Jim Davis	99	Jan. '47	b9/7/46
Sp.	Green Years, The (D)F	C. Coburn-T. Drake-S. Royle	127	July	b3/6/46
	Holiday in Mexico *T (M)F	W. Pidgeon-I. Massey-J. Powell	127	Sept	b7/27/46
	It Happened at the Inn	Fernand Ledoux-Maurice Rollin	103	April '47	a9/21/46
	Lady in the Lake (My)A	Robert Montgomery-Audrey Totter	103	Jan. '47	b11/30/46
	Little Mister Jim (C)F	James Craig-Frances Gifford	92	April '47	b6/8/46
	Love Laughs at Andy Hardy (C)F	M. Rooney-B. Granville-D. Ford	93	Feb.	b12/7/46
	Mighty McGurk, The (C)F	Wallace Beery-Aline McMahon	85	Jan. '47	b11/23/46
	My Brother Talks to Horses (C-D)F	Butch Jenkins-Peter Lawford	93	Jan. '47	b11/30/46
	No Leave, No Love (CM)F	V. Johnson-P. Kirkwood-K. Wynn	119	Oct	b8/31/46
	Rage in Heaven	Ingrid Bergman-Robert Montgomery	84	Oct	Reissue
	Secret Heart, The (D)A	C. Colbert-W. Pidgeon-J. Allyson	97	Dec	b11/30/46
	Show-Off, The (C)F	R. Skelton-Marilyn Maxwell	83	Dec	b8/17/46
17	Three Wise Fools (CD)F	M. O'Brien-L. Barrymore-E. Arnold	92	Aug	b6/15/46
	Till the Clouds Roll By *T (M)F	J. Garland-R. Walker-F. Sinatra	135	Jan. '47	b11/15/46
	Two Smart People (CD)A	J. Hodiak-L. Ball-L. Nolan	93	Nov	b6/8/46
	Undercurrent (D)A	K. Hepburn-A. Taylor	115	Nov	b10/5/46
	COMING				
	Alias A Gentleman	Wallace Beery-Gladys George			
	A Woman of My Own	Greer Garson-Richard Hart			a9/7/46
	Arnelo Affair, The (D)A	John Hodiak-Frances Gifford	87		b2/15/47
	Birds and the Bees, The *T	J. MacDonald-J. Iturbi-J. Powell			a3/1/47
	Captains Courageous	Spencer Tracy-Mickey Rooney			Reissue
	Cynthia	E. Taylor-G. Murphy-M. Astor			a2/15/47
	Dark Delusion (D)F	L. Barrymore-J. Craig-L. Bremer	90		b4/12/47
	Fiesta *T	Esther Williams-John Carroll			a2/9/46
	Good News	J. Allyson-P. Lawford-J. McCracken			
	Great Waltz, The (M)F	L. Rainer-F. Gravet-M. Korjus	110	May	Reissue
	Green Dolphin Street	Lana Turner-Van Heflin			a2/1/47
	High Barbaree (D)F	Van Johnson-June Allyson	91		b3/15/47
	Hucksters, The	G. Gable-D. Kerr-S. Greenstreet		May	
	It Happened in Brooklyn (C-M)F	F. Sinatra-K. Grayson	103		a9/21/46
	Living in a Big Way	Gene Kelly-Marie MacDonald			a9/7/46
	Merton of the Movies	Red Skelton-Virginia O'Brien			a9/21/46
	Piccadilly Incident (D)A	Anna Neagle-Michael Wilding	100		b8/31/46
	Pirate, The *T	J. Garland-G. Kelly-W. Slezak			

Title	Company
C	
Caesar & Cleopatra	UA
Calcutta	Para.
California	Astor
Caught Cop Than Lot	Rep.
California	Para.
Can't Get That Lot	PRC
Canyon Passage	Univ.
Captain from Castile	20th-Fox
Captain Caution	Favorite
Captain Fury	Favorite
Captain Courageous	MGM
Captive Heart	Univ.
Carmen	Misc.
Carnegie Hall	UA
Carthage	Misc.
Carnival in Coeta Rica	20th-Fox
Cat Creeps	Univ.
Cat's Claw Murder Mystery	Favorite
Centennial Summer	20th-Fox
Chase, The	UA
Cheyenne	WB
Chief of Detectives	RKO
Cigarette Girl	Col.
Clandestine	Misc.
Claudia and David	20th-Fox
Cloak and Dagger	WB
Conveyed Miracle	MGM
Code of the West	RKO
Compass	Rep.
Copacabana	UA
Corpse Came C. O. D., The	Col.
Corsican Brothers	PRC
Courage of Lassie	MGM
Courtneys of Curzon Street	Misc.
Crack Up	RKO
Crime Doctor's Man Hunt	Col.
Criminal Court	RKO
Crimson Key, The	20th-Fox
Crossfire	RKO
Cross My Heart	Para.
Cry Wolf	WB
Cuban Pete	Univ.
Cuban	UA
Cynthia	MGM
D	
Danger Street	Para.
Danger Woman	Univ.
Dangerous Millions	20th-Fox
Dangerous Money	Mono.
Dangerous Venture	UA
Dark Delusion	MGM
Dark Horse	Univ.
Dark Mirror	Univ.
Dark Passage	WB
Dark Web, The	Univ.
Daring Desperadoes	Favorite
Deadline for Murder	20th-Fox
Dead of Night	Univ.
Dead Reckoning	Col.
Dear Ruth	Para.
Death Valley	SGP
Deception	WB
Decoy	Mono.
Deep Valley	WB
Desert Fury	Para.
Destry Rides Again	Univ.
Destiny	Col.
Desperate	RKO
Devil's Hand	Misc.
Devil on Wheels	PRC
Devils Playground	UA
Devil Thumbs a Ride	RKO
Devil to Pay	FC
Dick Tracy's Dilemma	RKO
Dick Tracy vs. the Gruesome Gang	RKO
Dick Tracy Versus Cueball	RKO
Dishonored Lady	UA
Dodsworth	FC
Don Ricardo Returns	PRC
Down Missouri Way	PRC
Down to Earth	Col.
Duel in the Sun	Selznick
E	
Earl Carroll's Sketchbook	Rep.
Easy Come, Easy Go	Para.
Easy to Wed	MGM
Egg and I	Univ.
Emperor Waltz, The	Para.
Escape Me Never	WB
F	
Fabulous Dorseys	UA
Fabulous Joe	UA
Fabulous Suzanne	Rep.
Faithful in My Fashion	MGM
Falcon's Adventure	RKO
Falcon's Alibi	RKO
Fall Guy	Mono.
Fangs of the Wild	Astor
Fanny By Gaslight	UA
Farmer's Daughter	RKO
Fear in the Night	Para.
Fiesta	MGM
Fighting Father Dunne	RKO
Flight to Nowhere	SGP
Flying Dances	Astor
Forty Guns	UA
For the Love of Mary	U-I
For the Love of Rusty	Col.
Forever Amber	20th-Fox
Forever Yours, The	20th-Fox
Framed	Col.
From This Day Forward	RKO
Front Page Scandal	Mono.
Fun and Fancy Free	RKO

Title	Company
Fun on a Weekend	UA
Fugitive	RKO

G

Gallant Bess	MGM
Gallant Journey	Col.
Gangster, The	Mono.
Gas House Kids	PRC
Gas House Kids Go West	PRC
Genius at Work	RKO
Gentleman Joe Palooka	Mono.
Gentleman from Arizona	Astor
Ghost and Mrs. Muir	20th-Fox
Ghost Goes Wild	Rep.
G. I. War Brides	Rep.
Girl From Shanghai, The	Col.
Ginger	Mono.
God's Country	SGP
Golden Earrings	Para.
Good News	MGM
Great Day	RKO
Great Expectations	Univ.
Great Waltz	MGM
Green Dolphin Street	MGM
Green Fingers	Misc.
Green for Danger	Misc.
Green Years	MGM
Guilt of Janet Ames	Col.
Guilty	Mono.
Gunfighters	Col.

H

Hard Boiled Mahoney	Mono.
Hat Box Mystery	SG
Heartaches	PRC
Heartbeat	RKO
Heart of Arizona	SGP
Heaven Only Knows	UA
Heldorado	Rep.
Hell's Angels	Astor
Henry the Fifth	UA
Her Adventurous Night	Univ.
Her Enlisted Man	Astor
Her Husband's Affairs	Col.
Her Sister's Secret	PRC
Here Comes Trouble	UA
High Barbaree	MGM
High Conquest	Mono.
High School Hero	Mono.
Hit Parade of 1947	Rep.
Holiday in Mexico	MGM
Hollywood Barn Dance	SG
Home in Oklahoma	Rep.
Homestretch	20th-Fox
Home Sweet Homicide	20th-Fox
Honeymoon	RKO
Hoppy's Holiday	UA
Housekeeper's Daughter	Favorite
How Dear to My Heart	RKO
Hucksters, The	MGM
Hue and Cry	Misc.
Humoresque	WB
Hungry Hill	Misc.
Hunted, The	Mono.

I

I Cover Big Town	Para.
I Cover the Waterfront	Astor
If I'm Lucky	20th-Fox
If You Knew Susie	RKO
I Know Where I'm Going	Univ.
I Walk Alone	Para.
Imperfect Lady	Para.
In Old Sacramento	Rep.
Indian Summer	RKO
Inner Circle	Rep.
International Lady	PRC
Invisible Informer	Rep.
I Stole a Million	Univ.
It Happened at the Inn	MGM
It Happened in Brooklyn	MGM
It Happened on 5th Avenue	Mono.
It's a Joke, Son	EL
It's a Wonderful Life	RKO
It's Great to Be Young	Col.
It Shouldn't Happen to a Dog	20th-Fox
I'll Be Yours	Univ.
Ivan the Terrible	Misc.
I've Always Loved You	Rep.
Ivy	Univ.
I Wonder Who's Kissing Her Now	20th-Fox

J

Jewels of Brandenburg	20thFox
Jimmy Steps Out	Astor
Johnny Frenchman	Univ.
Johnny O'Clock	Col.
Jolson Story	Col.
Journey Together	Misc.
Jungle Flight	Para.
Jungle Princess	Para.
Jungle Terror	Favorite

K

Keeper of the Bees	Col.
Kid Millions	FC
Killer at Large	PRC
Killer Dill	SGP
Killers, The	Univ.
Kilroy Was Here	Mono.
King of the Wild Horses	Col.
Kings Row	WB
Kit Carson	PRC

METRO-GOLDWYN-MAYER (Continued)

Prod. No.	COMING		Run Time Mins.	Rel. Date	See Issue of
	Romance of Rosy Ridge, The	V. Johnson-T. Mitchell-J. Leigh			a9/21/46
	Sea of Grass (D)A	K. Hepburn-S. Tracy-M. Douglas	131	April	b2/15/46
	Song of Love	K. Hepburn-P. Henreid-R. Walker			a2/1/47
	Song of the Thin Man	William Powell-Myrna Loy			
	Summer Holiday *T	Mickey Rooney-Gloria DeHaven			a9/7/46
	Tenth Avenue Angel	M. O'Brien-G. Murphy-P. Thaxter			a9/21/46
	This Time For Keeps *T	F. Williams-L. Melchior			a9/7/46
	Undercover Maisie (C)A	Ann Sothern-Barry Nelson	90	May	b3/8/47
	Unfinished Dance, The *T	Cyd Charisse-Marget O'Brien			a9/7/46
	Yearling, The *T (D)F	G. Peck-J. Wyman-C. Jarman	128	May	b11/30/46

MONOGRAM

CURRENT 1945-1946

531	Beauty and the Bandit (A-D)F	Gilbert Roland-Ramsay Ames	71	11/9/46	b1/13/47
520	Below the Deadline (D)A	Warren Douglas-Ramsay Ames	65	8/3/46	b10/5/46
511	Bowery Bombshell (C-D)F	Leo Gorcey-Huntz Hall	65	7/20/46	b7/27/46
517	High School Hero (C)F	F. Stewart-June Preisser	69	9/7/46	b8/24/46
525	Missing Lady (My)F	Kane Richmond-Barbara Reed	59	8/17/46	b1/11/47
518	Shadows Over Chinatown	Sidney Toler-Victor Sen Yung	64	7/27/46	a4/20/46
530	South of Monterey (D)F	Gilbert Roland-Marjorie Riordan	63	7/10/46	b9/7/46
512	Spookbusters (CD)F	Leo Gorcey-The Bowery Boys	68	8/24/46	b8/24/46
521	Strange Voyage	Eddie Albert	61	7/6/46	

CURRENT 1946-'47

604	Bringing Up Father (C)F	Joe Yule-Renie Riano	68	11/23/46	b10/19/46
603	Dangerous Money (My)F	Sidney Toler-Victor Sen Yung	66	10/12/46	b10/12/46
601	Decoy (D)A	Jean Gillie-Edward Norris	76	9/14/46	b9/14/46
613	Fall Guy (My)A	Cliff Penn-Teala Loring	64	3/15/47	b3/8/47
602	Gentleman Joe Palooka (C)F	Joe Kirkwood-Elyse Knox	72	10/5/46	b10/5/46
609	Ginger	Frank Albertson-Barbara Reed	67	1/4/47	a9/28/46
614	Guilty, The (My)A	Bonita Granville-Don Castle	68	3/22/47	b3/22/47
616	Hard Boiled Mahoney	L. Gorcey-Bowery Boys-T. Loring	63	4/26/47	a3/22/47
	High Conquest (D)A	A. Lee-G. Roland-W. Douglas	83	4/19/47	b3/15/47
608	Mr. Hex (CD)F	L. Gorcey-H. Hall	63	12/7/46	b12/14/46
610	Riding the California Trail	Gilbert Roland-Teala Loring	61	1/11/47	a10/26/46
699	Suspense (D)A	Belita-Barry Sullivan-E. Pallette	101	6/5/46	b3/30/46
606	Sweetheart of Sigma Chi (M)F	Elyse Knox-P. Regan-P. Brito	75	12/21/46	b11/30/46
607	Trap, The (My)F	Sidney Toler-Victor Sen Yung	69	11/30/46	b1/11/47
611	Vacation Days (D-M)F	F. Stewart-J. Preisser	66	1/25/47	b4/5/47
615	Violence (D)A	Nancy Coleman-M. O'Shea	72	4/12/47	b4/12/47

COMING

	Black Gold	A. Quinn-K. deMille-E. Knox	5/13/47	a3/15/47
	Gangster, The	Belita-B. Sullivan-J. Lorring		
	High Tide	Lee Tracy-D. Castle-A. Shaw		
	Hunted, The	Belita-Preston Foster		
	Kilroy Was Here	J. Cooper-J. Coogan-W. McKay		
1	It Happened on Fifth Avenue (C)F	Gale Storm-Don DeFore	115	b2/8/47
	Louisiana	Jimmy Davis-Margaret Lindsay	6/21/47	
618	Sarge Goes to College	A. Hale, Jr.-F. Stewart-J. Preisser	5/10/47	
	Tragic Symphony	Frank Sundstrom-Audrey Long		

Westerns (Current)

564	Raiders of the South (W-M)F	J. M. Brown-Raymond Hatton	85	1/18/47	b2/22/47
683	Rainbow Over the Rockies (W-M)F	J. Wakely-"Lasses" White	56	2/6/47	b3/1/47
567	Shadows on the Range (W)F	J. M. Brown-Raymond Hatton	57	8/10/46	b8/17/46
563	Silver Range (W)F	J. M. Brown-R. Hatton	54	11/16/46	b12/14/46
612	Silver Stallion	David Sharpe-Leroy Mason	59	12/14/46	Reissue
684	Six Gun Serenade	Jimmy Wakely-"Lasses" White	55	4/5/47	
681	Song of the Sierras (M-W)F	J. Wakely-"Lasses" White	56	12/28/46	b1/25/47
676	Trailing Danger	J. M. Brown-R. Hatton	58	3/29/47	
568	Trigger Fingers (W)F	J. M. Brown-Raymond Hatton	58	9/21/46	b10/19/46
675	Valley of Fear (W)F	J. M. Brown-R. Hatton	57	2/15/47	b4/19/47

Westerns (Coming)

	Backfire	Johnny Mack Brown-Raymond Hatton	6/7/47		
671	Land of the Lawless	J. M. Brown-R. Hatton-J. Harrison	59	5/3/47	
	Song of the Wasteland	J. Wakely-"Lasses" White			

PARAMOUNT

Current 1945-46

Block No.					
	Jungle Princess, The	Dorothy Lamour-Ray Milland	84	9/1/46	Reissue
6	Monsieur Beaucaire (C)F	Bob Hope-Joan Caulfield	93	8/30/46	b5/18/46
6	O.S.S. (Wa)F	A. Ladd-G. Fitzgerald-P. Knowles	107	7/26/46	b5/11/46
	Plainsman, The	Gary Cooper-Jean Arthur	113	9/1/46	Reissue
6	Searching Wind, The (D)A	R. Young-A. Richards-S. Sidney	105	8/9/46	b5/11/46
6	Strang Love of Martha Ivers, The (D)A	B. Stanwyck-V. Heflin-L. Scott	116	9/13/46	b3/16/46
6	Swamp Fire (D)A	Johnny Weissmuller-Virginia Grey	69	9/6/46	b5/11/46
5	To Each His Own (D)A	Olivia DeHavilland-John Lund	122	7/5/46	b3/16/46

CURRENT 1946-'47

	Blue Skies *T (M)F	Bing Crosby-F. Astaire	104	12/27/46	b9/23/46
	California *T (WD)	Ray Milland-B. Stanwyck	93	2/21/47	b12/21/47
	Cross My Heart (C-M)F	Betty Hutton-Sonny Tufts	83	1/10/47	b11/23/46
	Easy Come, Easy Go (C)F	D. Lynn-S. Tufts-Virginia Field	78	3/7/47	b2/8/47
	Fear in The Night (D)A	DeForest Kelley-Kay Scott	72	4/18/47	b2/22/47
	Imperfect Lady (D)A	R. Milland-T. Wright-V. Field	97	4/25/47	b3/15/47
	Ladies' Man (C-M)F	Eddie Bracken-Virginia Field	90	2/7/47	b1/11/47
	My Favorite Brunette	Bop Hope-Dorothy Lamour	87	4/4/47	a8/24/46
	Perfect Marriage, The (C-D)A	L. Young-D. Niven-V. Field	87	1/24/47	b11/23/46
	Seven Were Saved	Richard Denning-Catharine Craig	73	3/28/47	a5/25/46
	Suddenly It's Spring (C)A	F. MacMurray-P. Goddard	87	3/21/47	b2/15/47
	Two Years Before the Mast (D)A	Donlevy-Ladd-Bendix	98	11/22/46	b8/24/46

COMING

	Albuquerque	Randolph Scott-Barbara Britton	a3/15/47
	Big Clock, The	R. Milland-C. Laughton-R. Johnson	

PARAMOUNT (Continued)

	COMING	Time	Rel. Date	See Issue of
Big Town	Philip Reed-Hillary Brooke	60		a2/9/46
Blaze of Noon (D)A	A. Baxter-W. Holden-S. Tufts	90	5/2/47	b3/8/47
Calcutta (My)A	A. Ladd-G. Russell-W. Bendix	91	[illegible]	[illegible]
Danger Street (My)A	Jane Withers-Robert Lowery	95		[illegible]
Dear Ruth	J. Caulfield-W. Holden-E. Arnold	95		a10/26/46
Desert Fury *T	Lizabeth Scott-John Hodiak			
Emperor Waltz, The *T	Bing Crosby-Joan Fontaine			a7/13/46
Golden Earrings	Marlene Dietrich-Ray Milland			a9/28/46
I Cover Big Town (My)A	Philip Reed-Hilary Brooke	63		b3/1/47
I Walk Alone	B. Lancaster-Kirk Douglas			a3/1/47
Jungle Flight (D)F	Robert Lowery-Ann Savage	60		b3/1/47
Perils of Pauline *T	Betty Hutton-John Lund			a5/18/46
Road to Rio	B. Crosby-B. Hope-D. Lamour			a2/1/47
Saigon	Alan Ladd-Veronica Lake-Douglas Dick			a1/4/47
Shaggy *C	B. Joyce-G. Nokes-R. Shayne			
Trouble With Women, The	T. Wright-B. Donlevy-R. Milland	80		a6/23/45
Unconquered *T	Gary Cooper-Paulette Goddard			a9/28/46
Variety Girl	Mary Hatcher-DeForest Kelley			a11/23/46
Welcome Stranger	Bing Crosby-Barry Fitzgerald	107	6/13/47	a5/25/46
Where There's Life	B. Hope-S. Hasso-W. Bendix			a5/25/46
Whispering Smith *T	A. Ladd-B. Marshall-R. Preston			
Wild Harvest	A. Ladd-D. Lamour-R. Preston			a11/2/46

PRC

CURRENT 1945-1946

Accomplice (My)A	Richard Arlen-Veda Ann Borg	68	9/29/46	b9/28/46
Blonde for a Day (C)F	H. Beaumont- Kathryn Adams	67	8/29/46	b8/3/46
Born to Speed (D)F	Johnny Sands-Terry Austin	65	1/12/47	b1/25/47
Down Missouri Way (M)F	Martha O'Driscoll-William Wright	74	8/15/46	b7/13/46
Her Sister's Secret (D)A	N. Coleman-P. Reed-M. Lindsay	83	9/23/46	b9/14/46
Larceny in Her Heart (My)A	Hugh Beaumont-Cheryl Walker	68	7/10/46	b5/25/46
Queen of Burlesque (My)A	Evelyn Ankers-Carleton Young	67	7/24/46	b7/5/46
Secrets of a Sorority Girl (D)A	Mary Ware-Rick Vallin	58	8/1/46	b8/24/46
Strange Holiday (D)F	Claude Rains-Martin Kosleck	57	9/2/46	b10/27/45

CURRENT 1946-'47

The Big Fix	Noreen Nash-Shelia Ryan	66	4/19/47	
Brute Man, The (H)A	Tom Neal-Jane Adams	58	10/1/46	b10/26/46
Devil on Wheels, The (D)F	D. Hickman-J. Ford-J. Cardwell	67	3/2/47	b1/25/46
Don Ricardo Returns	Isabelita-Fred Coby		11/5/46	a9/21/46
Gas House Kids (D)F	B. Halop-R. Lowery-T. Loring	68	10/28/46	b10/12/46
Kit Carson	D. Andrews-L. Bari-J. Hall	97	3/22/47	
Lady Chaser	Ann Savage-Robert Lowery	60	11/25/46	
Last of the Mohicans	R. Scott-B. Barnes-H. Wilcoxen	94	3/22/47	Reissue
Lighthouse	J. Lang-D. Castle-J. Litel	64	1/10/47	a10/19/46
Philo Vance Returns	W. Wright-R. Ames-I. Adrian	64	4 14/47	a1/11/47
Philo Vance's Gamble	Alan Curtis-Frank Jenks-Terry Austin	62	4/12/47	
Philo Vance's Secret Mission	Alan Curtis-Sheila Ryan		3/20/47	
Three on a Ticket (My)F	Hugh Beaumont-Cheryl Walker	64	4/5/47	b4/5/47
Untamed Fury (D)A	Mikel Conrad-Gaylord Pendleton	61	3/22/47	b3/29/47
Wild West *C (W)F	Eddie Dean-Roscoe Ates	73	12/1/46	b11/30/46

COMING

Bury Me Dead	M. Daniels-G. McClure-C. O'Donnell			
Can't Get That Gal	S. Ryan-E. Norris-G. Wills			
Corsican Brothers	D. Fairbanks, Jr.-Tamiroff-Warrick	111	5/24/47	Reissue
Gas House Kids Go West	Chili Williams-John Shelton-Alfalfa Switzer			
Heartaches	S. Ryan-E. Norris-G. Wills			
International Lady	G. Brent-I. Massey-B. Rathbone	102	5/24/47	Reissue
Killer at Large	Anabel Shaw-Robert Lowery		5/31/47	
Man Wanted	Anabel Shaw-Robert Lowery			
Philo Vance's Peril	W. Wright-L. Balasco-R. Ames			b1/25/47
Return of Rin-Tin-Tin *V	D. Woods-B. Blake-C. Drake			
Step-Child	B. Joyce-D. Woods-T. Austin			a3/22/47
Too Many Winners	Hugh Beaumont-Trudy Marshall		5/24/47	a3/22/47

Westerns (Current)

Code of the Plains	Buster Crabbe-Al St. John	38	4 26 47	Reissue
Driftin' River (WM)F	Eddie Dean-Roscoe Ates	55	10/1/46	b10/5/46
Flaming Bullets	Tex Ritter-Dave O'Brien	58	10/15/46	
Frontier Fighters	B. Crabbe-Al St. John-M. Manners	41	4/26/47	Reissue
Law of the Lash (W)F	Al LaRue-Al St. John	53	2/28/47	b3/1/47
Navajo Kid (W)F	Bob Steele	57	11/21/45	b3/30/46
Outlaw of the Plains (W)F	Buster Crabbe-Al St. John	54	9/22/46	b9/28/46
Overland Riders (W)F	Buster Crabbe-Al St. John	54	8/21/46	b8/24/46
Panhandle Trail	Buster Crabbe-Al St. John		4/26 47	Reissue
Prairie Rustlers (W)F	Buster Crabbe-Al St. John	54	11/7/45	b8/10/46
Raiders of Red Gap	B. Crabbe-Al St. John	38	4/26 47	Reissue
Range Beyond the Blue (W-M)F	Eddie Dean	53	3/17/47	
Shootin' Irons	Jim Newhill-Tex O'Brien	40	4/26 47	Reissue
Stars Over Texas (W)F	Eddie Dean-Roscoe Ates	57	11/18/46	b12/23/46
Terror on Horseback (W)F	Buster Crabbe-Al St. John	55	8/14/46	b4/20/46
Thundergap Outlaws	Tex O'Brien-Jim Newhill	38	4 26 47	Reissue
Tumbleweed Trail (W-M)F	E. Dean-R. Ates-S. Patterson	59	10/28/46	b11/9/46
West to Glory	Eddie Dean-Roscoe Ates		4/12/47	
Wild Country (W)F	Eddie Dean	55	1/17/47	b2 1/47

Westerns (Coming)

Border Feud	Al LaRue-Al St. John	55	5/10/47	
Ghost Town Renegades	Al LaRue-Fuzzy St. John-J. Holt			
Gun Fighter	Al LaRue-Al St. John-Mary Scott			a12/18/46
Pioneer Justice	Al LaRue-Fuzzy St. John-J. Holt			
Riders of Red Rock	B. Crabbe-Al St. John-M. Leslie	38	5/7/47	

RKO-RADIO

CURRENT 1946-'47

Block No.			Trade Shown	
4	Beat the Band (M)F	Frances Langford-Gene Krupa	67...Feb.	b3/1/47
Sp.	Best Years of Our Lives, The (D)A	D. Andrews-M. Loy-F. March	172...Dec.	b11/23/46
	Born to Kill (D)A	C. Trevor-L. Tierney-W. Slezak	91...April	b4/19/47
2	Child of Divorce (D)A	Sharyn Moffett-Regis Toomey	62...Oct.	b10/19/46
4	Code of the West	James Warren-John Laurenz	57...Feb.	a8/10/46
3	Crack-Up (D)A	P. O'Brien-C. Trevor-H. Marshall	93...June	b6/15/46
2	Criminal Court (My)A	T. Conway-M. O'Driscoll	62...Aug.	b8/10/46

L

Title	Company
Ladies Man	Para.
Lady in the Lake	MGM
Lady Chaser	PRC
Lady Luck	RKO
Larceny in Her Heart	PRC
Last Crooked Mile	Rep.
Last of the Mohicans	UA
Last of the Redmen	Col.
Late George Apley	20th-Fox
Laughing Lady	Misc.
Let 'Em Have It	Astor
Les Miserables	20th-Fox
Les Miserables	Misc.
Life With Father	WB
Lighthouse	PRC
Little Iodine	UA
Little Men	Astor
Little Miss Big	Univ.
Little Miss Broadway	Col.
Little Mister Jim	MGM
Little Prince	UA
Living in a Big Way	MGM
Locket, The	RKO
Lone Wolf in Mexico	Col.
Long Night	RKO
Lost Honeymoon	EL
Lost Moment's The	Univ.
Louisiana	Mono.
Love and Learn	WB
Love from a Stranger	EL
Love Laughs at Andy Hardy	MGM
Love on the Dole	Misc.

M

Title	Company
Macomber Affair	UA
Magic Bow	Univ.
Magic Town	RKO
Magnificent Doll	Univ.
Magnificent Rogue	Rep.
Make Mine Music	RKO
Man About Town	RKO
Man from Colorado, The	Col.
Man from Morocco	Misc.
Man Wanted	PRC
Man Within, The	Misc.
Marauders, The	UA
Margie	20th-Fox
Meet Me at Dawn	20th-Fox
Memory of Love	RKO
Men of Two Worlds	Misc.
Merton of the Movies	MGM
Michigan Kid	Univ.
Mighty McGurk, The	MGM
Millerson Case, The	Col.
Millie's Daughter	Col.
Miracle on 34th St.	20th-Fox
Missing Lady	Mono.
Mr. Ace	UA
Mr. District Attorney	Col.
Mr. Hex	Mono.
Monsieur Beaucaire	Para.
Monsieur Verdoux	UA
Moss Rose	20th-Fox
Mourning Becomes Electra	RKO
Mother Wore Tights	20th-Fox
My Brother Talks to Horses	MGM
My Dog Shep	SGP
My Darling Clementine	20th-Fox
My Favorite Brunette	Para.
My Heart Goes Crazy	Univ.
My Pal Trigger	Rep.
My Wild Irish Rose	WB

N

Title	Company
'Neath Canadian Skies	SGP
Never Say Goodbye	WB
New Orleans	UA
Nicholas Nickelby	Misc.
Night and Day	WB
Night Train to Memphis	Rep.
Night Unto Night	WB
Nobody Lives Forever	WB
Nocturne	RKO
No Leave, No Love	MGM
Nora Prentiss	WB
North of the Border	SGP
North Star	FC
Northwest Outpost	Rep.
Notorious	RKO
Notorious Gentleman	Univ.
Notorious Lone Wolf	Col.

O

Title	Company
Odd Man Out	Univ.
Of Human Bondage	WB
Of Mice and Men	Favorite
Oh Say Can You Sing	Univ.
One Exciting Week	Rep.
One Million B.C.	Favorite
One Romantic Night	Astor
O.S.S.	Para.
Other Love	UA
Out California Way	Rep.
Outcast, The	Rep.
Out of the Blue	EL
Out of the Past	RKO
Outlaw	UA
Overlanders, The	Univ.

P

Title	Company
Palmy Days	FC
Paradine Case	Selznick
Partners of the Plains	SGP
Perfect Marriage	Para.
Perils of Pauline	Para.
Personal Column	UA
Personality Kid	Col.
Philo Vance's Gamble	PRC

Title	Company
Philo Vance Returns	PRC
Philo Vance's Peril	PRC
Philo Vance's Secret Mission	PRC
Piccadilly Incident	MGM
Pilgrim Lady	Rep.
Pirates, The	MGM
Pirates of Monterey	Univ.
Plainsman	Para.
Plainsman and the Lady	Rep.
Portrait of Jennie	SRO
Possessed	WB
Prison Story	RKO
Private Affairs of Bel Ami	UA
Pursued	WB

Q

Qu een of Burlesque	PRC
Queen of the Amazons	SGP

R

Rage in Heaven	MGM
Raider	Misc.
Ramrod	UA
Razor's Edge	20th-Fox
Red House	UA
Rendezvous With Annie	Rep.
Renegade Girl	SGP
Repeat Performance	EL
Resistance	Misc.
Return of Monte Cristo	Col.
Return of Rin-Tin-Tin	PRC
Return of the Scarlet Pimpernel	FC
Riding the California Trail	Mono.
Riff-Raff	RKO
Road to Rio	Para.
Road Show	Favorite
Rolling Home	SGP
Roll on Texas Moon	Rep.
Romance of Rosy Ridge	MGM
Root of All Evil	Misc.
Rupert of Hentzau	SRO
Rustlers Valley	SGP
Runaround	Univ.

S

Saigon	Para.
San Demetrio, London	20th-Fox
San Quentin	RKO
St. Francis of Assisi	Misc.
Sarge Goes to College	Mono.
Scared to Death	SGP
Scarface	Astor
Scarlet Pimpernel, The	FC
School for Danger	Misc.
School for Secrets	Misc.
Scudda Hoo, Scudda Hay	20th-Fox
Sea Bandits	Favorite
Sea Hawk, The	WB
Sea of Grass	MGM
Sea Wolf, The	WB
Searching Wind	Para.
Second Chance	20th-Fox
Second Chorus	Astor
Secret Beyond the Door, The	U-I
Secret Heart, The	MGM
Secret Life of Walter Mitty	RKO
Secrets of Sorority Girl	PRC
Secrets of the Whistler	Col.
Seven Keys to Baldpate	RKO
Seven Were Saved	Para.
Shadow of a Woman	WB
Shadowed	Col.
Shadows Over Chinatown	Mono.
Shaggy	Para.
Shocking Miss Pilgrim	20th-Fox
Show-Off	MGM
Shoot to Kill	Screen Guild
Silver Devil	Astor
Sinbad the Sailor	RKO
Sing While You Dance	Col.
Singapore	Univ.
Singin' In the Corn	Col.
Sin of Harold Diddlebock	UA
Sister Kenny	RKO
Sky Devils	Astor
Slave Girl	Univ.
Slightly Scandalous	Univ.
Smash-Up	Univ.
Smoky	20th-Fox
Smoky River Serenade	Col.
So Dark the Night	Col.
So in Love	SRO
Something in the Wind	Univ.
Son of Rusty	Col.
Song of Love	MGM
Song of Scheherazade	Univ.
Song of the South	RKO
Song of the Thin Man	MGM
South of Monterey	Mono.
So Well Remembered	RKO
Specter of the Rose	Rep.
Spoilers of the North	Rep.
Spook Busters	Mono.
Sport of Kings	Col.
Springtime in the Sierras	Rep.
Stanrway to Heaven	Univ.
Stallion Road	WB
Stampede	UA
Stanley & Livingcston	20th-Fox
Stella Dallas	FC
Step By Step	RKO
Step-Child	PRC
Stolen Life	WB
Stork Bites Man	UA
Story of the Pope, The	Misc.
Strange Holiday	PRC
Strange Journey	20th-Fox
Strange Love of Martha Ivers	Para.
Strange Voyage	Mono.
Strange Woman	UA
Stranger, The	RKO
Stray Lamb	UA

RKO-RADIO (Continued)

CURRENT 1946-'47

Block No.			Run Time Mins.	Trade Shown	See Issue of
4	Devil Thumbs a Ride, The (D)A	Lawrence Tierney-N. Leslie	62	Feb.	b3/1/47
3	Dick Tracy vs. Cueball (D)F	Morgan Conway-Anne Jeffreys	62	Dec.	b11/9/46
3	Falcon's Adventure (D)F	Tom Conway-Madge Meredith	61	Dec.	b12/14/46
6	Falcon's Alibi (My)A	Tom Conway-Rita Corday	63	Apr.	b4/20/46
4	Farmer's Daughter, The (C-D)A	L. Young-J. Cotten-E. Barrymore	97	Feb.	b2/22/47
4	From This Day Forward (D)A	J. Fontaine-M. Stevens-A. Judge	95	Mar.	b3/2/46
2	Genius at Work (C)F	A. Carney-W. Brown-A. Jeffreys	61	July	b8/3/46
1	Great Day (D)F	Eric Portman-Flora Robson	68	July	b7/20/46
Sp.	Heartbeat (CD)F	G. Rogers-P. Pierre Aumont	102	Apr.	b4/27/46
Sp.	It's a Wonderful Life (D)	J. Stewart-D. Reed-L. Barrymore	128	Dec.	b12/21/46
1	Lady Luck (C)A	R. Young-B. Hale-F. Morgan	97	July	b7/20/46
3	The Locket (D)	Laraine Day-B. Aherne	86	Dec.	b12/21/46
Sp.	Make Mine Music *T (M)F	Walt Disney	75	Apr.	b4/20/46
2	Nocturne (D)A	George Raft-Lynn Bari	85	Oct.	b10/19/46
Sp.	Notorious (My-D)A	Cary Grant-Ingrid Bergman	101	July	b7/27/46
3	San Quentin (D)A	L. Tierney-M. Carr-B. MacLane	66	Dec.	b12/7/46
Sp.	Sinbad the Sailor T (F)F	D. Fairbanks, Jr.-M. O'Hara	117	Jan.	b1/18/47
1	Sister Kenny (D)A	R. Russell-A. Knox-D. Jagger	116	July	b7/20/46
Sp.	Song of the South *T (D-M)F	Luana Patten-Bobby Driscoll	95	Nov.	b11/2/46
1	Step by Step (D)F	Lawrence Tierney-Anne Jeffreys	61	July	b7/20/46
Sp.	Stranger, The (D)F	Ed. G. Robinson-L. Young-O. Welles	95	June	b6/25/46
1	Sunset Pass (W)F	Nan Leslie-James Warren	59	July	b7/20/46
5	Tarzan and the Huntress (D)F	J. Weismuller-B. Joyce	70	April	a3/22/47
6	Thunder Mountain	T. Holt-R. Martin-M. Hyer		Feb.	a1/25/47
6	Till the End of Time (D)F	Dorothy McGuire-Guy Madison	105	June	b6/15/46
4	Trail Street (W)F	R. Scott-R. Ryan-A. Jeffreys	83	Mar.	a3/1/47
3	Vacation in Reno (C)F	Jack Haley-Anne Jeffreys	60	Oct.	b10/12/46

COMING

			Rel. Date	
5	A Likely Story (C)F	Bill Williams-Barbara Hale	88	May	b4/19/47
6	Bachelor and the Bobby-Soxer	G. Grant-M. Loy-S. Temple	95		a8/31/46
5	Banjo (C-D)F	S. Moffet-J. White-W. Reed	67	May	b4/19/47
	Bishop's Wife, The	G. Grant-T. Wright-D. Niven			
	Crossfire	R. Young-R. Mitchum-G. Grahame			
	Desperate	Steve Brodie-Audrey Long			a1/25/47
6	Dick Tracy's Dilemma	Ralph Byrd-Kay Christopher			a3/15/46
	Dick Tracy vs. the Gruesome Gang	R. Byrd-B. Karloff-A. Gwynne			
	Fighting Father Dunne	P. O'Brien-M. Dell-D. Hickman			
Sp.	Fun and Fancy Free	E. Bergen-D. Shore			
	Fugitive, The	Henry Fonda-Dolores Del Rio			
5	Honeymoon (C)F	S. Temple-F. Tone-G. Madison	74	June	b4/19/47
	How Dear to My Heart *T	Luana Patten-Bobby Driscoll			
	If You Knew Susie	E. Cantor-J. Davis-A. Joslyn			
	Indian Summer	A. Knox-A. Sothern-G. Tobias			
Sp.	Long Night, The	Henry Fonda-Barbara Bel Geddes			a9/14/46
	Magic Town	James Stewart-Jane Wyman			
	Man About Town	Maurice Chevalier			
	Memory of Love	D. Andrews-M. Oberon-E. Barrymore			
	Mourning Becomes Electra	R. Russell-K. Paxinou-R. Massey			
	Out of the Past	Robert Mitchum-Jane Greer			a2/1/47
	Riff-Raff	Pat O'Brien-Anne Jeffreys			a6/1/46
	Secret Life of Walter Mitty, The *T	D. Kaye-V. Mayo-F. Bainter			a9/7/46
6	Seven Keys to Baldpate	Phillip Terry-Jacqueline White			a3/22/47
	So Well Remembered	M. Scott-J. Mills			
6	They Won't Believe Me	Robert Young-Susan Hayward	95		a9/7/46
	Tycoon *T	John Wayne-Laraine Day			
	Under the Tonto Rim	T. Holt-N. Leslie-R. Martin			
6	Woman on the Beach, The	J. Bennett-R. Ryan-C. Bickford	71		

REPUBLIC

Current 1945-46

Prod. No.					
520	Earl Carroll Sketchbook (M)F	C. Moore-W. Marshall	90	8/22/46	b8/17/46
528	G. I. War Brides (C)F	Anna Lee-James Ellison	69	8/12/46	b8/10/46
543	Heldorado (WM)F	Roy Rogers-Dale Evans-"Gabby" Hayes	70	12/15/46	b12/23/46
5542	Home in Oklahoma (W-M)F	R. Rogers-G. Hayes-D. Evans	72	11/8/46	b11/2/46
526	Inner Circle (My)F	Adele Mara-William Frawley	65	8/7/46	b12/7/46
529	Invisible Informer (My)A	Linda Sterling-William Henry	57	8/19/46	b8/24/46
527	Last Crooked Mile, The (My)A	D. Barry-A. Savage-T. Powers	67	8/9/46	b8/17/46
5541	My Pal Trigger (W)F	R. Rogers-D. Evans-G. Hayes	79	7/10/46	b6/22/46
523	Night Train to Memphis (CD)F	Roy Acuff-Allan Lane-Adele Mara	67	7/12/46	b8/3/46
521	One Exciting Week (C)F	Al Pearce-Arline Harris	69	6/8/46	b6/15/46
5503	Out California Way *U (WM)F	Monte Hale-Adrian Booth	67	12/5/46	b12/14/46
532	Plainsman and the Lady (W)F	W. Elliott-V. Ralston-G. Patrick	82	11/15/46	b11/9/46
525	Rendezvous With Annie (C)A	Eddie Albert-Gail Patrick	89	7/22/46	b8/10/46
542	Roll on Texas Moon (W-M)F	R. Rodgers-G. Hayes-Dale Evans	68	9/12/46	b9/14/46
524	Specter of the Rose (D)A	Michael Chekhov-Judith Anderson	90	7/5/46	b5/25/46
533	That Brennan Girl (D)A	James Dunn-Mona Freeman	95	12/23/46	b11/16/46
541	Under Nevada Skies (W)F	R. Rogers-Dale Evans	69	8/26/46	b8/31/46

CURRENT 1946-'47

603	Affairs of Geraldine (C-D)F	Jane Withers-Jimmy Lydon	68	11/18/46	b10/26/46
608	Angel and the Badman (W)F	J. Wayne-G. Russell-I. Rich	100	2/15/46	b2/15/46
641	Apache Rose *U (W-M)F	Roy Rogers-Dale Evans	75	2/15/46	b3/22/47
607	Calendar Girl (M)F	J. Frazee-W. Marshall	88	1/31/47	b2/8/47
604	Fabulous Suzanne (C)	Barbara Britton-Rudy Vallee	71	12/15/46	b12/21/46
605	Ghost Goes Wild, The (C)F	James Ellison-Anne Gwynne	66	3/8/47	b4/5/47
610	Hit Parade of 1947	Eddie Albert-Constance Moore	90	3/22/47	a2/22/47
601	I've Always Loved You *T (DM)F	Catherine McLeod-Philip Dorn	117	12/2/46	b8/31/46
606	Magnificent Rogue, The (C-D)A	L. Robert-W. Douglas	74	2/15/47	b11/23/46
602	Pilgrim Lady, The (C-D)A	Warren Douglas-Lynne Roberts	67	1/22/46	b1/25/47
612	Spoilers of the North	Paul Kelly-Evelyn Ankers	66	4/24/47	a10/5/46
611	Yankee Fakir (C)F	D. Frawley-J. Woodbury-C. Bevans	71	4/1/47	b4/12/47

COMING

642	Bells of San Angelo *U	Roy Rogers-Dale Evans	78		
	Bill and Coo *U	George Burton's Birds			
	Blackmail	W. Marshall-A. Mara-S. Bachelor			
	Complex	A. Dekker-L. Stirling-C. Drake			
	Northwest Outpost	Nelson Eddy-Ilona Massey			a3/8/47
	Outcast, The	John Carroll-Vera Ralston			
	Springtime in the Sierras *U	Roy Rogers-Jane Frazee-Andy Devine			

REPUBLIC (Continued)

Prod. No.	COMING		Run Time	Rel Mths	Date	See Issue of
	That's My Gal *U	Lynne Roberts-Don Barry	66			a9/28/46
	That's My Man (D)A	Don Ameche-Catherine McLeod	104			b4/12/47
	The Trespasser	J. Martin-W. Douglas				
	Web of Danger	Adele Mara- Bill Kennedy				a11/16/46
	Winter Wonderland	L. Roberts-C. Drake	71		5/17/47	a9/14/46
	Wyoming	B. Elliott-V. Ralston				a3/8/47
	Westerns (Current)					
553	Cherokee Flash (W)F	Sunset Carson-Linda Stirling	55		12/13/46	a3/2/46
664	Homesteaders of Paradise Valley (W)F	Allan Lane-Bobby Blake	58		4/1/47	b4/12/47
5504	Last Frontier Uprising *U (W-M)F	Monte Hale-Adrian Booth	65		2/1/47	b4/12/47
558	Rio Grande Raiders	Sunset Carson-Linda Stirling	56		9/9/46	
661	Sante Fe Uprising	Allan Lane-Bobby Blake	56		11/15/46	
681	Sioux City Sue (W)F	Gene Autry-Lynne Roberts	69		11/21/46	b11/30/46
662	Stagecoach to Denver (W)F	Allan Lane-Bobby Blake	56		12/23/46	b1/4/47
682	Trail to San Antone (W)F	Gene Autry-Peggy Stewart	57		1/25/47	b2/1/47
683	Twflight on the Rio Grande (W)F	G. Autry-S. Holloway-Cass County Boys	71		4/1/47	b4/19/47
663	Vigilantes of Boomtown (W)F	Allan Lane-Bobby Blake	56		2/15/47	b2/15/47
	Westerns (Coming)					
	Along the Oregon Trail *U	Monte Hale-Adrian Booth				
	Marshall of Cripple Creek	Allan Lane-Bobby Blake				
	Oregon Trail Scouts	Allan Lane-Bobby Blake	58		5/15/47	
	Robin Hood of Texas	Gene Autry-Lynn Roberts-Adele Mara				
	Rustlers of Devil's Canyon	Allan Lane-Bobby Blake				
	Saddle Pals	Gene Autry-Lynne Roberts				

SCREEN GUILD PRODUCTIONS — CURRENT

4614	Bells of San Fernando (D)F	Donald Woods-Gloria Warren	74		3/1/47	b4/5/47
4613	Buffalo Bill Rides Again (W)F	Richard Arlen-Jennifer Holt	70		2/15/47	b4/5/47
4616	Bush Pilot	R. Hudson-J. LaRue-A. Willis	65		4/1/47	
HC10	Cassidy of Bar 20	Wm. Boyd-H. Clark-R. Hayden	71		4/1/47	Reissue
4604	Death Valley *C	R. Lowery-H. Gilbert-N. Pendleton	72		7/15/46	a8/21/46
4605	Flight to Nowhere	E. Ankers-A. Curtis	75		8/15/46	a5/13/46
HC11	Heart of Arizona	Wm. Boyd-G. Hayes-R. Hayden	68		4/12/47	Reissue
4609	My Dog Shep	Flame (dog)-Tom Neal	60		12/1/46	
4606	'Neath Canadian Skies	R. Hayden-I. Cooper-L. Talbot	41		8/15/46	b8/24/46
4610	North of the Border	R. Hayden-I. Cooper	46		10/1/46	a8/24/46
HC09	Partners of the Plains	Wm. Boyd-H. Clark-R. Hayden	71		3/1/47	Reissue
4611	Queen of the Amazons (D)A	Patricia Morison-Robert Lowery	62		1/15/47	b3/29/47
4612	Renegade Girl (D)F	Alan Curtis-Ann Savage-Jack Holt	65		12/25/46	b3/29/47
4607	Rolling Home (D)F	J. Parker-R. Hayden-P. Blake	67		9/20/46	b2/8/47
HC07	Rustlers Valley	Wm. Boyd-G. Hayes-R. Hayden	60		2/1/47	Reissue
4608	Scared to Death *C	B. Lugosi-J. Compton	65		2/1/47	
4615	Shoot to Kill (D)A	R. Wade-E. MacDonald-S. Walters	63		3/15/47	b4/12/47
HC08	Texas Trail	Wm. Boyd-R. Hayden-G. Hayes	59		2/21/47	Reissue
	COMING					
HC12	Bar 20 Justice	Wm. Boyd-R. Hayden-G. Hayes	65		5/1/47	Reissue
	Dark Bullet	H. Wilcoxon-M. Brian-V. Dale				
	Hat Box Mystery	F. Neale-A. Jenkins-V. Sale	40			
	Hollywood Barn Dance	E. Tubb-L. Talbott-H. Boyce				
	Killer-Dill	Anne Gywnne-Frank Albertson				

SELZNICK RELEASING ORGANIZATION — CURRENT

	Duel in the Sun *T (WD)A	J. Jones-G. Peck-J. Cotten	138		4/17/47	b1/4/47
	COMING					
	Paradine Case, The	G. Peck-A. Todd-C. Laughton				
	Portrait of Jennie	J. Jones-J. Cotten				
	Rupert of Hentzau	Louis Jourdan-Valli				
	So in Love	Shirley Temple				

20TH-FOX — CURRENT 1946-'47

634	Anne and the King of Siam (D)F	I. Dunne-R. Harrison-L. Gargan	128		Aug.	b6/8/46
620	Behind Green Lights (D)A	Carole Landis-William Gargan	64		Feb.	b1/19/46
636	Black Beauty (D)F	Mona Freeman-Richard Denning	74		Sept.	b7/20/46
642	Bowery, The	Wallace Beery-Jackie Cooper	84		Oct.	Re-release
633	Centennial Summer *T (M)F	J. Crain-L. Darnell-C. Bennett	102		Aug.	b6/1/46
637	Claudia and David (D)F	Dorothy McGuire-Robert Young	78		Sept.	b7/27/46
648	Dangerous Millions (D)F	Kent Taylor-Dona Drake	69		Dec.	b12/7/46
635	Deadline for Murder (My)A	Sheila Ryan-Kent Taylor	65		Aug.	b6/22/46
640	Home Sweet Homicide (MyC)F	P. Ann Garner-R. Scott	90		Oct.	b7/20/46
638	If I'm Lucky (M)F	V. Blaine-P. Como-H. James	78		Sept.	b8/31/46
632	It Shouldn't Happen to a Dog (CD)F	Carole Landis-Allyn Joslyn	70		July	b6/1/46
646	Margie *T (C-D)F	Jeanne Crain-Alan Young	93		Nov	b10/19/46
645	My Darling Clementine (W-D)F	H. Fonda-L. Darnell-V. Mature	97		Nov	b10/12/46
631	Smoky *T (D)F	F. MacMurray-A. Baxter-B. Ives	87		July	b6/15/46
641	Sun Valley Serenade	Sonja Henie-John Payne	86		Sept.	Re-release
639	Three Little Girls in Blue *T (M)F	Haver-Blaine-G. Montgomery	90		Oct.	b9/7/46
649	Wake Up and Dream *T (M)F	John Payne-June Haver	92		Dec.	b11/30/46
644	Wanted for Murder (D)A	Eric Portman-Dulcie Gray	91		Nov.	b4/13/46
	CURRENT 1947-'48					
709	Alexander's Ragtime Band	T. Power-A. Faye-D. Ameche	106		Mar.	Re-release
711	Backlash (My)A	R. Travis-J. Rogers-L. Blake	66		Mar.	b3/22/47
706	Boomerang (D)A	Dana Andrews-Jane Wyatt	88		Feb.	b1/25/47
707	Brasher Doubloon, The (My)A	G. Montgomery-Nancy Guild	72		Feb.	b2/8/47
710	Carnival in Costa Rica *T (M)F	D. Haymes-C. Holm-C. Romero	96		April	b3/29/47
712	Late George Apley, The (D)A	Ronald Colman-Peggy Cummins	93		April	b2/3/47
704	Les Miserables	Fredric March-Chas. Laughton	109		Jan.	Re-release
701	Razor's Edge, The (D)A	T. Power-G. Tierney-J. Payne	146		Jan.	b11/23/46
714	San Demetrio, London (D)A	W. Fitzgerald-A. Young-R. Michael	76		April	b4/4/47
703	Shocking Miss Pilgrim *T	Betty Grable-Dick Haymes	85		Jan.	b1/4/47
705	Stanley & Livingstone	Spencer Tracy-Richard Green	101		Jan.	Re-release
708	Strange Journey (D)F	Paul Kelly-Osa Massen	67		Feb.	b9/14/46
702	13 Rue Madeleine (D)	Jams Cagney-Annabella	95		Jan.	b12/21/46
	COMING					
	Bob, Son of Battle *T	P. A. Garner-L. McCallister				a9/28/46
	Captain from Castile *T	T. Power-J. Peters-C. Romero				
	Crimson Key, The	Kent Taylor-Doris Dowling				
	Forever Amber *T	L. Darnell-C. Wilde-G. Sanders				
	Foxes of Harrow, The	R. Harrison-M. O'Hara-R. Haydn				
715	Ghost and Mrs. Muir, The	G. Tierney-R. Harrison-G. Sanders			May	
713	Homestretch, The *T	Maureen O'Hara-Cornel Wilde			May	a8/17/46
	I Wonder Who's Kissing Her Now *T	June Haver-Mark Stevens				a9/14/46
716	Jewels of Brandenburg (D)A	Richard Travis-Micheline Cheirel	64		May	b4/12/47
	Meet Me At Dawn (C-D)F	William Eythe-Hazel Court	99			b1/18/47
718	Miracle on 34th St.	J. Payne-M. O'Hara			June	a2/15/47

Title	Company
Suddenly It's Spring	Para.
Susie Steps Out	UA
Summer Holiday	MGM
Sunset Pass	RKO
Sun Valley Serenade	20th-Fox
Suspense	Mono.
Swell Guy	Univ.
Sweet Genevieve	Col.
Sweetheart of Sigma Chi	Mono.
Swiss Family Robinson	Astor
Swordsman	Col.

T

Tarzan and the Huntress	RKO
Temptation	Univ.
Temptation Harbour	Misc.
Tenth Avenue Angel	MGM
Texas, 1836	AAP
That Brennan Girl	Rep.
That's My Gal	Rep.
That's My Man	Rep.
That Way with Women	WB
The Man I Love	WB
There Goes My Heart	Favorite
The Time, the Place & the Girl	WB
They Made Me a Killer	Para.
They Won't Believe Me	RKO
Thief of Bagdad	EL
Thieves' Holiday	UA
13 Rue Madeleine	20th-Fox
Thirteenth Hour	Col.
This Happy Breed	Univ.
This Time for Keeps	MGM
Thrill of Brazil	Col.
Three Little Girls in Blue	20th-Fox
Three on a Ticket	PRC
Three Were Thoroughbreds	Col.
Three Wise Fools	MGM
Thunder in the City	Astor
Thunder Mountain	RKO
Till the Clouds Roll By	MGM
Till the End of Time	RKO
Time of Their Lives	Univ.
Time Out of Mind	Univ.
To Each His Own	Para.
Tom Brown's Schooldays	Astor
Too Many Winners	PRC
Topper Returns	Favorite
Topper Takes a Trip	Favorite
Torment	Mono.
Tragic Symphony	Monogram
Trail Street	RKO
Trap, The	Mono.
Treasure of the Sierra Madre	WB
Trespasser, The	Rep.
Trouble With Women	Para.
Two Blondes and a Redhead	Col.
Two Guys From Milwaukee	WB
Two Guys From Texas	WB
Two Mrs. Carrols	WB
Two Smart People	MGM
Two Years Before the Mast	Para.
Tycoon	RKO

U

Unconquered	Para.
Undercover Maisie	MGM
Undercurrent	MGM
Under Nevada Skies	Rep.
Under the Tonto Rim	RKO
Unexpected Guest	UA
Unfaithful	WB
Unfinished Dance	MGM
Unholy Garden	FC
Unknown, The	Col.
Unsuspected, The	Warner Bros.
Untamed Fury	PRC

V

Vacation Days	Mono.
Vacation in Reno	RKO
Variety Girl	Para.
Vendetta	UA
Verdict	WB
Vigiliantes Return	Univ.
Violence	Mono.
Voice of the Turtle	WB

W

Wake Up and Dream	20th Fox
Wallflower	Warner Bros.
Wanted for Murder	20th-Fox
Web of Danger	Rep.
Welcome Stranger	Para.
Welldigger's Daughter	Misc.
Westerner, The	FC
Where There's Life	Para.
While the Sun Shines	Misc.
Whistler	WB
Whispering Smith	Para.
White Cradle Inn	Misc.
White Tie and Tails	Univ.
Who Killed Doc Robin	UA
Wicked Lady	Univ.
Wild Beauty	Univ.
Wild Bill Hickok Rides	WB
Wild Horse	Mono.
Wild West	PRC
Winter Wonderland	Rep.
Wistful Widow of Wagon Gap	U-I
Woman Condemned	FC
Woman in White	WB
Woman on the Beach	RKO
Wyoming	Rep.

Y

Yankee Fakir	Rep.
Yearling, The	MGM
Years Between	Univ.
You Can't Cheat an Honest Man	Univ.

TITLE CHANGES

"End of the Rainbow (Rep.) now NORTHWEST OUTPOST

"Scareheads" (Mono.) now FRONT PAGE SCANDAL

NEW PICTURES STARTED LAST WEEK

COLUMBIA

Two Blondes and a Redhead—Principals: Jean Porter, Jimmy Lloyd, Judy Clark. Director, Arthur Dreifuss.

MGM

Alias A Gentleman—Principals: Wallace Beery, Gladys George. Director, Harry Beaumont.

PARAMOUNT

Shaggy *C—Principals: Brenda Joyce, George Nokes, Robert Shayne. Director, Robert Emmett Tansey.

UNITED ARTISTS

The Marauders—Principals: William Boyd, Rand Brooks, Andy Clyde, Director, George Archainbaud.

UNIVERSAL-INTERNATIONAL

The Wistful Widow of Wagon Gap—Principals: Abbott and Costello, Marjorie Main. Director, Charles Barton.

ADVANCE DATA
On Forthcoming Product

TRAGIC SYMPHONY. (Mono.) *Drama. Principals*: Frank Sundstrom. Audrey Long, Mikhail Rasumny. *Director*, Benjamin Glazer. *Plot*: Disillusioned after an unhappy love affair with a Princess, the composer Tchaikovsky leaves his native land to play his music in America and England. On his return to Russia, his sweeheart's father relents, realizing that the two genuinely love each other. But it comes too late. During an epidemic of cholera, the composer drinks contaminated water, and dies with the Princess at his bedside.

SILENT VOICE (PRC) *Mystery. Principals*: Sheila Ryan, Edward Norris. *Director*, Basil Wrangell. *Plot*: A press agent for a movie star is being courted by a newspaperman. It is her job to keep secret the fact that the actor cannot sing, and that he has built his reputation as a crooner because another's voice is used for him in films. When two men are killed, an investigation starts, and the newspaperman learns of the voice substitution. Tracing down the clues, he finds that the real singer is the killer. His motive: jealousy of the star's success.

THE WOMAN IN WHITE (WB) *Drama. Principals*: Gig Young, Alexis Smith, Eleanor Parker. *Director*, Peter Godfrey. *Plot*: When a young man, teacher of drawing, is engaged to instruct the niece of a wealthy Londoner, he enters a house of mystery where blackmail, murder, and family scandal prevail. He tries to rescue the young woman who is being hypnotized into believing herself insane. With her release, and the death of the blackmailer, the black spell over the mansion is ended.

20TH-FOX (Continued)

Prod. No.		Run Time Mins.	Rel. Date	See Issue of
	COMING			
717	Moss Rose ..... V. Mature-P. Cummings-E. Barrymore		June	a4/12/47
	Mother Wore Tights *T ..... B. Grable-D. Dailey-P. A. Garner			a11/16/46
	Scudda Hoo, Scudda Hay *T ..... J. Haver-L. McCallister-A. Revere			
	Second Chance ..... K. Taylor-Louise Currie-D. Hoey			

UNITED ARTISTS

	CURRENT 1945-1946			
	Caesar and Cleopatra *T (D)A ..... Claude Rains-Vivien Leigh	126	8/16/46	b12/22/46
	Outlaw, The (D)A ..... Jane Russell-Walter Huston	115	2/8/46	b3/23/46
	Thieves' Holiday ..... G. Sanders-S. Hasso-C. Landis	100	7/19/46	b7/13/46
	CURRENT 1946-'47			
	Abie's Irish Rose (C)F ..... Joanne Dru-Michael Chekhov	96	12/27/46	b11/30/46
	Angel on My Shoulder (C-D)A ..... P. Muni-A. Baxter-C. Rains	100	9/16/46	b9/21/46
	Bachelor's Daughters, The (C)F ..... G. Russell-C. Trevor-A. Dvorak	90	9/6/46	b9/14/46
	Chase, The (D)A ..... Robert Cummings-Michele Morgan	85	11/22/46	b10/19/46
	Devil's Playground, The (W)F ..... William Boyd-Andy Clyde	65	11/15/46	b9/21/46
	Fabulous Dorseys, The (M)F ..... T. Dorsey-J. Dorsey-J. Blair	87	2/21/47	b3/1/47
	Fool's Gold (W)F ..... William Boyd-Andy Clyde	65	1/31/47	b10/12/46
	Little Iodine (C)F ..... Jo Ann Marlowe-Marc Cramer	57	10/11/46	b9/14/46
	Macomber Affair, The (D)A ..... Gregory Peck-Joan Bennett	90	3/21/47	b1/25/47
	Mr. Ace (D)A ..... George Raft-Sylvia Sidney	82	8/2/46	b8/31/46
	New Orleans ..... Artruo DeCordova-Dorothy Patrick	89	4/16/47	
	Private Affairs of Bel Ami, The (D)A ..... George Sanders-Angela Lansbury	115	3/7/47	b3/1/47
	Red House, The (My)A ..... Ed. G. Robinson-L. McCallister	98	2/7/47	b2/8/47
	Sin of Harold Diddlebock, The ..... H. Lloyd-R. Walburn-J. Conlin	89	4/4/47	a2/9/46
	Strange Woman, The (D)A ..... H. Lamarr-G. Sanders-L. Hayward	100	10/25/46	b11/2/46
	Susie Steps Out (C-D)F ..... David Bruce-Cleatus Caldwell	65	12/13/46	b11/23/46
	Unexpected Guest, The (W)F ..... Wm. Boyd-Andy Clyde	60	3/28/47	b12/14/46
	COMING			
	Atlantis ..... Maria Montez-Jean Pierre Aumont			a4/5/47
	A Miracle Can Happen ..... James Stewart-Henry Fonda			
	Adventure of Don Coyote *C ..... Richard Martin-Frances Rafferty	65	5/9/47	a9/28/46
	Arch of Triumph ..... Ingrid Bergman-Charles Boyer			
	Body and Soul ..... John Garfield-Lillie Palmer			
	Carnegie Hall (D-M)A ..... M. Hunt-W. Prince-M. O'Driscoll	134		b3/1/47
	Christmas Eve ..... G. Raft-G. Brent-R. Scott-J. Blondell			a3/29/47
	Copacabana ..... C. Miranda-A. Russell-G. Marx	92	5/30/47	
	Curly *C ..... Frances Rafferty-Larry Olsen			a5/25/46
	Dangerous Venture (W)F ..... A. Clyde-W. Boyd-B. Alexander	59	5/23/47	a2/22/47
	Dishonored Lady ..... H. Lamarr-D. O'Keefe-J. Loder	85	5/19/47	a9/21/47
	Fabulous Joe ..... Walter Abel-Margot Grahame			
	Fanny By Gaslight ..... James Mason-Phyllis Calvert			
	Fun on a Weekend (C)A ..... Priscilla Lane-Eddie Bracken	93	5/15/47	b4/12/47
	Heaven Only Knows ..... Robert Cummings-Brian Donlevy			a1/4/47
	Henry the Fifth (D)F *T ..... L. Olivier-R. Asherson	134		b4/27/46
	Here Comes Trouble ..... William Tracy-Patti Morgan			a8/24/46
	Hoppy's Holiday ..... William Boyd-Mary Ware			
	Little Prince, The *T ..... Feature-Length Cartoon			
	Marauders, The ..... W. Boyd-R. Brooks-A. Clyde			
	Monsieur Verdoux (C-D)A ..... Charles Chaplin-Martha Raye	123		b4/19/47
	Other Love, The (D)A ..... Barbara Stanwyck-David Niven	96		b4/5/47
	Personal Column ..... George Sanders-Lucille Ball			
	Ramrod (W-D)A ..... J. McCrea-V. Lake-D. DeFore	94	5/2/47	b3/1/47
	Stampede ..... John Wayne-Walter Brennan			
	Stork Bites Man ..... Jackie Cooper-Gene Roberts			a2/15/47
	Stray Lamb, The ..... J. Cagney-S. Sidney-E. Bracken			
	Vendetta ..... Hillary Brooke-Faith Domergue			
	Who Killed Doc Robin ..... E. Janssen-L. Olsen-D. Belding			

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	CURRENT 1945-1946			
543	Black Angel, The (D)A ..... D. Duryea-J. Vincent-P. Lorre	80	8/2/46	b8/3/46
541	Canyon Passage *T (D)F ..... D. Andrews-B. Donlevy-S. Hayward	92	7/26/46	b7/20/46
542	Cuban Pete (M)F ..... Desi Arnaz-Ethel Smith	60	7/26/46	b7/27/46
539	Danger Woman (D)A ..... B. Joyce-D. Porter-P. Morison	60	7/12/46	b7/13/46
540	Dark Horse (C)F ..... Phil Terry-Ann Savage	59	7/19/46	b7/20/46
547	Dead of Night (D)A ..... Michael Redgrave-Googie Withers	77	8/23/46	b7/6/46
538	Her Adventurous Night ..... Dennis O'Keefe-Helen Walker	76	7/5/46	b6/29/46
548	Killers, The (My)A ..... Ava Gardner-Albert Dekker	102	8/30/46	b8/17/46
549	Little Miss Big (D)F ..... Fay Holden-Beverly Simmons	61	8/30/46	b9/7/46
	Overlanders, The (D)F ..... Chips Rafferty-John Hayward	91		b9/28/46
544	Slightly Scandalous (C-M)F ..... Fred Brady-Paula Drew	63	8/2/46	b8/3/46
1065	They Were Sisters (D)A ..... Phyllis Calvert-James Mason	108	9/20/46	b7/27/46
546	Time of Their Lives, The (C)F ..... Abbott & Costello	82	8/16/46	b8/17/46
550	White Tie and Tails (C-D)A ..... Dan Duryea-Ella Raines-William Bendix	77	8/30/46	b9/14/46
545	Wild Beauty (D)F ..... Don Porter-Lois Collier	61	8/9/46	b8/17/46
	CURRENT 1946-'47			
612	Buck Privates Come Home (C)F ..... Bud Abbott-Lou Costello	77	April	b3/15/47
	Dark Mirror, The (My)A ..... O. DeHavilland-Lew Ayres	85	Oct.	b10/15/46
	Destry Rides Again ..... Marlene Dietrich-James Stewart	94	Mar.	Re-issue
607	I'll Be Yours (C-M)F ..... D. Durbin-T. Drake-W. Bendix	93	Jan.	b1/25/47
	I Stole a Million ..... G. Raft-C. Trevor-D. Foran	78	April	Re-issue
602	Magnificent Doll (D)F ..... G. Rogers-D. Niven-B. Meredith	94	Nov.	b11/23/46
610	Michigan Kid *C (W)F ..... John Hall-Rita Johnson	69	Mar.	b2/15/47
1066	Notorious Gentleman, The (D)A ..... Rex Harrison-Lilli Palmer	106	Nov.	b2/16/46
608	Song of Scheherazade *T (M)F ..... Y. DeCarlo-B. Donlevy-J. P. Aumont	106	Mar.	b2/1/47
609	Smash-Up, The Story of a Woman (D)A ..... S. Hayward-L. Bowman-E. Albert	102	Mar.	b2/8/47
606	Swell Guy (D)A ..... Sonny Tufts-Ann Blyth	86	Jan.	b12/14/46
604	Temptation (D)A ..... M. Oberon-G. Brent-C. Korvin	98	Dec.	b12/14/46
	When the Daltons Rode ..... R. Scott-K. Francis-B. Donlevy	81	Mar.	Re-issue
605	Wicked Lady, The (D)A ..... M. Lockwood-J. Mason-P. Roc	98	Jan.	b1/12/47
	You Can't Cheat an Honest Man ..... W. C. Fields-Edgar Bergen	73	April	Re-issue
	COMING			
	A Lady Surrenders (D)A ..... Margaret Lockwood-Stewart Granger	113		b10/12/46
	Brief Encounter (D)A ..... Celia Johnson-Trevor Howard	86		b8/31/46
	Brute Force ..... B. Lancaster-H. Cronyn-C. Pickford			a4/29/47
	Captive Heart, The (D)A ..... Michael Redgrave-Mervyn Johns	108		b4/13/46
	The Dark Web ..... Vincent Price-Ella Raines			
	Egg and I, The (C)F ..... Claudette Colbert-Fred MacMurray	108		b3/23/47
	For the Love of Mary ..... D. Durbin-J. Dall-D. O'Connor			a4/19/47
	Great Expectations (D) ..... John Mills-Valerie Hobson	116		b12/21/46
	I Know Where I'm Going (D)F ..... W. Hiller-R. Livesy-P. Brown	91		b1/5/46
	Ivy ..... Joan Fontaine-Patric Knowles			
	Johnny Frenchman ..... Francoise Rosay-Patricia Roc	104		
	Lost Moment, The ..... S. Hayward-R. Cummings-J. Loring			
	Magic Bow, The (D-M)F ..... Stewart Granger-Phyllis Calvert	106		b9/28/46
	My Heart Goes Crazy *T (M)F ..... Sid Field-Greta Gynt	120		b9/7/46

UNIVERSAL-INTERNATIONAL (Continued)

Prod. No.	COMING		Run Time Mins.	Rel Date	See Issue of
	Odd Man Out (D)A	James Mason-Robert Newton	116		b2/15/47
	Oh Say Can You Sing	Sheila Ryan-Fred Brady			a5/25/46
	Pirates of Monterey *T	Maria Montez-Rod Cameron-P. Reed			a5/25/46
	Secret Beyond the Door, The	Joan Bennett-Michael Redgrave			
	Singapore	F. MacMurray-A. Gardner-P. Dorn			
	Slave Girl *T	Yvonne deCarlo-George Brent			a8/17/46
	Something in the Wind	D. Durbin-J. Hall-D. O'Connor			
611	Stairway to Heaven *T (D)A	David Niven-Raymond Massey	104		b11/16/46
	This Happy Breed *T (D)A	Robert Newton-Celia Johnson	116		b4/19/47
	Time Out of Mind (D)A	P. Calvert-R. Hutton-E. Raines	88		b3/22/47
	Vigilantes Return *C	Jon Hall-Margaret Lindsay			a7/13/46
	Wistful Widow of Wagon Gap	B. Abbott-L. Costello-M. Main			
	Years Between, The	M. Redgrave-V. Hobson-F. Robson			

WARNER BROS.

CURRENT 1945-1946

523	Night and Day *T (BM)	C. Grant-A. Smith-J. Wyman	128	8/3/46	b7/13/46
522	Of Human Bondage (D)A	P. Henreid-E. Parker-J. Knowles	105	7/20/46	b7/6/46
521	Stolen Life (D)A	B. Davis-G. Ford-W. Brennan	107	7/6/46	b5/4/46
524	Two Guys From Milwaukee (C)F	Dennis Morgan-Joan Leslie	90	8/17/46	b7/27/46

CURRENT 1946-'47

613	The Beast With Five Fingers (H)	Robert Alda-Andrea King	88	2/8/47	b12/21/46
601	Big Sleep, The (My)A	Humphrey Bogart-Lauren Bacall	118	8/31/46	b8/17/46
603	Cloak and Dagger (D)A	Gary Cooper-Lilli Palmer	106	9/28/46	b9/7/46
605	Deception (D)A	B. Davis-P. Henreid-C. Rains	112	10/26/46	b10/19/46
612	Humoresque (D)A	J. Crawford-J. Garfield-O. Levant	126	1/25/47	b12/23/46
608	Kings Row	A. Sheridan-R. Cummings-R. Reagan	127	12/7/46	Reissue
606	Never Say Goodbye (C)F	Errol Flynn-Eleanor Parker	96	11/9/46	b10/26/46
614	Nora Prentiss (D)A	A. Sheridan-K. Smith-R. Alda	113	2/22/47	b2/8/47
604	Nobody Lives Forever (D)A	J. Garfield-G. Fitzgerald	100	10/12/46	b9/28/46
615	Pursued	Teresa Wright-Robert Mitchum	101	3/2/47	
616	The Sea Hawk	Errol Flynn-Claude Rains	109	4/26/47	Reissue
619	The Sea Wolf	E. G. Robinson-I. Lupino-J. Garfield	37	4/25/47	Reissue
602	Shadow of a Woman (D)A	Andrea King-Helmut Dantine	78	9/14/46	b8/17/46
617	Stallion Road (D)A	R. Reagan-A. Smith-Z. Scott	97	4/12/47	b3/2/47
616	That Way With Women (C)F	S. Greenstreet-M. Vickers-D. Clark	85	3/29/47	b2/15/47
611	The Man I Love (D)A	Ida Lupino-Robert Alda	97	1/11/47	b12/28/46
610	The Time, the Place and the Girl *T (CM)F	D. Morgan-J. Carson-J. Wyman	108	12/28/46	b12/14/46
607	Verdict, The (D)A	S. Greenstreet-P. Lorre-J. Lorring	86	11/23/46	b11/9/46
609	Wild Bill Hickok Rides	C. Bennett-B. Cabot-W. William	72	12/7/46	Reissue

COMING

	Cheyenne	Dennis Morgan-Jane Wyman			a9/7/46
	Cry Wolf	Errol Flynn-Barbara Stanwyck			a9/7/46
	Dark Passage	H. Bogart-L. Bacall-A. Moorehead			
	Deep Valley	Dane Clark-Ida Lupino-Wayne Morris			a4/5/47
	Escape Me Never	E. Flynn-I. Lupino-G. Young			a3/8/46
	Life with Father *T	I. Dunne-W. Powell-E. Taylor			a9/14/46
620	Love and Learn (C-M)A	J. Carson-R. Hutton-M. Vickers-J. Paige	83	5/3/47	b3/29/47
	My Wild Irish Rose *T	Dennis Morgan-Andrea King			
	Night Unto Night	V. Lindfors-R. Reagan-B. Bennett			
	Possessed	J. Crawford-Van Heflin-R.Massey			
	Treasure of the Sierra Madre	H. Bogart-W. Huston-T. Holt			
	Two Guys From Texas *T	J. Carson-D. Morgan-D. Malone			
621	Two Mrs. Carrolls, The (D)A	H. Bogart-B. Stanwyck-A. Smith	99	5/24/47	b4/5/47
	Unfaithful, The	A. Sheridan-Z. Scott-L. Ayres			
	Unsuspected, The	Joan Caulfield-Claude Rains			
	Voice of the Turtle	R. Reagan-E. Parker-E. Arden			
	Wallflower	Robert Hutton-Joyce Reynolds			
	Whiplash	D. Clark-A. Smith-S. Z. Sakall			
	Woman in White, The	A. Smith-E. Parker-S. Greenstreet			

BRITISH PRODUCT (U. S. Distribution Not Set)

	Beware of Pity (D)A	Lilli Palmer-Albert Lieven	105	Rank	b6/29/46
	Carnival (D)A	Sally Gray-Michael Wilding	93	Rank	b10/26/46
	Green Fingers (D)A	Robert Beaty-Carol Raye	85	ABPC	b10/26/46
	Green for Danger (My)A	Sally Gray-Trevor Howard	91	Rank	b12/14/46
	Hue and Cry (D)F	Alastair Sim-Valerie White	82	Rank	b2/22/47
	Hungry Hill (D)A	Margaret Lockwood-Dennis Price	109		b1/18/47
	Laughing Lady *T (M)F	Anne Zeigler-Webster Booth	90	ABPC	b10/26/46
	The Man Within *T (D)A	Michael Redgrave-Jean Kent./	85	Rank	b4/12/47
	Men of Two Worlds *T (D)A	Phyllis Calvert-Eric Portman	109	Rank	b7/27/46
	Nicholas Nickelby (D)F	Cedric Hardwicke-Sally Howes	105	Rank	b3/22/47
	Root of All Evil (D)A	Phyllis Calvert-Michael Rennie	110	Rank	b2/22/47
	School for Secrets (D)F	Ralph Richardson-Pamela Matthews	108	Rank	b11/16/46
	While the Sun Shines (C)A	Barbara White-Ronald Howard	89	ABPC	b2/8/47

MISCELLANEOUS

	A Dairy for Timothy (Doc)F	Documentary	40	Eng. Films	b12/28/46
	Adventure For Two (D)F	Laurence Olivier-Penelope Ward	89		b12/22/45
	Angel and Sinner (D)A	Micheline Preslie-Louis Salou	86	A.F.E.	b3/1/47
	A Yank in Rome (D)F	Valentina Cortese-Leo Dale	97	Film Rights	b3/22/47
	Barber of Seville (Opera)	F. Tagliavini-T. Gobbi	110	Excelsior	b4/19/47
	Battle for Music (Doc)F	London Philharmonic	74	Four Conts	b10/30/45
	Before Him All Rome Trembled (D-M)A	Anna Magnani-Gina Sinimberghi	105	Superfilm	b3/1/47
	Bellman, The (D)A	Lucien Coedel-Fernand Ledoux	95	Mage	b4/5/47
	Carmen (D)A	Viviane Romance-Jean Marais	101	Superfilm	b12/7/46
	Clandestine (D)A	Constant Remy-Suzy Carrier	89	W. Hem.	b1/18/47
	Courtneys of Curzon St. (D-M)	Anne Neagle-Michael Wilding	120	Wilcox	b4/19/47
	Devil's Hand, The (D)A	Pierre Fresnay-Josseline Gael	80		b11/16/46
	Francis the First (C)A	Fernandel-Mona Goya	90	Vog Films	b1/25/47
	Ivan the Terrible (D)A	N. Cherkassov-L. Tselikovskaya	96	Artkino	b3/15/47
	Journey Together (D)F	Ed. G. Robinson-Bessie Love	80	Eng. Films	b3/9/46
	Laughing Lady *T (M)F	Anne Zeigler-Clifford Booth	90		b10/26/46
	Love on the Dole (D)A	Deborah Kerr-Clifford Evans	89	Four Conts	b10/20/45
	Les Miserables (D)A	Henry Baur-Charles Dullin	193	Dis. Films	b12/21/46
	Man from Morocco, The (D)F	Anton Walbrook-Margaretta Scott	89	Eng. Films	b11/30/46
	Queen for a Night (O)A	Gurlie Lemon Bernhard-G. Bjoerling	89	Saga Films	b1/4/47
	Raider, The *T (Wa)F	Documentary	70		b10/5/46
	Resistance (D)A	Lucien Coedel-Yvonne Gaudeau	80	VOG	b7/6/46
	St. Francis of Assisi (D)F	Jose Luis Jimenez-Alicia DePhillips	119	Simplex	b4/5/47
	School for Danger (Doc)F	Capt. H. Ree-J. Nearne	60	Eng. Films	b2/22/47
	The Story of the Pope (Doc.)F	Documentary	60	Chap Films	b12/21/46
	Swing, Cowboy, Swing (W-M)F	C. Shrum-D. Weston-A. Lee	57	Westernair	b9/7/46
	Temptation Harbour (D)A	Robert Newton-Simone Simon	110	Pathe	b3/29/47
	Torment (D)A	Alf Kjellin-Mai Jetterling	95	Oxford	b4/19/47
	Welldigger's Daughter, The (C)A	Raimu-Fernandel	122	Siritsky	b10/5/46
	White Cradle Inn (D)F	M. Carroll-I. Hunter-M. Rennie	83	Br. Lion	b3/29/47

NATIONAL REVIEWING COMMITTEES' CLASSIFICATIONS

THIS HAPPY BREED (Univ.)

[illegible]

DEVIL THUMBS A RIDE (RKO)

[illegible]

of Decency.

MATURE FAMILY: Gen. Federation of Women's Clubs.

CARNIVAL IN COSTA RICA (20th Fox)

[illegible]

CLASS B—National Legion of Decency.
FAMILY—Gen. Federation of Women's Clubs.

ODD MAN OUT (Univ.)

[illegible]

CLASS B—National Legion of Decency.
ADULT—Gen. Federation of Women's Clubs.

FRAMED (Col.)

MATURE—National Board of Review.
CLASS A—SEC. II—National Legion of Decency.

The authorities quoted in this column are as follows:

GENERAL FEDERATION OF WOMEN'S CLUBS. The motion picture committee is headed by Mrs. Arretus F. Burt, chairman, of St. Louis. Two reviewing committees are maintained—Mrs. Harry Lilly, New York, Eastern Committee chairman; Mrs. John Sterns Thayer, Los Angeles, Western Committee chairman. Designations used: FAMILY—8 years and up; MATURE FAMILY—14 years and up; ADULTS—Senior High School Students and Adults; **—indicates pictures is rated as "Exceptional."

NATIONAL BOARD OF REVIEW: Founded in 1909 "to represent the interest of the motion picture public." The reviewing committee consists of some 300 men and women of all ages, "representing a cross-section of public taste." Designations used: FAMILY—14 years of age and up (recommendations for age groups under 14 are by Schools M. P. Committee of the National Board); MATURE—18 years old up; *—indicates picture "especially worth seeing."

NATIONAL LEGION OF DECENCY: Committee of International Federation of Catholic Alumnae reviews pictures and publishes its classifications for guidance of members of the Legion—composed of those members of the Catholic Church who join the Legion. Designations used: Class A—Section I—Unobjectionable for General Patronage; Class A—Section II—Unobjectionable for Adults; Class B—Objectionable in Part. Class C—Condemned.

SHORT Booking GUIDE

Short subjects are listed by series under headings of companies distributing them. Numerals in parenthesis following series title indicate number of releases in that group announced for, or sold for, the season. Numerals at left of titles is production or release number. Films reviewed are indicated by reviewers' ratings following titles. Third column gives running time of the subject and final column refers to date on which review of the subject was published.

COLUMBIA
1946-'47

ALL-STAR COMEDIES (10)

8431	Society Mugs ..... Fair	16	..12/28/46
8432	So's Your Antenna..... Juvenile	17	..11/18/46
8433	Slappily Married ..... Nonsense	16½	..12/ 7/46
8434	Moron Than Off..... Fair	18	.. 2/ 8/47
8435	Andy Plays Hookey.... Fair	18	.. 3/15/47
8436	Meet Mr. Mischief.....	17½	.....
8437	Scooper Dooper	18	.....
8438	The Good Bad Egg.....	17	.....
8439	Bride and Gloom.....	16	.....
8440	Two Jills and a Jack.....	18	.....

ASSORTED 2-REEL COMEDIES (6)

8421	Pardon My Terror.....	16½	.....
8422	Honeymoon Blues ..... Dull	17	..11/16/46
8423	Reno-vated	17	.....
8424	Hot Heir ..... Funny	18	.: 4/ 5/47
8425	Cupid Goes Nuts.....		

THREE STOOGES COMEDIES (10)

8401	G. I. Wanna Home.....	15½	.....
8402	Rhythm and Weep..... Fair	17½	..11/ 2/46
8403	Three Little Pirates.... Funny	18	..3/15/47
8404	Half-Wit's Holiday .... Funny	17½	.. 3/29/47
8405	Fright Night	17	.....
8406	Out West	17½	.....

COLOR RHAPSODIES—Technicolor (10)

8501	Loco Lobo ..... Cute	6	..12/ 7/46
8502	Cockatoos for Two.....	6	.....
8503	Big House Blues.....	7	.....
8504	Mother Huba-Huba-Hubbard	6	.....

COLOR PHANTASIES (12)

8701	Fowl Brawl ..... Funny	6	.. 4/ 5/47
8702	Uncultured Vulture	6	.....
8703	Wacky Quacky	6	.....
8704	Leave Us Chase It.....	6	.....

COMMUNITY SINGS (12)

8651	No. 1 (Leibert) The Gypsy	9½	.....
8652	No. 2 (Bakers) It's a Pity to Say Goodnight Entertaining ...	10½	..11/ 2/46
8653	No. 3 (Leibert) Surrender ..... Good	10½	..11/16/46
8654	No. 4 (Baker) Pretending		
8655	No. 5 (Leibert) Rumors Are Flying...Singable	9½	.. 3/15/47
8656	No. 6 (Baker) Ole Buttermilk Sky	10	.....
8657	No. 7 (Leibert) The Coffee Song & Open the Door, Richard		
8658	No. 8 (Baker) I'll Close My Eyes.....		
8659	No. 9 (Leibert) For Sentimental Reasons		

THRILLS OF MUSIC (12)

8951	Jerry Wald & Orch.....	10	.....
8952	Machito & Orch..... Good	10½	..11/16/46
8953	Les Elgart & Orch..... Fair	10	.. 1/25/47
8954	Ray McKinley & Orch.....	9½	.....
8955	Shorty Sherock & Orch.....	8½	.....
8956	Buddy Morrow & Orch.....	9½	.....
8957	George Towne & Orch.....		
8958	Ray Anthony & Orch.....		

SCREEN SNAPSHOTS (12)

8851	No. 1 (Radio Characters).....	10	.....
8852	No. 2 (Looking Down on Hollywood ..... Good	10	..11/16/46
8853	No. 3 (Rodeo) ..... Very Good	10	.. 2/ 8/47
8854	No. 4 (Skolsky Party).....	9½	.....
8855	No. 5 (Movie Columnists) ..... Interesting	9	.. 3/15/47
8856	No. 6 (Behind the Mike) ..... Fair	9	.. 3/29/47
8857	No. 7 (Holiday in Las Vegas)	10	.....
8858	No. 8 My Pal Ringeye (Smiley Burnette)	10	.....
8859	No. 9 Famous Hollywood Mothers		

SPORTS REELS (12)

8801	Army Football Champions. Excellent	11	..11/ 2/46
8802	Ten Pin Magic ..... Fair	10	..11/16/46
8803	Hi-Li ..... Interesting	9½	..12/28/46
8804	Best in Show (Dogs).....	9	.....
8805	Polo		
8806	Cue Tricks		
8807	Tennis Wizards		
8808	Goofy Golf		
8809	Wrestling		

SERIALS

8120	Son of the Guardsmen..... 15 Chaps. 26		.10/26/46
8140	Jack Armstrong ..... 15 Chap. 20-25..		3/ 1/47
8160	The Vigilante ..... 15 Chaps.		

METRO-GOLDWYN-MAYER
1946-'47

MGM TECHNICOLOR CARTOONS (16)

W-831	Henpecked Hoboes		
W-832	Cat Fishin'	8	.....

PETE SMITH SPECIALTIES (10)

S-851	Football Thrills of 1945.....	10	.....
S-852	Sure Cures ..... Excellent	10	..10/ 5/46
S-853	I Love My Husband But.....		
S-854	Playing By Ear.....		
S-855	Athletiquiz		
S-856	Diamond Demon ..... Amazing	10	.. 3/ 1/46
S-857	Early Sports Quiz.....	9	.....

TWO REEL SPECIALS (4)

A-801	Luckiest Guy in the World		

PASSING PARADE (6)

K-871	A Really Important Person		

TRAVELTALKS

T-811	Glimpses of California.....		
T-812	Calling on Costa Rica.....	10	.....

TOM & JERRY CARTOONS

W-833	Part Time Pal.....	8	.....

PARAMOUNT
1946-'47

NOVELTOONS—Technicolor (65)

P6-1	Spree for All ..... Good Start	7	..10/26/46
P6-2	Stupidstitious Cat		
P6-3	Enchanted Square		

PACEMAKERS (6)

K6-1	Brooklyn I Love You....Superb	10	..10/26/46
K6-2	Love in Tune..... Different	9½	..11/16/46
K6-3	Radio, Take It Away....Swell Satire ...	11	.. 3/ 1/47
K6-4	Try and Catch Me.....	9	.....

POPULAR SCIENCE—Magnacolor (6)

J6-1	No. 1 ..... Average	11	..11/16/46
J6-2	The Sponge Divers..... Fair	11	.. 1/25/46
J6-3	Air-Borne Pastures ..... Good	11	.. 2/ 8/47
J6-4	Marine Miracles		

SPORTLIGHTS (10)

R6-1	Race Horses Are Born...Good	9	..10/26/46
R6-2	Dive-Hi Champs ..... Good	10	..11/16/46
R6-3	Queen of the Court..... Very Good	10	.. 1/25/46
R6-4	Like Father—Like Son...Interesting	10	.. 1/25/46
R6-5	Jumping Jacks ..... Excellent	9½	.. 3/15/47
R6-6	Selling the Sun..... Excellent	10	.. 2/ 8/47
R6-7	Under White Sails.....	9	.....
R6-8	Iced Lightning		

UNUSUAL OCCUPATIONS—Magnacolor (6)

L6-1	No. 1 ..... Average	10	..11/16/46
L6-2	Swedish Glass Makers....Interesting	10	.. 2/ 5/47
L6-3	G.I. Hobbies	11	.....

SPEAKING OF ANIMALS (6)

Y6-1	Stork Crazy ..... Very Good	10	.. 1/25/47
Y6-2	Pooch Parade ..... Good	10	.. 1/25/47
Y6-3	Country Life	9	.....
Y6-4	They're Not So Dumb.....	8	.....

MUSICAL PARADES (6)

FF6-1	Sweet and Low.....	19	.....

GEORGE PAL PUPPETOONS—Technicolor (6)

U6-1	Wilbur the Lion.....	9	.....

POPEYE (6)

E6-1	Abusement Park	7	.....

TWO REEL SPECIAL

37	Two Decades of History.....	22½	.....

LITTLE LULU

D6-1	Loose in the Caboose.....		

RKO RADIO
1946-'47

EDGAR KENNEDY (6)

73401	I'll Build It Myself..... Hilarious	15	..10/26/46
73402	Do Or Diet..... Good	18	.. 3/15/47
73403	Social Terrors	18	.....

FLICKER FLASHBACKS (8)

74201	No. 1 ..... Excellent	9	..10/25/46
74202	No. 2 ..... Good	9	..11/16/46
74203	No. 3	8	.....
74204	No. 4	10	.....
74205	No. 5	8	.....
74206	No. 6	9	.....

RAY WHITLEY MUSICALS (4)

73501	Bar Buckaroo	16	.....
73502	Cupid Rides the Range.....	18	.....
73503	Bandits and Ballads.....	17	.....
73504	A Buckaroo Broadcast.....	18	.....

SPORTSCOPES (13)

74301	Skating Lady ..... Smooth	8	..10/26/46
74302	Hall Notre Dame.....	9	.....
74303	Bowling Fever ..... Fair	8	..12/26/46
74304	Kentucky Basketeers .... Excellent	8	.. 1/25/46
74305	College Climbers	8	.....
74306	Ski Champion ..... Excellent	8	.. 8/15/47
74307	Ice Skippers	8	.....
74308	Wild Turkey	8	.....

THIS IS AMERICA (13)

73101	Beauty for Sale..... Interesting	17	..12/ 7/46
73102	Germany Today ..... Informative ...	16	.. 1/25/46
73103	A Nation Is Born.....	20	.....
73104	Campus Boom ..... Timely	16	.. 3/15/47
73105	San Francisco—Pacific Gateway ..... Excellent	16	.. 3/22/47
73106	Forgotten Island	18	.....

MUSICAL FEATURETTES (4)

73201	Melody Time ..... Very Good	18	.. 1/25/47
73202	Follow That Music.....	18	.....

SPECIAL

73901	Football Highlights of 1946	20	.....

LEON ERROL

73701	Borrowed Blonde ..... Fair	15	.. 3/29/47
73702	Wife Tames Wolf.....	17	.....

WALT DISNEY

64116	Rescue Dog	7	.....
64117	Straight Shooters	6	.....
64118	Figaro and Frankie..... Good	7	.. 3/29/47

20th CENTURY-FOX
1946-'47

MOVIETONE ADVENTURES—Technicolor (12)

7201	Fantasy of Slam ..... Excellent	8	.. 2/ 8/47
7202	Royalty of the Range.... Interesting	9	.. 3/29/47
7203	Harvest of the Sea..... Interesting	9	.. 3/29/47
7251	Sons of Courage.....	8	.....
7252	Jamaica ..... Excellent	8	..10/26/46
7253	Historic Capetown ..... Excellent	8	.. 9/21/46
7254	Girls and Gags.....	8	.....
7255	The Cape of Good Hope.....		
7256	Zululand ..... Interesting	8	.. 3/29/47
7257	Gardens of the Sea.....		
7258	Romance of the Fjords.....		
7259	Sweden		

SPORTS REVIEWS—Technicolor (6)

7301	Football Fanfare ..... Good	8	.. 3/14/46
7302	Style of the Stars..... Good	10	.. 3/29/47
7303	Tanbark Champion		
7304	Riding the Winds.....		
7351	Winter Holiday ..... Good	8	.. 9/21/46
7352	Summer Trails ..... Beautiful	8	.. 1/25/46
7353	Playtime's Journey	8	.....

TERRYTOONS—Technicolor (20)

7501	Winning the West..... Good	7	.. 9/14/46
7502	The Tortoise Wins Again. Good	7	.. 8/17/46
7503	The Eltctronic Mouse Trap ..... Very Good	7	.. 2/ 8/47
7504	The Jail Break..... Fine	7	..10/ 5/46
7505	The Snow Man.....	7	.....
7506	The Housing Problem.... Funny	7	.. 9/21/46
7507	The Crockpot King..... Wonderful	7	.. 1/25/48
7508	The Uninvited Pests.....	7	.....
7509	Mighty Mouse and the Hep Cat ..... Very Good	7	.. 1/25/47
7510	Beanstalk Jack	7	.....
7511	Crying Welf	7	.....
7512	McDougal's Rest Farm..Very Funny ...	7	.. 3/28/47
7513	Dead End Cats.....	7	.....
7514	Happy Go Lucky.....	7	.....
7515	Mexican Baseball	7	.....
7516	Aladdin's Lamp	7	.....
7517	Cat Treuble	7	.....
7518	Sky Is Falling.....	7	.....
7519	The Intruder	7	.....
7520	Mighty Mouse Meets Deadeye Dick	7	.....

MARCH OF TIME (13)

1	Is Everybody Happy	18	.....
2	World Food Problem....Excellent	17	..10/ 5/44
3	The Soviets' Neighbor...Revealing	18	..11/ 2/46
4	The American Cop..... Good	18	..12/8/46
5	Nobody's Children .....Excellent	17	..12/28/46
6	Germany—Handle With Care ..... Excellent	19	.. 2/ 8/47
7	Fashion Means Business. Excelent	17½	.. 3/ 1/47

DRIBBLE PUSS PARADE

7901	Monkey-Tone News ....Amusing	9	.. 2/ 8/47
7951	Fisherman's Nightmare .Entertaining ..	8	3/15/47

UNITED ARTISTS
1946-'47

DAFFY DITTIES

	Choo Choo Amigo..... Excellent	8	.. 8/ 7/46
	The Lady Said No.....	8	.....
	Pepito's Serenade	7½	.....

MUSICOLORS (7)

	Toscata and Fugue..... Intriguing	10	..10/28/46

UNIVERSAL

1946-'47

NAME BAND MUSICALS (13)

2301	Frontier Frolic .....Good	15	..12/28/46
2302	Champaigne Music .....Good	15	.. 1/25/47
2303	Tumbleweed Tempos ....Very Good	15	..12/28/47
2304	Moonlight Melodies .....Excellent	15	..12/28/46
2304	Moonlight Melodies	15	.....
2305	Tex Beneke & the Glenn Miller Orch.	15	.....
2306	Melody Maestro	15	.....

SING AND BE HAPPY (8)

2381	A Bit of Blarney.....Good	11	..10/12/46
2382	The Singing Barbers.....	10	.....

TECHNICOLOR CARTUNES (13)

2321	Fair Weather Fiends....Funny	7	..12/28/46
2322	The Wacky Woed.....Good	7	..12/28/46
	Musical Miniatures		.....
	Well Oiled		.....
	Overture to William Tell.....		.....

THE ANSWER MAN (8)

2391	No. 1 .....Interesting	10	..10/26/46
2392	Nature's Atom Bomb....Interesting	10	..12/28/46
2393	The Jungle Gangster.....	10	.....

VARIETY VIEWS (8)

2341	Bear Facts	9	.....
2342	Pelican Pranks		.....
2343	Wild West Chimp.....		.....

JUVENILE JURY SERIES (8)

2361	Juvenile Jury No. 1.....	10	.....

SERIALS (1)

Mysterious Mr. M.....

VITAPHONE-WARNER BROS.

1946-'47

BLUE RIBBON CARTOONS—Technicolor (18)

3301	Fox Pep	7	.....
3302	Wacky Worm	7	.....
3303	You're an Education.....	7	.....
3304	Have You Got Any Castles	7	.....
3305	Pigs is Pigs.....	7	.....

FEATURETTES (6)

3101	Okay for Sound.....A Stunner	20	.. 7/23/46
3102	Minstrel Days	20	.....
3103	Alice in Movieland.....	20	.....
3104	Dog in the Orchard.....	20	.....
3105	Keystone Hotel	18	.....

MELODY MASTERS (6)

3601	Desi Arnaz & Orch.....	18	.....
3602	Melody of Youth.....Very Good	10	.. 3/ 1/47
3603	Big Time Review.....Fair	10	.. 3/29/47
3604	Stan Kenton & Orch.....Fair	10	.. 4/ 5/47

MERRIE MELODIES—Technicolor (20)

2701	Kitty Kornered .....All Right	7	.. 7/28/46
2702	Hollywood Daffy .....Very Good	7	.. 8/ 3/46
2703	Eager Beaver .....Very Good	7	.. 8/14/46
2704	Great Piggy Bank Robbery .....Good	7	.. 9/14/46
2705	Bacall to Arms.....Novel	7	.. 9/14/46
2706	Of Thee I Sting.....Very Good	7	.. 9/ 7/46
2707	Walky Talky Hawky....Excellent	7	.. 9/ 7/46
2708	Fair and Wormer.....Fast	7	..10/12/46
2709	Mousemerized Cat .....Fair	7	..11/18/46
2710	Mouse Menace .....Good	7	..12/28/46
2711	Roughly Squeking	7	.....
2712	One Meat Brawl.....	7	.....
2713	Goffy Gophers	7	.....
2714	Gay Antics	7	.....
2715	Scent-imental Over You.....	7	.....

SPORTS PARADE—Technicolor (13)

3501	King of the Everglades.....	10	.....
3502	Lazy Hunter .....Good	10	..11/16/46
3503	Battle of Champs.....	10	.....
3504	American Sports Album..Interesting	10	.. 4/ 5/47
3505	Let's Go Swimming.....Good	10	.. 3/ 1/47

TECHNICOLOR ADVENTURES (6)

3801	Star Spangled City.....Excellent	10	..11/16/46
3802	Rubber River .....Fair	10	..12/28/46

TECHNICOLOR SPECIALS (8)

3001	Cinderella's Feller	20	.....
3002	The Last Bomb.....Tremendous ...	20	.. 9/21/46
3003	A Boy and His Dog.....	20	.....
3004	Saddle Up	16	.....

VITAPHONE VARIETIES (6)

3401	So You Want to Keep Your Hair .....Fair	10	..12/28/46
3402	So You Want to Play the Horses .....Funny	10	..11/ 2/46
3403	So You Think You're a Nervous Wreck .....Fair	10	.. 3/29/47

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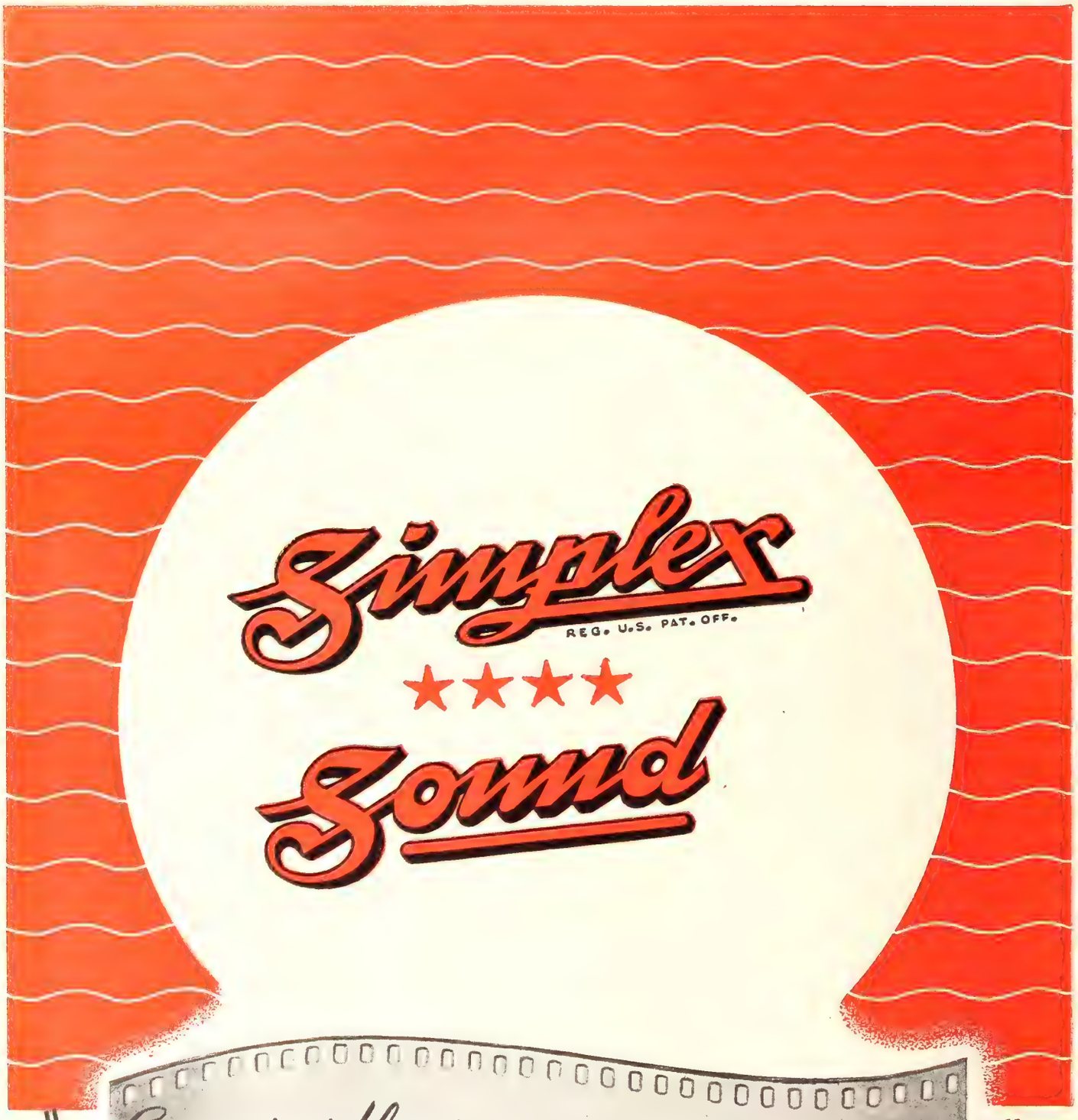
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FOR SALE—POWER PLANT EQUIPMENT. SIZES 50 to 112 KVA Griffith Theatres, Box 1334, Oklahoma City, Okla.

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WHAT A BUY! Brand new and rebuilt Holmes DeVry and Simplex-Acme projectors—get our prices! Gold Seal 2 unit electric ticket machines, rebuilt, $175.00; 2 unit Hand Operated, $100.00. Simplex mechanisms, genuine rear shutters, spira[illegible] rebuilt, $330.00; Powers $109.50. Star Cinema Supply Co., 459 W. 46th St., New York City, N. Y.

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SHOWMEN'S TRADE REVIEW

THE SERVICE PAPER OF THE MOTION PICTURE INDUSTRY

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Vol. 46 No. 18

MAY 3, 1947

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CHARLES E. 'CHICK' LEWIS
Editor and Publisher



Variety Clubs International



YOU CAN READ THIS IN TWO SHAKES OF A LAMB'S TAIL!

During the past few weeks in California
Preview audiences have witnessed
A succession of coming M-G-M pictures
Which have electrified all Hollywood!
Never—no never!—in all M-G-M annals
Has Leo revealed such product!
For instance, CLARK GABLE'S "THE HUCKSTERS"—
Oh how that audience cheered!

(*continued above*)

MAY -7 1947

(*continued*)

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And equally sensational is "SONG OF LOVE."
Its Preview was an historic occasion!
Remember these M-G-M titles!
They're the talk of the West Coast!
"FIESTA," Technicolor's Biggest Spectacle!
"GREEN DOLPHIN STREET," a Giant Drama
In M-G-M's mightiest tradition.
"CYNTHIA"—with "Green Years" appeal!
"THE UNFINISHED DANCE" Technicolor wizardry!
"THE ROMANCE OF ROSY RIDGE" tremendous!
"LIVING IN A BIG WAY," comedy smash!
One after another they thrilled Preview audiences
Just as they'll thrill yours!
And watch for more big M-G-M news!
15 mighty productions under way—
A production program never—no never—
Witnessed before in this entire industry!
Oh Mister M-G-M Exhibitor, be proud!
Great hits are on the way from your pal—
Leo the Leader!



TWO MORE SHAKES TO TELL YOU ABOUT THE STAR CASTS!

"THE HUCKSTERS"—Clark Gable, Deborah Kerr, Sydney Greenstreet, Adolphe Menjou, Ava Gardner, Keenan Wynn, Edward Arnold • "SONG OF LOVE"—Katharine Hepburn, Paul Henreid, Robert Walker • "FIESTA" (Technicolor)—Esther Williams, Ricardo Montalban, Akim Tamiroff, Cyd Charisse, John Carroll, Mary Astor, Fortunio Bonanova "GREEN DOLPHIN STREET"—Lana Turner, Van Heflin, Donna Reed, Richard Hart • "CYNTHIA"—Elizabeth Taylor, George Murphy, S. Z. Sakall, Mary Astor • "THE UNFINISHED DANCE" (Technicolor)—Margaret O'Brien, Cyd Charisse, Karin Booth, Danny Thomas • "THE ROMANCE OF ROSY RIDGE"—Van Johnson, Janet Leigh, Thomas Mitchell, Marshall Thompson, Selena Royle, Dean Stockwell • "LIVING IN A BIG WAY"—Gene Kelly, Marie McDonald, Charles Winninger, Phyllis Thaxter, Spring Byington

HUMPHREY BOGART · BARBARA STANWY

FOR

"The TWO Mrs. CARROLLS"

plan Twice the time! Give it Twice the build-up! It's got Twice the power of the Two-year-run play!

THRILLS FROM WARNERS!



with NIGEL BRUCE directed by PETER GODFREY produced by MARK HELLINGER

Screen Play by Thomas Job • From the Stage Play by MARTIN VALE • Music by Franz Waxman

ALEXIS

K · SMITH



ODD MAN OUT IS IN!

"Odd Man Out" is one of the biggest hits in the history of Loew's Criterion New York

JAMES MASON in "ODD MAN OUT" —THE YEAR'S GREATEST HIT—IS AT LOEW'S CRITERION B'way & 45th St. OPEN TO 4 A. M.

"Ranks with the greatest of all motion picture achievements! Something to rouse an audience into cheers!" —*Cook*, World-Telegram

"The best film we've seen so far this year... continuous suspense... flawless performances!" —*Quinn*, Mirror

"Thrilling and highly suspenseful... will be found on all the lists of best films of the year!" —*Cameron*, News

"Terrifically tense and dramatic... a picture to see and then go home and talk about!" —*Crowther*, Times

"Extraordinarily exciting! James Mason is altogether splendid ...Very much worth seeing!" —*Barnes*, Tribune

"One of those masterpieces which will be hailed for years to come! Comparable to the greatest!" —*Winsten*, Post

"Powerful, superb drama! Will stay with you for a long, long time!" —*Pelswick*, Journal-American

"Exciting! Crowded with fascinating characters, tense scenes... an unusual film." —*Creelman*, Sun



THE STR EDITORIAL PAGE

Hail, Barkers!

During the week of May 12, about eight hundred barkers of the Variety Clubs International will assemble in Los Angeles for the organization's annual convention of 1947.

This will be the first of the big, postwar gatherings of this well known and most admirable organization of men of the amusement and allied industries and it will signalize the first occasion when members from North and South of our borders get together to further expand the activities of "The Heart of Showbusiness."

All too little is known of the fine charitable work being done by the Variety Clubs, individually and collectively, which function as the perfect instrument for carrying out the fine and noble traditions of showbusiness in offering a helping hand to the unfortunate.

This convention should be an inspiration to the production branch of the industry, as it will provide the means of bringing first-hand information as to the past year's accomplishments by the widely scattered tents of the organization—of the money raised and the purposes to which these efforts and funds were put to help the underprivileged children who are the first and foremost consideration of this great army of Variety Barkers.

Those who attend the session devoted to the "Heart" reports may doubt what they hear, because we feel certain that the good people of Hollywood through no fault of their own haven't received the faintest idea of the scope and magnitude of the job the Variety Clubs are doing and have been doing for the past twenty years. The Los Angeles Tent, headed by Charles Skouras, is correcting that situation by playing host to the convention this month.

Many new Tents have been chartered since last year's convention in New York, and many more are in the process of formation. As a result the total membership approaches the 7,000 mark. And the majority of the Clubs' members are identified with the motion picture industry. That is why the Variety Clubs organization is known as "The Heart of Showbusiness."

▲ ▲ ▲

Let's Move Ahead

With many provisions of the decree issued by the Statutory Court in the New York anti-trust case now in a state of suspension, it is sincerely hoped that releases will be put into circulation at an accelerated pace and that availabilities of features will be consistent with requirements of theatres throughout the country.

Before the stay was granted there was much confusion and speculation on the part of most of the companies with the result that many of them were reluctant to move their pictures out of the vaults until some clarification of the more complex issues were definitely settled. This is no longer necessary since it may be anywhere from six months to a year before the high court rules on the many appeals that were taken by both the government and the defendants.

There is also the possibility that the high court may sustain the contention of the Justice Department that divorcement is essential to breaking up the monopoly they claim exists. But that, too, is a bridge to be crossed when it is reached.

The important thing at the moment is for the theatre business to stop floundering around and get back to the business of showmanship and theatre operation so that attendance figures can be maintained and if possible, increased.

You cannot achieve this without putting your shoulder to the wheel and digging for business through every medium at your disposal plus some others that you'll have to create yourself.

Above all, do not neglect the physical aspects of your business. See that your theatre and its equipment are maintained in the pink of condition and that the new equipment and improvements you have waited for so long are moving ahead.

With building restrictions soon to be released and labor and material supposed to be more available, you can get that modernization work started and your theatre brought right up to date in appearance and equipment.

▲ ▲ ▲

Noted In Passing

In a world made jittery by loose talk of "economic warfare," it's heartening to hear Spyros Skouras affirm his belief that "competition from other countries" increases markets for U. S. films—as he did in his statement to the trade press this week reporting on his trip to Latin America. . . . For a cryptic lecture on the eloquence of simplicity in advertising we recommend that MGM creation of Si Seadler's in this and other trade papers this week. . . . Add reasons why Hollywood had better make 'em better 'n better: big screen television may be ready for theatres within one year, said David Sarnoff this week; from the theatreman's standpoint the question is: after you get the equipment, what kind? And where you gonna get shows to use it on?

—"CHICK" LEWIS

WHAT'S NEWS
In the Film Industry This Week

GENERAL—Years ago Eric Pommer was a Hollywoodite with whom other Hollywoodites would drink beer and discuss pictures. Later he was head of Ufa studios in Germany where observers compared him to another Irving Thalberg. Today he's being blamed for having ambitions and inferentially accused of being the man behind the American Military Government's plans for the German film industry, one phase of which this week threatened to find some opposition in Congress and with the public—as well as the American film industry. The plan, which apparently has never been made fully public, is said to cover the entire industry. The phase objected to calls for world export of German films, even those made under the Nazis, after they have been denazified. Objection raised primarily is that if German is again heard from on world screens, it will revitalize brownshirt organizations everywhere. The War Department reportedly has assured the industry that it will study the matter thoroughly, especially the propaganda angle. (P. 9).

Meanwhile the European front was rather quiet with the United States entering 10 films ("Song of the South," "The Best Years of Our Lives," "The Yearling," "To Each His Own," "The Razor's Edge," "It'sa Wonderful Life," "The Egg and I," "Humoresque," "Carnegie Hall") in the Belgian Film Festival to be held at Cannes. The Academy of Motion Picture Artists and Sciences elected its directors in Hollywood. In Memphis, the $2,910,060 anti-trust damage suit against M. A. Lightman, Sr., companies in which he is interested and the eight majors, jumped to $3,378,000 when John W. Eaton, who used to run the Peabody Theatre, entered the case with an amended petition and asked for $468,000 damages claimed to have been suffered through block-booking and clearances. (P. 11).

In New York Charles Chaplin, sued for $6,450,000 on a charge of plagiarism in connection with "The Great Dictator," denied in court that the idea of doing a picture on Europe's balcony stander came to him from Writer Konrad Bercovici, who is doing the suing.

In Philadelphia RCA demonstrated electronic color television on a screen seven feet high and ten feet wide. Engineers said it would be at least two years before it was ready for theatres, at least five for homes. But RCA President David Sarnoff hazarded the idea it might be ready for theatres "inside of a year" and considered theatre networks of 1,000 to 5,000 houses feasible.

* * *

EXHIBITION—The Pacific Coast Conference of Independent Theatre Owners opens its first post-war convention in Los Angeles Monday. L&L, Memphis largest neighborhood theatre circuit, was scheduled to dissolve with ex-partner M. A. Lightman keeping three of its seven houses, and ex-partners Joe Maceri and Paul Zerilla to form a new company to operate the other four.

In Texas City, Texas, the Long circuit was faced with a task of rebuilding. Two of its houses—the Showboat and the Jewel—in the explosion-mangled town—are wrecks; a third is badly damaged.

Elsewhere the exhibition front was rather quiet. In Columbus, Ohio, a jam of product in Loew's and RKO houses caused Universal-International to book "Stairway to Heaven" simultaneously in the five theatres of the Academy interests which have a total capacity of 4,000 seats; in New Orleans, MGM will book its first picture ("Love Comes to Andy Hardy") in the new Joy Theatre, and nationally "Duel in the Sun" is scheduled to bow in to over 300 cities in the United States with Technicolor sticking out its chest over the number of prints it has gotten out.

In New York Motion Picture Associates announced that its Beacon Award would go to Randforce's Sam Rinzler, the Strand will go double bill without stage shows temporarily on May 23 for Warners' reissues, "The Sea Hawk" and "The Sea Wolf."

* * *

DISTRIBUTION—Paramount this week became the first company to open an exchange in Jacksonville, Fla., with Al Duren of the Atlanta office as its chief; MGM, holding a sales meet in New York, bluntly said it did not intend to be outstripped by anyone; United Artists is boasting that Chile found "Carnegie Hall" a picture for cultural use and admitted it duty and tax free; Selznick Releasing Organization, which now has 21 branches with those recently opened in Seattle and San Francisco, joined Confidential Reports.

* * *

LABOR—Hollywood observers were optimistically seeing the end of the long-drawn studio strike in the near future. But on the west coast the Associated Theatre Operating Managers of Los Angeles was buying space in the newspapers to write an open letter to National Theatres President Charles Skouras asking him to meet with them as a union and pointing to what they said was the poor pay of assistant managers. (P. 12).

In New York another jurisdictional problem came to light as it was learned that the Associated Theatrical Agents and Managers, a union of legitimate theatre managers and press agents, was attempting to put one of its members in the Park Avenue, Universal-International-J. Arthur Rank showcase, claiming jurisdiction because the house had reserved seats. The union has claimed the same on roadshows, with United Artists employing its members for "Henry V" roadshows and with MGM using those of its exploiteers who carry a card in the union to go out with any roadshows it has. (P. 12).

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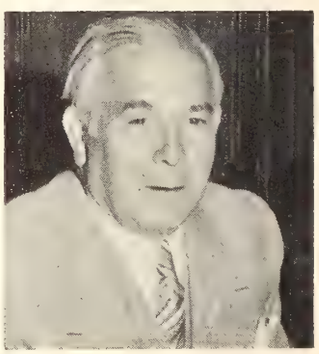
The News Spotlight



JOSEPH H. SEIDELMAN . . . he warned that the Army plans to allow Germany to export Nazi-made films might serve to revitalize brownshirt movements all over the world. (P. 9).



S. BARRET McCORMICK . . . he's placed RKO way up on the list of those who buy and use national magazine space to sell pictures to the nation's audiences. (P. 11).



SPYROS SKOURAS . . . back from a good neighbor tour of the good neighbors to the south where he finds business excellent, American pictures tops in popularity and a decided need for more picture to accommodate the public. (P. 9).

NATIONAL NEWSREEL

Television Permit?

Are movies and television different? That is the question before the Dauphin County (Pa.) Court following the citing of some Philadelphia taproom operators, who had installed television receiving sets, by the State Liquor Control Board. The latter last week in Harrisburg contended that television is the same as the movies for which an amusement permit must be obtained. The taproom operators asked that the State Liquor Board be enjoined from enforcing the law requiring the amusement permit, claiming that the movies and television are entirely different. The plaintiffs took into court a television set and a home movie projector to demonstrate the difference between the two forms of entertainment. Radio Corporation of American and Philco experts testified that television is transient and fleeting, leaving no permanent impression, while movies record a permanent picture on film. The court reserved its decision.

Army May Modify German Film Plan as Opposition Grows

Increased opposition to the American Military Government's plan for German films, one phase of which would permit the world-wide export of Nazi-made films after they had been "denazified" was being expressed this week with every indication that the opposition might spread to veterans' organization and some indication that the War Department might modify or rescind the program.

In Open

The matter, which had apparently been the subject of industry discussion for some time, suddenly emerged into the open and gained national attention after Joseph H. Seidelman, president of Universal-International's foreign distributing corporation, revealed upon his return to New York this week that motion picture foreign [illegible] with the War Department.

Opposes Release

[illegible] remove propaganda, the mere fact that German [illegible] would revitalize German organizations of Nazi-[illegible] tion, he made public the following cable which foreign sales managers, meeting in Paris, had sent MPA President Eric Johnston.

Cable MPA

"The present situation in Germany under which the Anglo-American military and civilian control authorities are on the point of adopting a far-reaching program for the complete rehabilitation of German film production for domestic use and export, is apparently in complete disregard of the ultimate political, social and economic consequences of the policies they have in view of the legitimate interests of all other film producing countries.

"One feature alone, namely the proposed worldwide export of old and new German pictures including many produced by Nazis during and up to the end of war, as a means of obtaining foreign exchange earmarked solely for the further expansion of German film production and export, is in our view so diametrically

(Continued on Page 13)

Restrictions Face Our Films in All But One World Market—Seidelman

American films either face or will be faced with restrictions in every world market with one exception, Joseph H. Seidelman, Universal-International foreign division president declared in New York Monday upon his return from six weeks abroad.

Seidelman's statement came in a press conference during which he: (1) denounced plans to permit world export of German-made films on the assumption that they would have a propaganda value to cause a renaissance of pro-Nazi organizations throughout the world; (2) warned that unless American exhibitors gave British films more playing time, the British would further restrict the playing time of American films in Great Britain in order to conserve their dollar balance. This, he inferred, would result in decreased revenue and decreased quality of pictures made in Hollywood with a consequent effect on the business of American exhibitors.

Under Cloud

"The industry is operating under a cloud in every country in Europe," Seidelman declared, pointing to developments in Sweden which he said were the result of a fear that hard times would be coming. "There isn't a country . . . with the possible exception of Belgium, which hasn't some form of restraint in mind. American pictures are classed as a luxury and it's a struggle to keep the discussions (with foreign countries about them) in the normal, business channels."

Seidelman revealed that at a European meeting of foreign managers, protests over the American army policy of seeking an export of German films for the world market had been made.

Acknowledging that such films were to be screened to remove any Nazi propaganda, Seidelman said he thought that these films should not be shown anywhere but in Germany and Austria for the next 20 years, for the mere fact of having the German language on world screens would be powerful propaganda for Germany

(Continued on Page 13)

'Friendly' Question

Department of Justice's Office of Alien Property may rule soon on whether the government will seize the film "Bel Ami," which in many cities has been playing day-and-date with "The Affairs of Bel Ami," distributed by United Artists. Decision will rest on whether the controversial film is German or Austrian-made.

Prospects for Expanding Market In Latin America Bright—Skouras

Suntanned, smiling and "not only optimistic, but enthusiastic over the prospects of an expanding market for U. S. films in Latin America," Spyros P. Skouras, 20th-Fox president, said his company immediately will stop dubbing pictures for theatres South of the Border, as a result of one of the many findings he made during a 28-day tour of cities and towns in Mexico, Panama Guatemala, Peru, Chile, Argentina, Uruguay, Brazil, Trindad, Puerto Rico and Cuba. Superimposed Spanish titles will be used on 20th-Fox prints for those countries.

Dubbing Hollywood films, Skouras said, is not only unnecessary but is a practice that is distasteful to the majority of South American theatregoers, whom, he said, wish to hear the English which is so widely spoken there and is studied very generally by Latin Americans.

The tour of Latin America was made in company with Murray Silverstone president of 20th-Fox International, as a means of gaining first-hand information on the film industry there and the tastes of the peple in matters of screen entertainment.

Skouras said that he and Silverstone had visited 500 theatres in the countries through which they traveled by plane, and that he was convinced Latin America needs from five to seven thousand additional theatres to cater to potential audiences.

His company will "encourage" the building of new theatres and the improvement of theatre operation through its representatives but will engage in no theatre acquisition or investment program in those countries. The larger theatres in the big cities and the better-operated houses in the smaller towns are conducted with as much efficiency and progressive showmanship as the better theatres in the U. S., Skouras stated.

"Showmanship and theatre management by the progressive theatremen in those countries," he said, "is excellent."

The Latin-American market has provided a larger return for 20th-Fox during the past year than in any previous year, Skouras said. He used this as illustration of his oft-repeated thesis that Hollywood and the U. S. industry have nothing to fear from improved pictures and keener competition from Britain or other countries. "Good pictures, no matter from what country," he repeated, "cultivate new patrons for the theatre and make for greater prosperity for all meritorious product."

Theatre revenue in the Latin-American cities is up from 12 to 40 per cent, Skouras added and the market will be an expanding one for U. S. films. He said that high government officials, representatives of the film industries, and the people in Latin America are tremendously interested in American pictures and most sympathetic to their continued import.

NATIONAL NEWSREEL

MGM Will Hold Its Lead Rodgers Tells Convention

MGM intends to maintain the position of leadership it has acquired within the industry and will go ahead and market the films coming from its accelerated production program without awaiting the ruling of the United States Supreme Court, Vice-President and General Sales Manager William F. Rodgers told a national sales meet which opened in New York at the Astor Monday and was to continue through Sunday (May 4).

Hard on the heels of Rodgers' statement, MGM studios announced from Hollywood that they would step up production with 13 pictures scheduled to go into production during midsummer and four which went before the camera this week. The four are: "Good News," "The Pirate," "Cass Timberlane," and "Alias a Gentleman."

"We can't wait for the decision of the United States Supreme Court," Rodgers told some 115 delegates assembled in a room decorated as a baseball diamond to emphasize the meeting's "play ball" theme.

"We're," he continued "not going to wait for anyone else. Our merchandising in all its phases has merited leadership and we will continue to maintain it."

The occasion also marked the first time that Motion Picture Association President Eric Johnston addresses a film sales meeting. Johnston told the delegates that MGM would produce a series of editorials relating to the industry's position in matters affecting the nation.

"This is a great industry," he said, "and it can do more than any other industry to bring understanding and do more for the peoples of the world."

Among others who addressed the convention were Howard Dietz, vice-president and director of advertising, publicity and exploitation; Ad Manager Silas F. Seadler; Exploitation Manager William R. Ferguson; Publicity Manager Herbert Crooker; Short Subjects Producer Fred C. Quimby.

Pictures scheduled to go into production, according to the west coast announcement, are:

May—"If Winter Comes," "The High Wall."

June—"Virtuous," "Upward to the Stars," "On an Island With You."

July—"Luxury Liner," "The Three Musketeers," "Speak to Me of Love," "The Red Danube."

August—"Brothers of the East Side," "Hills of Home."

In addition MGM will release two made on outside lots—Frank Capra's "State of the Union," and Ingrid Bergman in "Joan of Arc."

SMPE Specialized Programs

Next convention of the Society of Motion Picture Engineers—scheduled for the Hotel Pennsylvania, New York, Oct. 20-24—will specialize in papers on theatre engineering, Pres. Loren L. Ryder announced in Chicago this week. Ryder declared that all future conventions of the Society would emphasize keynote subjects of interest to theatre engineers.

SRO Using Confidential

Selznick Releasing Organization this week became a member of Confidential Reports.

RIGHT ACROSS THE HOME PLATE



HITS AND RUNS THEME. The sales forces of MGM gathered in New York this week for a national convention at which new sales policies, new pictures and new ideas in showmanship were the subject of discussions presided over by Vice-President-In-Charge-of-Distribution William F. Rodgers. Baseball atmosphere pervaded the meetings as members of the organization from all corners of the country met in the novel layout of a diamond with a grandstand setting for the speakers' dais and bleachers for the auditors. In the section of the dais pictured above the following appear: Rudolph Berger, E. W. Aaron, John E. Flynn, Edward Saunders, Howard Strickling, Howard Dietz, George Murphy, William F. Rodgers, J. Robert Rubin, Joseph Vogel, Ted Gould, Frank C. Hensler, Robert Lynch, Sam Shirley, Henry A. Friedel, John J. Bowen, Charles E. Kessnich, William E. Zoellner, William Kelly, William Ferguson, Si Seadler, Charles F. Deesen, Irving Helfant, Tom Gerahty, Jay Gove, Paul J. Richrath, Joel Bazhler, Max Weinberg, Leonard Hirsch, John Sober, Herbert Crooker.





FROM NEAR AND FAR. The baseball theme was carried into the conventon badges of the delegates and also into printed literature. At left above, Benn H. Rosenwald, Paul J. Richrath and Harry Rosenblatt look over the program. Right, from points North, East, South and West, members of the far-flung MGM family gathered for the confabs in New York—seen in this group: L. C. Wingham, Irving Helfont, Sam J. Gardner, Sam Davis, Murray Nicholson, Don Hiatt, Thomas Aspell, Jr.


"...A FILLY THAT DOESN'T TAME EASY...LONG-LIMBED AND DEEP THROUGH THE HEART!"
There's no thrill like the thrill of Cornel Wilde and Maureen O'Hara in "THE HOMESTRETCH" in Technicolor!



A glorious romance
that hits all the high spots
of the world . . . set against the
breathless excitement of the
world's most famous racing classics!

CORNEL WILDE
MAUREEN O'HARA

THE HOMESTRETCH

IN TECHNICOLOR

with

Glenn Langan · Helen Walker

James Gleason · Henry Stephenson
Margaret Bannerman · Ethel Griffies · Tommy Cook

Directed by **BRUCE HUMBERSTONE**

Produced by **ROBERT BASSLER** · Original Screen Play by Wanda Tuchock

THERE'S NO COMPANY WITH SUCH GREAT TECHNICOLOR TRIUMPHS AS 20th CENTURY-FOX

BOB, SON OF BATTLE *In Technicolor* • FOREVER AMBER *In Technicolor* • MOTHER WORE TIGHTS *In Technicolor*
I WONDER WHO'S KISSING HER NOW *In Technicolor* • CAPTAIN FROM CASTILE *In Technicolor*

NATIONAL NEWSREEL

Shackling Bills Die

The Iowa legislature completed its work after 106 days and went home with all legislation aimed at the film industry dying in committee. A number of bills placing restrictions on the film industry were introduced but failed to gain headway. These bills included measures to create new building regulations for theatres, license film distributors, create a state censorship board, and an anti-Ascap act which would have required theatres to pay an additional tax.

Motion Picture Academy Elects 22 Governors

The Academy of Motion Picture Arts and Sciences this week elected the following 22 governors to represent its 11 branches, Pres. Jean Hersholt announced:

The Art Directors—Urie McCleary, two-year term; Robert Haas, one year.

Music—Morris Stoloff, two years; Harry Warren and Charles Wolcott tied for one-year office. A run-off election was set for May 2.

Executives and Producers—Donald Nelson, and Walter Wanger, two years.

Actors Branch—Jean Hersholt, two years; George Murphy, one year.

Cinematographers—Charles G. Clarke, two years; Farciot Edouart, one year.

Directors—William Wyler, two years; Delmer Daves, one year.

Film Editors—William W. Hornbeck, two years; Frederick B. Richards, one year.

Public Relations Branch—Perry Lieber, two years; Howard Strickling, one year.

Short Subjects—Frederick C. Quimby, two years; Louis Notarius, one year.

Sound Branch—Thomas T. Moulton, two years; Gordon Sawyer, one year.

Writers Branch—Charles Brackett, two years; Mary C. McCall Jr., one year.

The newly-elected board of governors will meet Tuesday, May 6 at 8 P.M. in the Academy Conference Room to elect officers.

Levine Has Plan to Unite Foreign Film Distributors

Outline of a plan to unite foreign film distributors into one organization patterned along the lines of United Artists, was made public in New York Monday by Marty Levine, executive of Distinguished Films, which handles French product.

Levine stated that under the present plan he could line up enough companies to have 18 top films as a minimum which would sell through specially opened offices in Los Angeles, New York and Chicago. He said the organization when completed would seek to expand to cover the 30 some odd distributors in this field.

Three 20th-Fox Top Films To Joy Theatre, First-run

The Joy Theatre in New Orleans concluded an agreement this week which will give it first-run, extended engagement rights to three of 20th Century-Fox's major offerings "Alexander's Ragtime Band," "The Late George Apley," and "Carnival in Costa Rica." All three have been booked for playing dates within the next two months.

Pa. and Ohio Ban 'Duel in Sun'

Pennsylvania and Ohio censors last week went on record as refusing to license "Duel in the Sun." In Pennsylvania the ruling caused Loew's to cancel its booking for Pittsburgh, Reading and Harrisburg.

Distributors' 1946 Magazine Advertising Cost $7,886,401

American distributors backed their pictures in 1946 with a national magazine advertising campaign costing $7,886,401 or almost double the $4,325,531 spent for the same type of space during 1945, a recent analysis made by *Advertising Age* reveals.

Leading the nine distributors who advertised with the largest amount spent in national magazines is RKO, whose advertising and publicity director, S. Barret McCormick, placed $2,653,096 of space during 1946 or $1,848,034 more than the $805,062 spent by his company in 1945. The importance of this investment, advertising sources said, is indicated by the fact that RKO, with only pictures to sell, stands 13th on a list of national advertisers, the number one spender of which is General Motors, which used $5,347,502 to buy space for 20 of its 22 subsidiaries which manufacture everything from automobiles to refrigerators.

The importance of the industry investment [illegible] spent $1,230,72[illegible] $223,634 [illegible] in 1945 against $1,[illegible]

United Artists topped its 1945 budget [illegible] $1,[illegible]70 to spend up to [illegible] an expenditure of $1,171,115.

Paramount's $1,042,167 [illegible] 1946 [illegible] at outlay [illegible] over its $68[illegible]693 spent in 1945.

Twentieth Century-Fox raised its 1945 budget of $441,684 by $79,830 to spend $521,514 in 1946.

Warner Bros. increased its budget for 1946 from $339,668 to $347,995.

Universal added $133,406 to its 1945 budget of $182,486 to spend $315,892 in 1946.

Republic spent $207,150 in 1946 or $45,398 more than $161,752.

Columbia's 1946 budget of $417,232 represented a $51,476 decrease in comparison to the 1945 budget of $468,708.

Damages Asked in Memphis Suit Jump To $3,378,000 as Eaton Enters Case

Damages sought in the anti-trust suit filed by a group of Memphis neighborhood exhibitors against M. A. Lightman, Sr., L. & L. Company, Capitol Realty Company, several individuals and the eight major distributors, had jumped from $2,910,060 to $3,378,000 this week as John W. Eaton, former owner of the Peabody Theatre entered the case with a plea for $468,000 damages which he claimed were suffered through allegedly monopolistic practices.

Eaton who entered the suit by filing an amended complaint on April 26, claims he suffered heavy damages during the years he operated the Peabody through having to buy five or more pictures by block-booking and by being compelled to buy shorts he would not have bought through a system of "tie-ins." His petition further states:

"When the Peabody Theatre was first opened by Mr. Eaton, he leased motion pictures for exhibition in that theatre from the distributor defendants for first suburban run. These pictures were shown in the Peabody from 30 to 60 days after their downtown showing. But after the defendants — L. & L. Theatre and A. M. Lightman — built and began to operate the Lamar and Memphian theatres, the distributor defendants refused to [illegible] films to Eaton until 95 to 97 days after their first-run downtown, this being due to a combination and conspiracy between and among the various defendants."

Eaton sold the Peabody more than a year ago to the Flexer Circuit which now operates it. Distributors named in this suit are: Paramount, Loew's (MGM), 20th Century-Fox, Warner Bros., Universal, United Artists, Columbia, RKO.

'Welcome Barkers'

The West Coast's largest neon sign, built especially by National Theatre Supply to greet the Variety Clubs' International convention in Hollywood from May 13-17, will light up when that convention opens this month. The sign, 40 feet high, will stand over the main entrance of the Ambassador Hotel, where the convention is to be held and will spell out "Welcome Barkers" in eight foot letters. Colors are Variety's—red and white.

Lightman and Associates Dissolve Partnership

Memphis' largest neighborhood theatre circuit was dissolved officially this week when it was announced that M. A. Lightman, Sr., Joe Maceri and Paul Zerilla had terminated a 16-year-old partnership.

In announcing the dissolution of one of the strongest theatre set-ups in the south, Maceri said that it had come about when Lightman had decided to go ahead with plans for a large theatre and business building at Crosstown and Overton Park Blvd.

"We did not wish to be included in it," Maceri said. "After Mr. Lightman decided to go ahead we decided it would not work for us to operate as both partners of Mr. Lightman and his competitors in the same field. So we insisted on the dissolution of the partnership."

Through the dissolution, Maceri and Zerilla will form a new company to take over the Lamar, Rialto, Capital and Joy theatres while the Memphian and the Linden Circle will go back to Lightman. The partnership had been formed when Maceri and Zerilla joined their Lama and Rialto with Lightman's Linden Circle to acquire the Memphis, Capital and Joy, merging their operating into the L&L Company

NATIONAL NEWSREEL

ATAM Claims Roadshows

A jurisdictional problem arising out of roadshows and the claims of the Association of Theatrical Agents and Managers that their members be employed for such productions, has been met quietly during the last few months by the major distributors roadshowing pictures, it was learned in New York this week.

The claim is, union headquarters states, that according to its American Federation of Labor charter, it has jurisdiction of employment for managers and press agents on any motion pictures which play on a roadshow basis, or in legitimate theatres or which play on a reserved-seat basis. Distributors have been meeting this at the present by assigning their members who belong to the union to take over on roadshows, even superseding the district publicity men when necessary.

Latest outcrop of this jurisdiction problem is an effort by the union to play its members in the Park Avenue Theatre which Universal leased as a reserved-seat showcase.

Para. Sets Exchange Meets On 35 Years Celebration

A series of exchange center meetings, to be held in connection with Paramount "Celebrating 35 Years of Leadership" sales drive were announced this week by Distribution Vice-President Charles M. Reagan. The division managers conducting the meetings, together with the localities and dates upon which they will be held, follow:

Hugh Owen—New Orleans, May 9-10; Atlanta, May 12-14; Charlotte, May 15-16; Buffalo, May 19-20; Albany, May 21; New Haven, May 22; Boston, May 26-28; New York, May 29-31.

Earle W. Sweigert—Washington, May 5-6; Pittsburgh, May 7-8; Philadelphia, May 12-13; Detroit, May 14-15; Cleveland, May 16-17; Cincinnati, May 19-20.

James J. Donohue—Dallas, May 26-27; Oklahoma City, May 28-29; Memphis, May 30-31; Chicago, June 2-3; Milwaukee, June 4; Minneapolis, June 5-6; Indianapolis, June 9-10.

George A. Smith—Los Angeles, May 5-6; San Francisco, May 7-8; Portland, May 9; Seattle, May 10-12; Salt Lake City, May 14; Denver, May 15-16; Omaha, May 17; Kansas City, May 19-20; Des Moines, May 21; St. Louis, May 22-23.

Presentation of prizes to winners in the company's 1946 sales contest will be made at the meetings, at which also will be distributed Paramount One Hundred Percent Club pins.

Republic to Make 16 'B' Pictures for Coming Year

Republic will make at least 16 "B" pictures during the forthcoming year in addition to the high-budget pictures which it has already scheduled, Pres. Herbert J. Yates, Sr., declared upon his arrival in Hollywood this week.

Republic, Yates said, had decided to continue making "B's" after it had received assurance from exhibitor sources that they would give "increased support" to this type of product, which the company had at one time said it might drop due to rising costs. Yates added that in the high-budget group negotiations were getting under way to get additional product from independent sources such as the recent Charles K. Feldman deal which brings Lewis Milestone to the Republic lot to produce John Steinbeck's "Red Pony" in Technicolor, with Robert Mitchum and Myrna Loy.

Was It Gillette?

A woman called the Lyric Theatre in Minneapolis and rhapsodized about "The Razor's Edge" which she had just seen there. It was a fine picture and she liked it, but she had one question she wanted to ask:

"Who was it wrote the book? Gillette?"

Bishop Succeeds Flynn as MGM Midwest Sales Head

Appointment of Burtus Bishop, Jr., as midwestern sales manager for MGM was announced this week by Vice-President and General Sales Manager William F. Rodgers.



Burtus Bishop, Jr.

Bishop, who succeeds John E. Flynn, who has been with MGM and the companies which preceded it during the past 27 years, entered the employ of the company as a salesman in the Charlotte branch. Ten years later he became manager of the exchange and in 1937 was moved to Pittsburgh as exchange manager. In 1941 he became midwest district manager with headquarters in Kansas City; in 1943 he was promoted to southwest district manager and moved to Dallas.

Atom Takes Its Wage Scale Demands to Public

Atom — the Associated Theatre Operating Managers of Los Angeles — took its wage scale grievances with Fox West Coast to the public last week with local newspapers carrying an advertisement in the form of an open letter addressed to National Theatres President Charles P. Skouras.

Declaring that they preferred to discuss their problems with Skouras personally than to advertise them as they were doing, the ad declared that while the Fox West Coast chief bargains with organized labor in other group, he has refused to bargain with his managers whom they declare are underpaid.

The Atom ad referred to the problem of Fox West Coast assistant managers whom it was claimed shared long hours and difficult assignments with house managers.

'Yet," the ad read, "in comparison with other employes in the business, the assistant managers are consistently and pathetically underpaid."

Their work was compared with that of janitors whom, it was said, received $18 weekly before being organized and today, with organization, earn $52 a week or more.

"Now, we ask," the ad continued, "when are you going to pay the men who have responsibility of your theatres as much as you pay the janitors who clean them?"

John G. Paine Dies

John Greeg Paine, 57, general manager of Ascap for the past 10 years, died in Detroit of a cerebral hemorrhage. He is survived by his widow, Rhea Paine, and a son, John Greeg Paine, Jr. Funeral services were held in New York last Saturday.

Texas City's Theatres Practically Wiped Out

The explosive disaster which recently smashed and splintered Texas City, Texas, to its foundations practically wiped out that community's theatres, an on-the-spot survey made by a reporter for SHOWMEN'S TRADE REVIEW reveals.

Rocked and knocked by the force of the big blasts, two of the J. G. Long Circuit houses operating there — the Showboat and the Jewel — were a grotesquely gaping shambles of what once had been places of amusement. The third Long house — the Texas — was substantially but less seriously damaged. Repairs will be made as soon as possible, a circuit representative said. Damage is estimated at well over the $200,000 mark.

In addition, the three homes owned by the local managers of the theatres for their families, were shattered and Mrs. Jack Farr, wife of the Showboat manager, lost an eye when the blast splintered her home.

The Showboat Theatre, was almost completely destroyed. Although about a mile and a half from the main blasts, the theatre's entire roof from stage to lobby, collapsed as part of the outer wall on one side caved in.

A block away, the Jewel Theatre, which served as a move-over house to The Showboat, was almost completely destroyed with its entire roof collapsing.

Less seriously damaged was the Texas, subsequent-run, double-feature house and smallest of the trio. The inner ceiling tumbled in on the auditorium but the main roof remained intact. Local sources said this house may be operating again in two weeks if materials for repairs can be obtained. The Showboat and the Jewel, however, will practically have to be rebuilt.

J. G. Long of Bay City, Texas, president of the circuit, arrived in Texas City the day following the blast to survey damages and to see what assistance he could render to managers and their families. He announced that all three houses would be rebuilt.

Pacific Meet to Open

First convention of the Pacific Coast Conference of Independent Theatre Owners was scheduled to open Monday (May 5) at the Ambassador Hotel in Los Angeles with a record crowd expected to be on hand.

Scheduled to speak at the various sessions of the convention which get underway Tuesday and run through Thursday are Society of Independent Motion Picture Producers President Donald Nelson on "Independent Producers' Viewpoint"; Society of Motion Picture Engineers President Loren Ryder; Attorneys Robert Graham and Byron Bryant. Features of the convention will be the open forum which will follow a number of the talks.

NATIONAL NEWSREEL

Double Stinker

Speaking of the popularity of American films abroad, Universal-International Foreign Department Chief Joseph H. Seidleman said: "A good picture here is a good picture there, and a stinker here is a double stinker there." Assistant Al Daff revealed that Europe was showing a great demand for westerns which Universal had not imported to date in an effort to present only pictures which properly represent the United States.

Seidelman Sees Films Facing Restrictions

(Continued from Page 9)

and would encourage the existence of German-speaking organizations, presumably with Nazi ideology. He thought that this was a grave danger, especially in Latin America, and was "psychologically bad."

"I think," he continued, "this particular angle is so important that our industry should unite to oppose it . . . I think production should be encouraged but exhibition should be restricted to Germany and possibly Austria but should not go beyond these borders."

Pleads for Britain

Seidelman, assisted by Al Daff, U-I vice-president of the foreign department who had flown in Monday from Europe, opened his interview with a declaration that British films would have to get more American playing time. Britain, he pointed out, would not get dollars and unless British films could bring home more American dollars, further restrictions against American films were in the immediate future.

Duff pointed out that if American revenues were reduced through curtailment of British screen time for American films, American exhibitors would feel it at their box-offices since the industry would have to cut down on production to live within the decreased revenue.

He claimed that there was still strong resistance to British pictures in various sections of the country and that independent circuits should try out British product so the public could judge. Reminded that if the public turned thumbs down it would be the theatres which stood the loss on such a test, he disagreed pointing out that there were at least a dozen British pictures he could name that were box-office. Asked to name them, he listed the following with the assistance of Daff and a press agent:

Names Films

"Seventh Veil," "Wicked Lady," "Notorious Gentleman," "Stairway to Heaven," "Odd Man Out," "Great Expectations," "The Adventuress," "Brief Encounter," 'This Happy Breed," 'Madonna of the Seven Moons," "Black Narcissus," "Captive Heart," "Henry V," "Caesar and Cleopatra." (The last two were suggested by the press agent.)

Free Films at Inn

The Village Inn just south of Wilmington, Del., is advertising free movies on Monday, Wednesday, Friday and Saturday nights. Patrons are urged to "enjoy your favorite drink, made by our expert bartenders while watching the show." The inn seats 75 persons.

Army May Modify Export Plan

(Continued from Page 9)

opposed to Allied aims and would interest as to require the most careful consideration on the part of American authorities and congress.

"It is our unanimous opinion that the whole film production and export program as worked out by the control authorities in Berlin apparently under Ecole Planner's guidance and now a virtual *fait accompli*, foreshadows an early restoration of the German propaganda machine and constitutes a threat of the first magnitude politically, socially and economically and should be held up for further consideration through prompt action of the highest Washington authorities.

"We consequently recommend with utmost earnestness and urgency that the American military and civilian authorities in Berlin be instructed immediately to withhold approval of the present proposed program or any other basic film production and export policy in Germany pending thorough airing and discussion of the whole matter in the United States."

Attacks Plan

From the text of the cablegram, which the foreign managers intended to be placed before the State Department, a fact which hitherto had escaped general notice became apparent—that the protest is not only against the export of German films which have already been made or will be made in the future, but that it also attacks other phases of the Military Government's program—probably those relating to rebuilding the German industry and production.

Immediately after the cablegram had been made public, MPA Pres. Eric Johnston held a meeting in Washington with his aides. The outcome of othe meeting found Francis Harmon, an MPA vice-president, calling upon the War Department where he conferred with Assistant Secretary of War Howard C. Peterson.

Upon his return to New York, Harmon could not be reached by phone, one of his secretaries refusing to state whether he would comment or not and referring calls to the MPA publicity department.

In the MPA offices in New York it was indicated that Harmon had found the War Department did not have a rigid program and had suggested that it might be modified. This could not be confirmed. (The State Department was also reported from Washington to be studying the situation and might make a decision of its own shortly.)

The New York MPA offices also indicated that an effort would be made to oust Eric Pommer, naturalized-German citizen who is in charge of rebuilding the German industry under military supervision.

Pommer, who has had considerable Hollywood experience and who was head of Ufa in Germany is considered a top executive. If he loses out under the military government, Washington is speculating whether he may not seek to remain in Germany and enter production where it is possible he could emerge as the principal figure there.

Johnston May Act

Johnston is expected to follow up on the Harmon interview with the War Department as soon as Irving Maas, the Motion Picture

the Department since Maas, before sailing to

his opinion on the undesirability of the Mil

known. However the opposition against it which developed in some Congressional circles and seemed to spread to public in a lesser degree, seems to be centered only on the fear that German films may rebuild German prestige and spread brown-shirt propaganda in other nations.

Most sources are agreed that this is a very dangerous angle and that it is important to keep before the world's eyes for years to come the fact that Germany was beaten at the war game she started.

Meanwhile the Americanism Commission of the American Legion was preparing to discuss the army's policy regarding the German film industry and the showing of a Nazi-made picture this weekend at Indianapolis. In New York the American Civil Liberties Union is scheduled to study the matter.

Solons Study

In Washington Senators Sheridan Downey of California and Francis Myers of Pennsylvania, both Democrats, asked the State Department for full information. They told SHOWMEN'S TRADE REVIEW that although they were disturbed by the reported policy, they preferred to get a full explanation before determining just what might be done to stop the plan.

On the House side, Representatives Gordon McDonough of California and George Bender of Ohio, Republicans, and Walter Huber, Ohio Democrat, were equally irate about the reports from Germany. McDonough said he intends to ask the Secretary of War for the full facts, while Huber and Bender both declared their unalterable opposition to the screening of Nazi-made films—particularly in the period prior to the conclusion of a peace treaty.

Tax Collections Off

Admissions tax collections continued their downward trend in March, plunging below the corresponding month of the previous year for the first time in many months, special figures released by the Treasury Department in Washington indicate. March admissions tax collections amounted to $28,796,825. This compares with collections of $30,088,585 in the same month last year. March collections also were under February figures of $28,823,689.

Industry box-office receipts now are based on these special Treasury Department figures. In the past, Treasury Department has released as "admissions" collections figures which included the large cabaret tax.

THEATRE MANAGEMENT



The Brass Tacks of Efficient Picture Theatre Management*

YOUR SCREEN HAS POWER . . . USE IT!

By Jack Jackson

If you've been taking occasional ganders along the news columns anent this business that keeps you and me on speaking terms with the grocer and butcher you've probably encountered the name J. Arthur Rank every now and then. If you happen to have followed his trail closely you must be convinced that he is unquestionably the most ubiquitous figure in this or any other business. Like Mexico's new volcano, Paracutin, which popped out of a prairie to make its force felt from far down in the Earth's innards to high in the sky and continues to spread its lava and pitch its carbon specks over immeasurable distances, the sphere of Rank's industry penetration appears unpredictable.

If the reports are accurate he is up to his neck in British production, distribution and exhibition; boot-high in Canada's three-tined motion picture effort and is casting quite a mist along the horizon of exhibition and production in the United States.

Rank is a new force—and a vital force—in this business of ours. Of course I know nothing of his background, but from the maneuvers he has made and the way his fingers are moving through both the 16 and 35-mm. picture pie he's the kind we have needed for a long time.

Rank Setting Pace That's Sure to Make Itself Felt in Industry

Mr. Rank is setting a pace that is sure to make itself felt in all phases of the business. If Hollywood—and the many facets of the business outside Hollywood—wants to retain its enviable position as the world leader in moving picture production, distribution and exhibition a new and broader vision, a faster and longer stride and a long overdue and minutely detailed diagnosis of the power and influence of our labors is imperative.

This need of a carefully prepared analysis of what our business does to and for America and its millions should be given "A-1" priority because Mr. Rank has already found this long overlooked field of virtue and is converting it to the advantage of his native British Isles. And, from what I have been able to gather from the news columns he has done a swell job of interesting his Government, the various trade associations and the man in the street in giving support to his enterprise.

Back in the days when I first entered this business an authority of the times wrote to some length about the value of films as salesmen of American products. I grabbed the notion and used it to great advantage during my years as an exploitation man. Later I tried to imbue the managers with whom I worked with the idea that a merchant approached for cooperation on a screen subject that in any way reflected credit to his merchandise should feel flattered and eagerly ready to open his pocketbook to take full advantage of the opportunity thus offered to impress theatre patrons with the quality of the wares available at his establishment.

I claim no "firsts" on this, as others had been and still are doing the same thing. But I wonder if they have properly analyzed the truth of the doctrine they preach and and I wonder if the managers recognize the genuine merit of this premise.

I'm certain that the idea never got to first base with the "directing minds" of the industry or the fire that Mr. Rank is now directing at the world's market in the interest of British goods would have been burning so brightly that his effort would loom like a tallow candle at a Hollywood premiere.

I'd like to go further and presume what would be happening to all three branches of the industry today had the industry heads of two decades ago tackled the job of selling American manufacturers and business men on the power of the photoplay to

(*Continued on Page* 18)

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'Generals' Named to Aid Managers in Latta Drive

Seeking closer supervision and direct help to individual managers, supervision of the 13-week C. J. Latta Show Business Drive in the Warner Bros. Theatres Albany zone has been divided between seven "generals."

The "generals" and the houses they will supervise are: Joe Weinstein, western upstate booker — Lafayette, Batavia; Strand, Elmira; Capitol, Dunkirk. Ralph E. Crabill, western district manager — Keeney and Regent, Elmira; Palace and Winter Garden, Jamestown. James P. Faughnan, contact manager — Steuben and Strand, Hornell; Temple and Babcock, Wellsville. Woodrow Campbell, assistant booker — Haven and State, Olean; Diana, Medina. Jerry Atkin, assistant advertising manager — Troy, Griswold, Lincoln and American theatres, Troy; Max Friedman, booker and buyer — Stanley, Avon and Utica theatres, Utica. Charles A. Smakwitz, assistant zone manager — Strand, Ritz, Madison and Delaware theatres, Albany.

Managers will report directly to their "generals" details of exploitation stunts, advertising tieups, bookings and special events. The "generals" act as a clearing house and cabinet in a move to give the field more action and quicker decisions.

Plans have already been set for children's shows, giveaways, fashion shows, benefits, picture premieres, country store nights, cow-milking contests and other activities that follow the current "back to old-fashioned showmanship" trend.

The drive is based on increase in attendance, minimum expense operation and cleanliness of theatres. Now under way, its closing date is June 28.

MPA Sells 2,500 Houses For It's Children's Shows

Spurred by the success its Children's Library of 28 features has had in presenting some 6,000 special performances in 1,047 of the nation's theatres, the Motion Picture Association will move not only to increase the library but to establish special children's shows in at least 2,500 theatres by the end of next year, Arthur DeBra, head of the MPA community service department, indicated last week.

DeBra, in discussing the matter, pointed out that not only were these children's shows good policy, but that in many instances they would seem to be imperative in view of the legislation which has arisen recently in at least two localities which would practically compel such type of entertainment on certain days.

The MPA executive pointed to the Maryland bill, which would ban children from theatres in Frederick County on Saturday afternoon, unless the censors had approved the picture for children. (Since the censors cannot under the law classify pictures, the effect of this bill would be to close the theatres to children on Saturday afternoons. He also cited the bill which the Connecticut legislature considered whereby censors would be authorized to approve pictures for children under 14 for Saturday performances.

Daughter's Birthday Show Brings Ornstein Good Will

Inviting all children under 12 years to a birthday party for his 13-year-old daughter Frances, earned Eddie Ornstein the good will of the residents of Marengo, Ind. The party took the form of a show at Ornstein's Rialto Theatre in Marengo. Children of the surrounding territory under 12 were included in the invitation.

Ornstein took front-page space in the local newspapers to announce the party and included an invitation to all children under the age limit, who cared to do so, to be present. Principals of the city's schools were contacted and agreed to allow the children to leave early that day. They were also granted permission to use the school busses for the party.

Film Companies Helped

The various film companies also cooperated and on the screen was shown a complete carnival, with virtually all the well known cartoon characters represented, much to the delight of the audience. Refreshments were served in the auditorium and every child in attendance was given favors upon entering. The party was a complete success and was well received by members of the community, and it looks as though it may be an annual affair.

As a means of publicizing his theatre circuit, Ornstein has had a large quantity of bookmatches imprinted with the name E. L. Ornstein Theatres, and listing the names of his various houses. The matches are placed on various tobacco counters to be given out. According to Eddie, it has helped tremendously in his box-office receipts.—LOU.

Wometco Circuit Opens Its 20th Miami Theatre

The Miami Theatre, which was planned five years ago and has been under construction for the past year, was opened in Miami, Fla. last week. It is the 20th Wometco house in Greater Miami and the circuit's 25th theatre. Prominent figures in the entertainment world were present, with Mayor Perrine Palmer, Jr., cutting a ribbon to open the house officially. Newsreel cameramen, press photographers and broadcasters made a record of the event.

First picture shown was 20th Century-Fox's "Carnival in Costa Rica," with Celeste Holm, star of the film, making a personal appearance and singing a number of songs. Miami's Fiesta de las Americas was in progress and the film was booked because it was in keeping with the festive nature of the occasion. Several beauties from Latin America were introduced to the first-night audience.

The theatre was dedicated by James Donn, president of the Gulfstream race track, who dedicated the first Wometco theatre, the Capitol, 22 years ago. Mitchell Wolfson, co-owner of Wometco with Sidney Meyer, expressed the organization's pride in contributing the theatre to Miami's growing list of achievements. Joey Adams and Don Lanning shared the job as masters of ceremonies. The house seats 1,860 and embodies many new features available only since the end of the war. Robert E. Collins, Miami, and S. Charles Lee, Hollywood, were the architects.

Shield Displays a Rattler

When the president of the Enid (Okla.) Junior Chamber of Commerce and the sports editor of the Enid News, received a diamondback rattlesnake from the president of the Okeene Jaycees, which holds a Rattlesnake Roundup every now and then, they decided to "fix" one of their chief hecklers, a local radio station sports announcer, by offering the snake (unidentified, of course) as a door prize at one of the regular monthly Junior Chamber of Commerce luncheons.

Naturally, the radio announcer won the snake (much to his surprise) and then auditioned it over the air. When he offered to give it away, the station was flooded with telephone calls from persons requesting permission to adopt the reptile.

Sensing a showmanship angle, Manager Roy T. Shield of the Royal and Mecca theatres (The Shield Theatres, a Griffith partner) "hired" the rattler for a "personal appearance" in front of the two houses. Also on display were some of the pictures taken at the rattlesnake hunt and clippings from various papers telling of the unusual sport. While observers outside one of the theatres gazed at the "snake from Oklahoma" folks on the inside were enjoying the "Man From Oklahoma," starring Roy Rogers. Shield doesn't say which attracted the biggest crowd—the snake outside, or the "man" inside.

Revived Past Successes Can Improve Off-Night Grosses

It has been the experience of almost every exhibitor that some nights fail to attract audiences large enough to give him an adequate return for his time and expenses; often it is one particular night in the week in his locality; on other occasions the falling off in the "take" is due to an inferior picture.

In either case, the manager can do something about it. He can book an oldtime success which, unless his theatre is in a small community, a large proportion of his patrons may not have seen. Either they missed it when it played the house on a previous occasion or they have grown up. If handled right, a revival of a popular success will coax into his theatre many patrons the manager has failed to attract before. A new booking may be a "B" picture of an inferior quality, or without marquee names that have a draw. Knowing the tastes of his public, he may feel certain that the available new feature will not please.

He should then immediately get in touch with his local exchange and make a deal to swamp the film for an oldtime hit. The exchange manager may not have one in stock, so give him ample time to try to get it from another exchange. Failing that, the subject might be obtained from one of several companies which handle revivals and reissues. There are several that specialize in the business, such as Film Classics, Astor and Favorite Films Corporation. But select an outstanding revival—one that was extremely successful in its day or has a star or leading players that had, and probably still have, good drawing power.

But swapping a weak picture for a successful oldtimer is not all there is to it, by any means. The manager must lay out a sensible exploitation campaign and then put it into execution with all the showmanship he can summon up, plus a liberal amount of imagination in striving for new angles. In these days of strong opposition, and the public's habit of shopping for its entertainment, the revival cannot be left to shift for itself. It will require a strong campaign. Let your public know you have booked an old success and why you believe it should appeal to them. An excellent channel for this is through a direct mail list. Tell your patrons it is a worthwhile attraction that they may have missed or that they would probably like to see again to experience anew the pleasure it gave them when they first saw it. Other suggestions for a mail campaign; Ask patrons to compare the techniques of the old picture with those of the present day; to note the changes in the style of clothing worn, the hairdos of former years; tell them they may laugh at some of it, as you did, but that it holds interest and amusement for almost anyone.

In selecting a revival or reissue it is well to have a printed form and ask your patrons to write down the titles of old films they would like to see, and then in your direct mail letter tell them which received the highest vote, the next highest and so on, in the balloting for booking of revivals. Include the clergy, teachers, lawyers and organizations in your mailing list.

Attention should be drawn to any special features in the picture that have an appeal for the public, in newspaper ads, programs, heralds and trailer, in addition to a direct mail campaign. Tie the picture up with any special holiday, significant event or occasion. Visit the editor of your paper, explain your reasons for having booked the revival, and try to induce him to run an editorial on it.

Contact your library, schools, literary and dramatic societies, all of which should be interested in the revival, especially if it was made from a literary classic.

Give special attention to your lobby display. Have a special trailer prepared for advance showing. It might well call attention to the technical advances made in photography, production, lighting, costumes, etc., since the feature was originally made.

In the case of remakes, the manager might arouse a good deal of interest on the part of the public by showing the remake and the original picturization on the same bill, thus giving patrons a chance to observe for themselves the differences in the various phases of production that have taken place in the intervening years. The contrast might well prove highly amusing as well as entertaining and instructive.

There is money in showing oldtime successful features, but the exhibitor must use both brains and imagination in their promotion.

Do you know what it means t

There's great busines

NEW ORL



"CHECK THIS ONE FOR BIG TICKET SALES. A MUST!"
Film Daily

"A WHALE OF A GOOD SHOW . . . HOT . . . SOLID!"
MP Daily

JULES LEVEY presents
ARTURO DE CORDOVA • DOROTHY PATRICK in
"NEW ORLEANS"
with MARJORIE LORD • IRENE RICH
JOHN ALEXANDER • RICHARD HAGEMAN
LOUIS ARMSTRONG and HIS BAND and BILLIE HOLIDAY
WOODY HERMAN and HIS ORCHESTRA
ORIGINAL NEW ORLEANS RAGTIME BAND
Louis Armstrong • Zutty Singleton • Barney Bigard
Kid Ory • Bud Scott • Red Callendar
Charlie Beal and Meade Lux Lewis
Screenplay by Elliot Paul and Dick Irving Hyland
From an original story by Elliot Paul and Herbert J. Bib
Produced by JULES LEVEY • Directed by ARTHUR

Premiered to boff business
at the Saenger Theatre, New Orleans
and a hundred other sock situations!

MISS New Orleans?

when you play...

EANS



LOUIS ARMSTRONG
and HIS BAND
and BILLIE HOLIDAY

Here's business from U A

THEATRE MANAGEMENT

Jackson Urges Full Use of Screen's Power

(*Continued from Page* 14)

mould and influence world economics. Had this chore been properly and efficiently handled—and consistently attended through the years—every business organization from the United States Chamber of Commerce to the various Town Hall Corner Stone Guards would be holding season tickets in our cheering section to aid and abet any and everything we did or thought about doing. Federal, State and local executives would be practically forced to get aboard our band wagon.

All this should have been started years ago and going full blast today. That it hasn't been done and that the road is left free and clear to J. Arthur is our shame and could easily materialize into our discomfiture.

Value Proved

But it's not too late—if we agitate our atoms and get a little jet propulsion into our effort—to do something about it. We have the advantage of having proved the value of our services as sales ambassadors at no cost whatever to those we have served so well. Mr. Rank is now pooling dollars to pay the freight of an advertising campaign calculated to "sell" the business men of England on how the moving picture broadens to world dimensions the market for manufactured goods. We should be able to conclusively demonstrate to the tycoons of American industry what the Hollywood pictures have already done as able representatives of industry and commerce. Ours is a definite, proven accomplishment of which the tycoons are well aware and any effort or money spent in helping build interest in and attendance at the motion pictures should be considered in the same light as expenditures for display in windows of retail merchants, etc.

As I see it we have performed a service beyond price to the moguls of American business and asked for nothing in return. Now it's up to them to either take steps to help us get our product—which in the long run is a visual lesson in the operation and benefits to be gotten from various units of their merchandise—before more of the world's people or permit the Britons to gobble up the trade we aided in establishing. And the Johnny Bulls are hard behind J. Arthur. The best way for our own Rajahs of enterprise to protect the lead they now enjoy on the fast starting Rank and his aggressive organization is to get behind every picture containing scene or sequence that includes illustration of American goods in actual use and service and prevail on every retail and wholesale outlet on their customer list to "go the limit" in encouraging attendance at the local exhibition of the film. In doing so they will be spending their money to far better advantage and accomplishing far more in compelling attention to their wares than could possibly be done through any other known medium. For instance—and let's admit it's a broad one—if a Chevrolet automobile is used in a photoplay, every dealer throughout the land should be notified by the manufacturer to write letters to his prospect list telling them about the car's performance in the particular film and mentioning the local theatre and playdate where actual visual proof of the dealer's claim can be witnessed. The same goes for washing machines, typewriters, soap powders and so on from zinnia seeds back to abscess cures.

It seems to me that we've done one hell of a lot for the American business man and then proceeded to jam our light under a bushel to keep him from knowing anything about it. Our pal J. Arthur from overseas is not going to be so bashful. He's going to make 'em admit right from the start that his merchandise is swinging the big paddle in Britain's economy canoe and that they better keep passing the cookies to the fair-haired boy or he'll lay down the water churn and start fishing. In other words Mr. Rank is doing one swell job of showing us what we should have been doing all these many years. The only consolation is that the idea is not patented and while the time is short we can still get it in high and go places.

Getting Local Cooperation

It is doubtful if this or any other brain child of mine will ever get more than passing attention from the fellows who sit at the desks with the gold-plated inkwells but my mail tells me that I stand a good chance of getting attention from the many owner and manager subscribers. So let me give you little fellows a few tips about how you best go about the job of getting what you and your merchandise deserve in the way of local cooperation.

You fellows in the field are at a certain disadvantage in that you never know the details of what merchandise or merchandising angles are part and parcel of the film to be shown. Why not start a flow of letters to the various distributing companies—who prepare and print the press books—asking that they include in each sheet a column devoted to cataloguing the units of merchandise used in various scenes, mentioned in dialogue, given prominence in story, etc.? It would be only necessary to mention the more important items—as any attempt to detail incidentals would be expensive to the distributor and disastrous to exhibitors. Such a list would enable you to go to the fellows who sold refrigerators in your town—regardless of make—and solicit them to get after their customer prospects by phone and letter and solicit their attendance at your theatre.

During the time it would take to get action on the idea suppose you just take a look-see at the very first exhibition of the film and, when you find some instance in which a neighbor merchant has a chance of increasing his sales or his prestige, go after the guy quick and get him on the phone and running ads in the paper for the second and third day of exhibition. Don't let a single chance pass to sell the other men who buy newspaper space on the merit of "selling through the medium of your theatre." Your screen on frequent occasions does one swell job of illustrating how things new in the domestic field operate and the local agency should—and most likely will be if sold right—tickled to death to get his customer and prospect list down to see the exhibition. And DON'T give any passes. Why should you pay a chap for helping him advertise and get new business?

'Good Fellow' Reputation

If you go about this job right there will hardly be a single day when one or more merchants are not buying newspaper space devoting window display or telephoning and writing their propects to visit your theatre to see how their merchandise operates in the hands of Hedy LaMarr, Betty Grable or some other star. If you do it right you get the reputation of being a good fellow with the merchants and the "push" at the box-office from added customers.

Not so many years ago there were several distributors who had producers making special stills of the stars of pictures using items of merchandise that offered the prospect of local tie-ups. I suppose it was because we exhibitors were too lazy to make use of the material that the practice was discontinued. If we can just get that line of approach going again let's get after every merchant affected and hang on to his heels until he agrees to run the art in his newspaper advertising. After all he really wants illustrations and where could he find a better model for his wares that the beauties who grace the screen of your theatre?

We exhibitors—in big city and small town alike—can do a lot to do a thorough job of capitalizing locally on the content of our films. And, the quicker we go about it the quicker we will get our box-offices on a dependable even keel.

There have been many instances where the big companies of New York and Hollywood have gone after national cooperation from some manufacturer whose wares were prominently displayed in a picture but never has the job been done with any degree of consistency.

Somehow or other I keep hitting at those big fellas who "ain't gonna pay me no mind" so I'd better get back to my own little exhibitor league. Mr. Rank has given us one swell example of capably and effectively demonstrating how eminent Government officials and astute leaders of World marts can be sold on the movies as efficient, low-cost representatives of a nation's merchandise. Let's quit being hesitant about asking neighbor merchants to "go the limit" when we are able to offer cooperation for the sale of their wares through the medium of our screen. As I said way back there J. Arthur is good for us.

Trains Youths to Manage Theatre

Believing that teen-agers should know more about the exhibition of motion pictures, John Shaffer, manager of the E. A. R. Theatre, Chicago, in cooperation with the Yale School of that city, is turning over the managerial reins of the theatre for a day to students of the school. Each week, for two months, a student selected by Stella Craig, acting principal of the school, becomes the manager-for-a-day of the theatre. First youth to take over was 14-year-old Hazen Griffin, recently elected mayor of the school by his fellow students, who is also a safety patrolman and a player on the school's baseball team. The Chicago Parent-Teachers Association is cooperating with managers of several theatres in the experiment.

"But operator, this is very special! I've got to get the news to Paramount"...



"Our first five days of

BLAZE OF NOON

here in Little Rock pulled bigger business than 'Martha Ivers', 'My Favorite Brunette' and 'O. S. S.'!"

And That's Just the First General Release Engagement of Paramount's 6-Star Best-Seller

starring

ANNE BAXTER · WM. HOLDEN · SONNY TUFTS · WM. BENDIX

Produced by ROBERT FELLOWS STERLING HAYDEN · HOWARD DA SILVA Directed by JOHN FARROW

with JOHNNY SANDS · JEAN WALLACE · EDITH KING · Screenplay by Frank Wead and Arthur Sheekman

SELLING THE PICTURE

$2,500 Offered for Best 'Performance' Campaigns

Planned as a means "of encouraging theatre managers to build individually-tailored exploitation and promotion campaigns on major productions," $2,500 will be awarded to local theatre managers and theatre publicists for the best exploitation campaigns on "Repeat Performance," it was announced this week by A. W. Schwalberg, Eagle-Lion vice-president and sales manager. The picture will go into national release following its world premiere at the Liberty Theatre, Zanesville, O., on May 22.

Prizes are to be awarded as follows: First, $1,000; second, $500; third, $200; fourth, fifth and sixth, $100 each, plus ten extra prizes of $50 each.

Open to All Theatres

The "Repeat Performance" Theatre Exploitation Contest, Schwalberg said, will be open to all theatres, large and small, playing the picture. No theatre, he emphasized, will be penalized because of small size or limited seating capacity, inasmuch as prizes will be paid on the basis of the best proportionate grosses and best proportionate publicity results obtained. The only two elements which will be considered will be the "Repeat Performance" gross in relation to maximum possible gross for the particular house, and the completeness of the selling campaign, which must include publicity space, advertising, stunts, tieups, ballyhoos, etc., within the limits of the particular situation.

Nationwide advance selling campaigns designed to pre-sell the picture throughout the country have been set up and are now being put into work by Max E. Youngstein, Eagle-Lion director of advertising, publicity and exploitation, and his staff. Entries may be submitted by theatres any time after their runs of "Repeat Performance." Closing date of the contest which will continue for at least a sufficient period of time to permit entries from all first-run situations, will be announced soon. The judges, also to be announced shortly, will be headed by Youngstein, with other members drawn from a panel of industry leaders in the field of sales and promotion.

Benefit Preview

With receipts going to swell the funds of the New York Foundling Hospital and the pension fund of the New York Philharmonic-Symphony Orchesta, simultaneous preview showings of United Artists' "Carnegie Hall" were held Thursday night in New York at the Winter Garden and Park Avenue theatres. Top-ranking figures of civic, stage, screen and society life were in attendance. Regular engagement began Friday.

4 Enterprise Films Get $1,750,000 Ad Budget

An advertising budget appropriation of approximately $1,750,000 to cover newspaper, radio, magazine, trade paper and special exploitation advertising on Enterprise's "Ramrod," "Arch of Triumph," "The Other Love" and "Body and Soul" was announced in New York this week by Robert Taplinger, Enterprise vice-president in charge of advertising and publicity, and Paul N. Lazarus Jr., United Artists ad-publicity chief, who have been conferring on future advertising plans for the four pictures.

Co-operative newspaper and consumer advertising will be stressed on the current 'Ramrod" campaign while special emphasis will be laid on resort advertising during the summer for "Arch of Truimph" and "Body and Soul," slated for fall openings. A Paris junket via two chartered planes for the press and Hollywood stars is also planned by Enterprise in connection with the scheduled premiere of "Arch" in that city.

Magazine Campaign Set On 'Imperfect Lady'

Paramount's "The Imperfect Lady," Ray Milland-Teresa Wright starring picture, will have an initial magazine advertising campaign in 13 national magazines reaching more than 52,000,000 readers. Copy for the ads will be in feature style form, with a narrative.

The magazines include *Life, Time, Collier's, Look, Cosmopolitan, Redbook, Liberty, True Story, Motion Picture, Modern Screen, Photoplay, Screen* and *Liberty's* Canadian edition.

Raelson Ropes in Youngsters

Every Saturday morning Leo Raelson, manager of the St. Albans Theatre, St. Albans, L. I., gives a special kiddie maintee, and makes it a box-office highlight of the week. He has been so successful because he caters to the juvenile taste in booking his features and advertises the program to bring in the kids. He gives one feature at each show—"My Friend Flicka," "Little Men," "Swiss Family Robinson," "Buffalo Bill," "Sheriff of Las Vegas," to name a few—and a number of cartoons, nearly always in color. For variety he occasionally gives the kids a Punch and Judy show, a ventriloquist or a magician. And there is always a gift of some sort for the youngsters —a comic book, free candy and toys.

His exploitation is aimed directly at the boys and girls and usually takes the form of special heralds, in different shapes and sizes, with illustrations and catchlines to pique the interest of juveniles. Among the catchlines used are: "Yippee! Look! See the biggest and best kiddie morning show." "Hey kids. Big all-laugh show!" "Hey kids! Yippee! Wotta show." "Adults must be accompanied by a child." It's all simple, but Raelson has the youngsters coming in droves because he gives them strictly kid shows.

Peck-'Macomber' Citation Getting Newspaper Space

Someone in the United Artists organization has dreamed up a publicity stunt that editors so far have seemed to dearly love. In any event "The Macomber Affair" is profiting by plenty of free newspaper space through the simple method of having some prominent gentleman in towns where the picture is booked, honored by the presentation of a citation from Gregory Peck and the cast of the picture, "as one of America's foremost hunters and authorities on the sport of big game hunting in Africa."

Some careful research is done by somebody in each town to find the famous hunters, whose authentic trips on hunting expeditions in Africa, have given them some repute in this field.

In Pittsburgh, for instance, a citation was presented to an 86-year-old resident, who is now a well known game conservationist. The citation was presented to the oldtimer by the president of the Pennsylvania Game Commission, and was good for two columns in the Pittsburgh *Press* and four columns in the *Post-Gazette,* in each case with prominent mention of the picture and theatre date. William Elder of Loew's Penn Theatre staged the job.

In Buffalo the editor of the *Courier-Express* thought well of the stunt too, to the extent of three columns with pictures. Manager Charles B. Taylor of the Buffalo Theatre was smart enough to arrange for the presentation to be made to the president of the Chamber of Commerce who had been a famous hunter in his youth. Taylor also arranged for the presentation to be made by a well known member of the Buffalo Society of Natural Sciences. adding prestige to an already important affair.

Many more theatres are going to benefit by this one!

3,200 Papers to Promote Para.-Chesterfield Tieup

Paramount has completed a large-scale, national tieup with Chesterfield cigarets which will result in a series of full-page ads in 3,200 U. S. newspapers, with a combined circulation of 40,000,000, to promote its top male stars and their pictures. Full-page ads in color will also appear in the national magazines. Chesterfield will plug the promotion through its radio show, and with 24-sheets, car cards, window display, and in dealer and merchandising tieups.

First break will be on Bob Hope and "My Favorite Brunette" the first week of this month, to be followed during the third week of the month with a similar campaign on Bing Crosby and "Welcome Stranger," and during the last week in June another for Ray Milland and "Trouble With Women."

Wollins Promoted

Donald J. Wollins, for the past year a member of Eagle-Lion's press book staff, has been promoted to the post of assistant field exploitation man in the Boston territory. He will headquarter at the company's Boston exchange and will work under the direction of Joe Mansfield, E-L exploitation representative there.

SELLING THE PICTURE

Miss Patrick's P.A. Aids 'New Orleans' World Bow

The visit of Dorothy Patrick to New Orleans for the world premiere of Jules Levey's "New Orleans" at the Saenger Theatre was the occasion for a big build-up for the United Artists release. A huge fashion show, sponsored by the Holmes Department Store at the City Auditorium, starred Miss Patrick who was flown from Hollywood for the premiere activities. The affair was tied in with New Orleans' annual Spring Fiesta and National Jazz Week, an innovation expressly set up for the picture's premiere.

Miss Patrick was feted by prominent society and civic personalities, including Mayer de-Lesseps S. Morrison, with resultant photo and publicity breaks in the New Orleans *Item*, *Times-Picayune* and *States*.

Official Jazz Week Film

Every orchestra in town dedicated the musical numbers from the picture to the premiere, following a proclamation to the citizens by Mayor Morrison designating "New Orleans" as the official picture of Jazz Week. A total of 70 radio producers and stars made mention of the event on local and national radio programs, prominent among which was the "Queen for a Day" program broadcast from Hollywood.

Station WSDU's "Ladies at Lunch" and "Today's Personality" devoted entire programs to plugging the picture. Other radio breaks came on WNOE, WWL and WSMB. All of New Orleans' newspapers devoted columns of space to the Jazz Week tieup and the appearance of Miss Patrick in the city.

Cooperative advertising campaigns were also stressed for the opening with the Holmes Department Store leading the way through a series of full-page ads in the New Orleans *States*, *Times-Picayune* and *Item*. Also joining in the co-op campaign was Werhlien's Music Store, which featured the musical artists from the film.

The campaign was handled by Manager Holland Smith of the Saenger, his publicity staff and Ben Hill, U.A. field exploiteer.

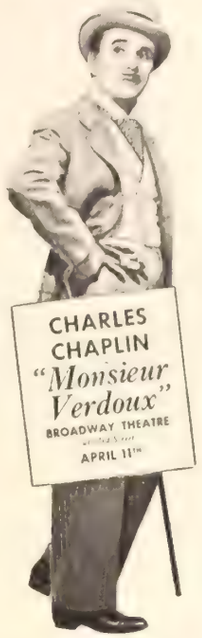
35-Cent Lobby Display

A lobby display for 20th-Fox's "Margie" that caused a good deal of comment among the patrons of the Patio Theatre, Brooklyn, N. Y., cost Manager Allen Grant but 35 cents. It consisted of a blow-up cutout of Star Jeanne Crain which he salvaged from a display and mounted on a pillar next to the box-office.

Gorson Switches, Too

A timely take-off on that series of whiskey ads currently running in nearly every newspaper in the country, which claims in small display type that "Joe Doakes has switched to etc., etc.," greeted readers of the Syracuse, Post-Standard recently. In run-of-paper space the newspapers readers were confronted with "Al Gorson has switched to Loew's for Better Shows. Loew's now showing 'The Red House'." The copy was arranged exactly in the manner of the whiskey company's ads, and attracted plenty of attention.

What we want to know now is, who's Al Gorson?



PROVOCATIVE! This is the teasing way in which the first ad for Charles Chaplin's "Monsieur Verdoux" appeared in New York City newspapers heralding the comedian's first picture in seven years. Later ads used the same central theme, but developed the copy. Note the white space.

'Best Years' Title Getting Widespread Play

The title of Samuel Goldwyn's "The Best Years of Our Lives" is fast becoming a national advertising slogan.

A Cincinnati department store recently came out with a full page advertisement featuring summer dresses as "the best sheers of our lives," with a sub-line "Good as that Oscar-inviting movie in town . . . 'The Best Years of Our Lives' . . . now at the Capitol."

Another enterprising children's dresshouse recently brought out a line, "the best years of our young lives."

A recent real estate advertisement in the New York *Mirror* used the title of the picture as a headline on a full page.

A few nights ago a radio gagster came forth with "the best beers of our lives."

In England the title has inspired the publication of a song of the same name.

And within three days' time Gimbel's in Milwaukee recently used eight full pages with the title as a headline.

Enterprise in New Radio Tieup to Exploit 'Arch'

Said to mark a precedent in motion picture and radio exploitation tieups, Enterprise will offer for purchase by a network dramatic show a two-hour transcribed radio dramatization of "Arch of Triumph," in which all principals in the cast will participate.

Plan for package deal involving voices of Ingrid Bergman, Charles Boyer, Charles Laughton, Louis Calhern, Ruth Warrick and Roman Bohnen calls for two consecutive weekly broadcasts of one hour each.

Dates of broadcasts will be set for the two weeks prior to release of the David Lewis production in the United States.

Admits 6-foot Girls to See 'Andy Hardy' Film

All girls over six feet tall were admitted free of charge to see "Love Laughs at Andy Hardy," at the Loew's Poli, Hartford, Conn., as part of a campaign arranged by Manager [illegible] R. Greenway of Loew's Poli-Palace, and their staffs.

A contest was promoted through a department store to locate the tallest girl in Hartford, with the winner receiving a spring outfit. All entries in the contests got a pair of guest tickets. Co-op ad, window display, heralds, and lobby displays helped push the contest.

Local stores also ran co-op ads and displays. Radio "Man in the Street" audience-participation programs gave out guest tickets to pedestrians discussing the film. Through the local YWCA, a Mickey Rooney jitterbug contest was worked out, with winners getting a silver cup.

Three newspaper contests were handled, with one contest giving prizes to readers naming the most actors or actresses who got their start in Hardy Family films. Another contest featured a mat of Mickey Rooney alongside Dorothy Ford. Copy below asked readers: "What's the smallest you ever felt?" Another contest gave out guest tickets to readers who could name the most Andy Hardy pictures. Local delivery trucks were bannered.—HFD.

Mother's Day Stunt Planned by Leopold

A special stunt and promotion is being conducted by Fred Leopold, manager of the Stanley-Warner Ambler Theatre, Ambler, Pa., and the Ambler Business Men's Association in conjunction with Mothers' Day, May 11.

The group is looking for the oldest and the youngest mother living in that community and prizes will be presented to the ladies from the theatre stage during the first evening show on May 11.

Prizes for the occasion are being contributed by Ambler merchants who are giving wholehearted support to the promotion. Arrangements are now underway for the festivities to be broadcast over radio station WNAR, Norristown.

Screening for Stores

Lou Cohen, Loew's Poli, Hartford, Conn., manager, had a screening of the March of Time short, "Fashion Means Business," for representatives of Hartford department stores.—HFD.

Penny in the Meter

An exploitation stunt good for any theatre in an area where parking meters are used is employed by Monroe Schram, manager of the Elm Theatre, Brooklyn, N. Y. Into the meters by cars parked overtime he has a penny dropped and a card is left with this imprinted copy: "Saved from an overtime parking summons. A coin has just been deposited in your parking meter by the courtesy of the Elm Theatre. We hope you have enjoyed your shopping chore, and we know you will enjoy (here follows title of feature and playdate) at Century's Elm Theatre."

SELLING THE PICTURE

Initiative Pulls Modest British Film into Money

Nobody pretends that Grand National's "The Turners of Prospect Road" is anything but a modest British picture made by Maurice J. Wilson for the home market. The publicity campaign, however, has been as good as any recently seen in Britain for initiative and hard work.

The film has greyhound racing for a background and introduces Maureen Glynne to the screen. On these two features Publicist Clifford R. Sewell based his campaign. For the press he concentrated on the actress and got photos of her with the greyhounds in most of the national papers.

Arrangements were made for Miss Glynne to attend all trade screenings in the provincial centres where she met exhibitors and the local press.

Made Great Play of It

Through last-minute booking changes, the first public screening was at Ralph Black's Coliseum, Derby, an important city in the industrial north. Finding this was the first premiere ever held in the area, Sewell made a great play of it and arranged for the star to make a "personal" at each performance.

The mayor gave a civic reception for her and the local newspapers gave the event every support. The most original news story was the Derby *Evening Telegraph's* interview with the chief projectionist on his reactions to projecting the premiere of a picture.

Greyhound Angle

The greyhound angle was played up in lobby displays and street stunts. Miss Glynne led a string of dogs, with each wearing a jacket with copy relating to the film, through the streets. At the racing stadium, she led the big race winner round the track repeating a scene from the film. She also visited stores, factories and dance halls.

Black cooperated closely with the Derby Greyhound Stadium. He borrowed two starting traps for a lobby display and six dogs and kennelmen to support the star on the stage.

The town was further sniped with such slogans as "Have you met the Turners?" "You'll be glad you met the Turners!" All patrons bearing that name received an autographed photo of the satr.

The cost of the campaign was negligible, but playing to tough opposition — the first sun of spring — the picture did top business.

Wilson plans to repeat the campaign in all key spots.—J.M.



STAR STANDEES MAKE STRIKING LOBBY DISPLAY. By using three standee figures of star Robert Montgomery in "The Lady in the Lake," Manager Lester Pollock of Loew's Theatre, Rochester, New York, obtained a striking lobby display by spacing the figures along the wall. Center standee also showed Audrey Totter, emphasizing the mystery's romantic angle. Blurbs from Montgomery's opening speech in the film are addressed to "you"—the beholder—as are the credits at the bottom of the standees.

Norwich Radio Station In Photo Giveaway Tieup

Joe Boyle of Loew's Poli-Broadway, Norwich, Conn., promoted plugs for "Undercurrent" over Station WNOC quiz "Man in the Street," programs. Photos of Robert Taylor and Katherine Hepburn were given out through the radio station. WNOC announced that those persons wishing photos had to call at the station. Plugs were given on all programs for the photo deal.

Teaser stickers were attached to Norwich Gas and Electric Company power bills. A hidden name contest was arranged in local dailies, and bus cards were used in the Norwich area. A local gift shop had a window display. Boyle used a 30x40 in a lobby display four days ahead of playdate.—HFD.

A Doll Stunt

Manager Kenny Williams of the Baldwin Theatre in Baldwin, L. I., reverted to playing with dolls for the engagement of MGM's "No Leave No Love" (or maybe he never played with dolls as a three-or four-year-old youngster). At any rate, he obtained somewhere a mannikin doll which he dressed in fashionable attire and placed in the lobby. Sign read: "All dressed up and waiting to see Van Johnson in . . ." with title, theatre and playdate.

Marriage-FormulaContest 'Prentiss' Radio Tieup

A radio tieup with Station WLOL, Mutual network outlet in Minneapolis, as a promotional stunt for Warners' "Nora Prentiss," paid off big in results at the box-office. The station conducted a "Nora Prentiss Marriage-Formula Contest" on its daily broadcast program, Love, Honor and Obey. Its appeal like that of the film's theme, was directed primarily to women.

Contest was based on the fact that the story of "Nora Prentiss" deals with the breakup of a marriage. Listeners were asked to submit their formula for a happy marriage in 100 words or less, with entries to be judged by a board consisting of a family relations counselor, a divorce court judge and the marriage clerk.

Writers of the 25 best letters were invited to a special screening of the picture two nights before the opening, with a special broadcast from the screening room in which the guests told their reactions to the picture.

Special promotion of the catchline, "If you were Nora Prentiss would you keep your mouth shut?" also was part of the Minneapolis campaign. Lobby displays featuring the line and a big question mark were set up in 13 Minneapolis theatres. A heavy radio campaign also was used in plugging the catchline.

Carey Beats Newsprint Shortage

Some of the things a theatreman can do to bring his attractions to the attention of his public despite the shortage of newspaper space in some communities are exemplified in the following devices adopted by Manager James A. Carey of the Hiway Theatre, York, Pa.

Showman Carey circulates a four-page herald announcing the attractions for the next two weeks, all expenses being taken care of by back-page ads paid for by local merchants; obtains names and addresses from hospitals of parents of all new born babies and sends them a letter of congratulation advising them to use the letter to be admitted gratis to the theatre when they are free to do so; revives old gags and inexpensive stunts that have proved their effectiveness in previous campaigns, such as stamping grocers' paper bags, paper napkins in restaurants and the like.

Manager Carey has found the congratulatory letter on the birth of a child, with free admission, unusually effective in building goodwill.

Ballroom Plug for Film

For the showing of 20th-Fox's "Shocking Miss Pilgrim" at the Colonial, Harrisburg, Pa., Manager Jack O'Rear tied up with Red McCarthy's Orchestra at the Madrid Ballroom. When the band played selections from the Betty Grable starrer an usherette set up a 28x44 sign on the stage of the ballroom informing the dancers that the tunes being played were from the picture. O'Rear also tied up with the local Remington-Rand office where displays of typewriters from 1873 to 1947 were shown, along with stills of the star seated in front of a Remington typewriter.

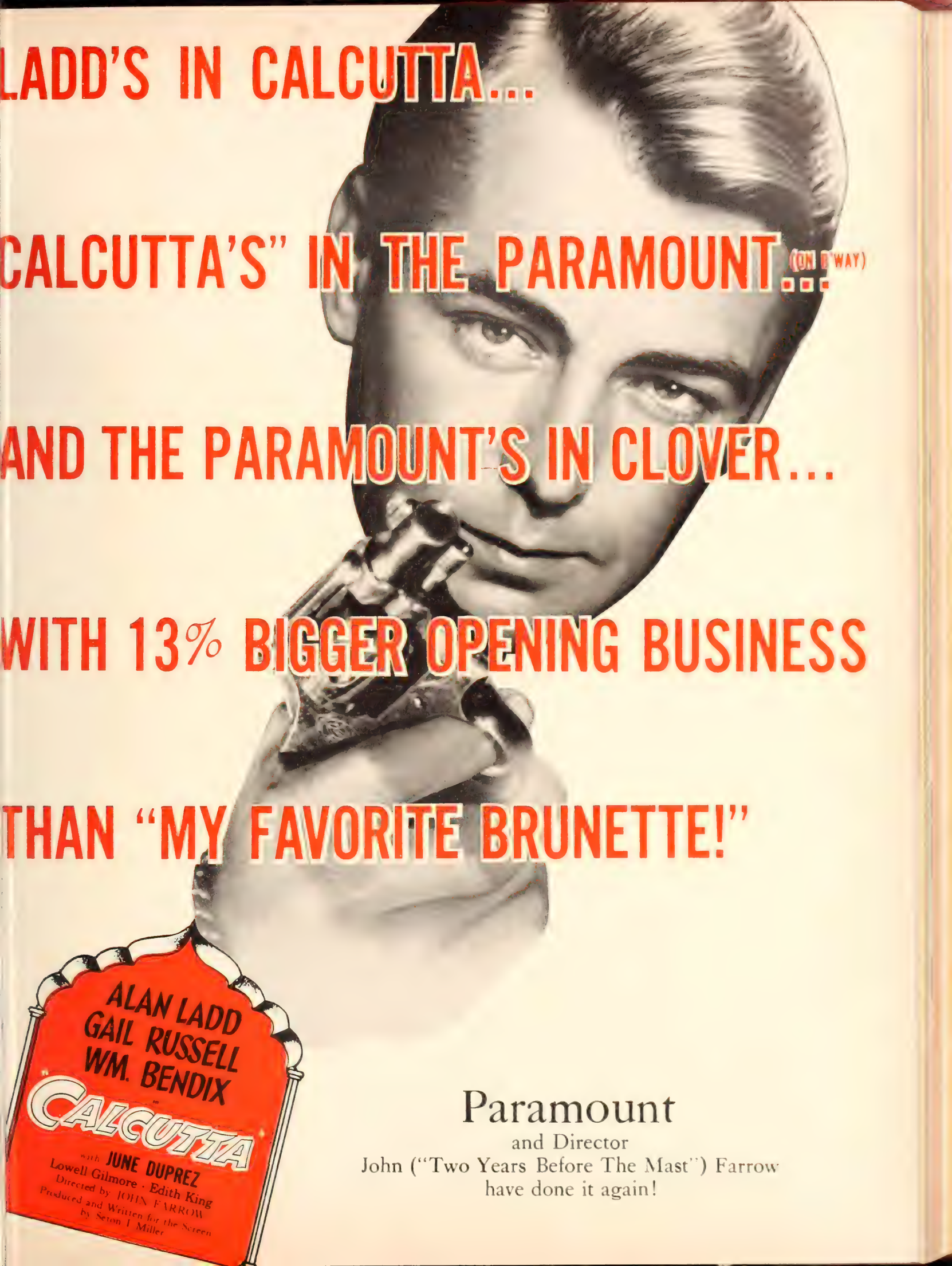
LADD'S IN CALCUTTA...

CALCUTTA'S" IN THE PARAMOUNT...(ON B'WAY)

AND THE PARAMOUNT'S IN CLOVER...

WITH 13% BIGGER OPENING BUSINESS

THAN "MY FAVORITE BRUNETTE!"



Paramount

and Director
John ("Two Years Before The Mast") Farrow
have done it again!

SELLING THE PICTURE

Money Dates for June

And what is so rare as a showmanship date in June? Well, even though the opportunities are few and far between, that fact should not disturb smart showmen. Summer will officially begin on June 21, but there are likely to be several warm days ahead of that. So it'll be up to you to keep your theatre cool and comfortable and the front decorated in a manner that will attract patronage. And be sure to keep up your entertainment level; don't let down simply because it's summer. Keep hammering away in your exploitation activities. Wherever there is a money date upon which you can capitalize, be sure to follow through.

National Observance Periods

JUNE 10—NATIONAL FLOWER SHUT-IN DAY

While this day may not be widely observed, the opportunity is given the manager to emphasize it in his community, with the result that he will earn much good will for his theatre. There are many indisposed persons in homes or hospitals in every community, and June is the month when flowers are in profusion. Stage a flower-gathering contest with small cash prizes and free tickets for the most beautiful bouquets, or for the greatest number gathered, and have them distributed among shuts-in at homes and in hospitals. This might be limited to children, or worked through the various women's organizations. Make a display of the flowers in your lobby, advertising the fact, before having them distributed. Girls and young women would, in most instances, be the best distributors.

JUNE 14—FLAG DAY

This American institution should be given your best showmanship ability. Your patriotic exercises should stress the American way of life. Feature and shorts should be American in their appeal. The American flag was born 170 years ago and a proper observance of the anniversary calls for a flag dedicatory service upon your stage. Various patriotic organizations will cooperate. Don't overlook the children in whatever you do. Among your evening activities should be a military, or semi-military drill, which might be designated "Tie Blank Theatre's Salute to Peace." Advertise it in advance and get your mayor to issue a proclamation naming your theatre and the nature of your observance of the day. Employers might guest their employes. They might also renew their pledge of allegiance in the exercises, and through the presentation of leading speakers, lend new emphasis to the privilege of citizenship in this country. Among ministers, lawyers and educators there should be several good speakers willing to contribute their effort to such a patriotic purpose. Speakers could dwell upon 100 per cent Americanism as opposed to any anti-American organizations or purposes, stressing the importance of everyone doing his part to insure everlasting peace. A gesture of goodwill would be to present patrons with small flags attached to cards imprinted with some patriotic message. Merchants' credits on the backs of the cards would cover the cost. Conclude your observance of the day with a special Flag Day trailer and mass singing of The Star Spangled Banner. Good copy for a Flag Day trailer was used several years ago by Fox West Coast Theatres under the title, "The Flag Speaks." Text reads: "Born during the Nation's infancy, I have grown with it, my stars increasing in number as the Country has grown in size; the domain over which I wave expanding until the sun on my flying folds now never sets. Filled with significance are my colors of red, white and blue into which have been woven the strength and courage of American manhood, the love and loyalty of American womanhood. Stirring are the stories of my stars and stripes. I represent the Declaration of Independance. I stand for the Constitution of the United States. I reflect the wealth and grandeur of the great Land of Opportunity. I signify the Law of the Land. I tell the achievements and progress of the American people in art and science, culture and literature, invention and commerce, transportation and industry. I stand for peace and goodwill among the nations of the world. I am the badge of the Nation's greatness and the emblem of its Destiny. Threaten me and millions will spring to my defense. I am the American Flag!" The trailer companies will most likely have trailers for Flag Day already prepared which you can use. Don't neglect to fly the American Flag from your flagpole or upright in front. Inside the theatre the flag is placed to the right of the stage, the state flag to the left. Emphasize your Flag Day exercises in your advertising but don't reproduce the flag. If you can procure pictures or sketches illustrating the history of the American Flag, a good stunt would be to blow them up for a patriotic lobby display. Use red, white and blue bunting to decorate your outer and inner lobbies and the stage front. In many communities the public schools are still in session, and an essay-writing contest among the pupils on what the flag means or on any patriotic subject will get support from principal and teachers. Prizes would be passes to the theatre for the best essays or you might get some historical society to donate a cash prize or two.

JUNE 15—FATHER'S DAY

Avoid over-sentimentality in your observance of Father's Day. He is not a sentimental figure like mother; keep it dignified (not stiff) but relieved by humor. Many of the features used for Mother's Day can be repeated for father. Invite as guests fathers who appear with their sons or daughters. Promote gifts from merchants for the oldest and the youngest fathers, the father with the most children or the most sons. You might promote a flower for father's jacket lapel from a florist, in return for credit, and present each father attending with a boutonniere. Every year the New York Sun conducts a contest among merchants for the best Father's Day advertising campaign. Your local newspaper might cooperate with you on a similar stunt. It should be easy to get a newspaper to cooperate on any essay contest among children on some such theme as "What I Owe to My Father," "Why I Love My Father," "Father Is Not Forgotten," with prizes for the best essays going to the fathers of the contestants. For your features or shorts book comedies or action product—nothing that will remind him of worries or pestering problems.

JUNE 23—NATIONAL SWIM-FOR-HEALTH DAY

This is another national observance day not widely known—perhaps not even heard of in your community—yet it is one from which you can build up goodwill for your theatre if there is a convenient swimming place not too far away. Many communities have swimming classes or persons who can act as swimming instructors. Find out if there are any and tie-up for a swimming contest, promoting swimming trunks for the best boy swimmer, bathing suit and cap for the best girl swimmer, with ticket prizes for the runners-up. Your newspaper quite likely will help you promote such a stunt. There are a number of short subjects on swimming that you might book, as well as a feature in which swimming plays a part; for instance, one of those MGM Technicolor films starring Esther Williams.

Sectional Observances

June 1—Kentucky entered Union, 1792; Tennessee entered Union, 1796.

June 3—Confederate Memorial Day (Louisiana, Tennessee).

June 15—Arkansas joined Union, 1836.

June 17—Bunker Hill Day in Boston.

June 20—West Virginia joined Union, 1863.

June 21—New Hampshire joined Union, 1788.

June 25—Virginia admitted to Union, 1788.

Anniversaries

June 3—Jefferson Davis born, 1808 (celebrated in Alabama, Arkansas, Florida, Georgia, Mississipi, South Carolina, Texas and Virginia).

June 6—Nathan Hale, patriot, born, 1755.

June 6—Invasion Day (D-Day) Normandy.

June 9—John Howard Payne, author of Home, Sweet Home, born, 1791.

June 12—New York City incorporated, 1655.

June 14—Harriet Beecher Stowe, author of "Uncle Tom's Cabin," born, 1811.

June 15—Infantry Day, established in 1944.

June 21—France fell to Hitler, 1940.

June 22—Germany struck at Russia, 1941.

June 23—C. L. Sholes patented the typewriter, 1869.

June 26—American troops landed in France, 1917.

June 26—United Nations charter signed, 1945.

High Schools Contacted

For the showing of "Caesar and Cleopatra" at the Fantasy Theatre, Rockville Center, L. I., Manager Ed Freiberger, feeling that the biggest potential audience for the film was to be found in high school school pupils, contacted all the high schools in the city and was allowed to post on their bulletin boards 11x14 hand-lettered cards announcing the picture.

3-Way Use of 'Sinbad' Gowns Sells RKO Film

Two of the gowns worn by Maureen O'Hara in RKO Radio's Technicolor picture, "Sinbad the Sailor," were used by Bill Morton, publicity director of the RKO Albee Theatre, Providence, R. I., in a three-way exploitation campaign which got under way two and a half weeks in advance.

Immediately upon arrival the gowns were taken to the Rhode Island School of Design where they were modeled by two students while other members of the classes examined them carfully, even bringing a magnifying glass into play to sharpen details of the studio's handiwork. Madeline Corey, fashion editor of the Providence papers, who had visited the studios while the picture was being shot, described the designer's work in detail to the students. The Providence *Evening Bulletin* devoted four columns to a cut of the gowns being displayed.

Next, the gowns were placed on display in the main windows of the Outlet Company, the city's biggest department store, where incoming and outgoing passengers of 20 bus lines could not overlook them. The display remained in the window for a week and a half. The gowns were next taken to the Narragansett Hotel for a spring fashion show attended by 200 designers and buyers. The picture and playdate were given liberal mention.

Window displays were numerous. Liggett's drug store devoted one window to a 40x60 card containing a straight picture of Miss O'Hara surrounded by stills of "Sinbad the Sailor." Another window was turned over to a national advertising tiein on Max Factor products with picture and theatre credits. Stills of Miss O'Hara wearing various jewels were displayed by the city's leading jewelry store. One of the biggest downtown markets turned over a window to a seven-foot display of the picture as a background for its own merchandise. In addition 10 downtown store windows carried special colored standee signs.

Theatre copy was carried at the bottom of their menus by five of the business district's leading restaurants. Car cards were carried by nearly 600 street cars and busses. Many free radio spot plugs were given to the picture and station WEAN used the RKO-prepared 15-minute story transcription without cost to the theatre.

Paramount Star Interview Records Plug 'California'

Paramount's star interview records for the exploitation of its Technicolor picture, "California," were used to excellent advantage by Manager Harold Lyon of the Des Moines Theatre, Des Moines. The music from the picture also proved an attention-getter.

The five-day advance newspaper campaign received radio support through spot announcements on the city's three stations starting three days in advance. Program of music from the picture were broadcast.

Younkers' department store gave three prominent windows to displays on the picture and playdate using 40x60 blow-ups for background purposes. The downtown ticket office of the Union Pacific railway tied in with the showing with a transportation window using California scenes from the film. Lyon used a teaser trailer and special lobby display several weeks before the opening.

Screen Guild's SHOWMEN'S GROUP Number 3

Adventure!
Action!
Romance!

"Buffalo Bill Rides Again"



with
RICHARD ARLEN
Jennifer HOLT · Lee SHUMWAY
Gil PATRICK

Producer, JACK SCHWARZ
Director, BERNARD B. RAY



Greed!
Gold!
Glamour!

"The Bells of San Fernando"





Donald WOODS · Gloria WARREN
Shirley O'HARA · Anthony WARDE

Producer, JAMES S. BURKETT
Associate Producer
RENAULT DUNCAN
Director
TERRY MORSE

Fearless!
Daring!
Roaring!



ROBERT L. LIPPERT presents

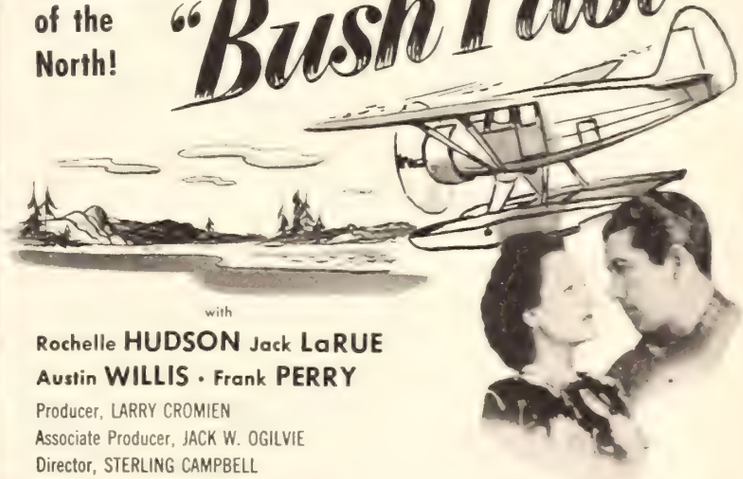
"SHOOT TO KILL"

with
Russell WADE · Edmund MacDONALD
Douglas BLACKLEY · Susan WALTERS

Produced and Directed by WILLIAM BERKE

Rugged
Daredevils
of the
North!

"Bush Pilot"



with
Rochelle HUDSON Jack LaRUE
Austin WILLIS · Frank PERRY

Producer, LARRY CROMIEN
Associate Producer, JACK W. OGILVIE
Director, STERLING CAMPBELL

2 DETECTIVE ACTION STREAMLINERS



"THE HAT BOX MYSTERY" — Tom NEAL · Allen JENKINS
Pamela BLAKE · Virginia SALE

"The Case of the BABY SITTER" — Tom NEAL · Allen JENKINS
Pamela BLAKE · Virginia SALE

Executive Producer, MAURY NUNES · Produced by CARL HITTLEMAN · Directed by LAMBERT HILLYER

Distributed by **SCREEN GUILD Productions, Inc.**

HOME OFFICE: 346 So. La Brea, Hollywood, Calif.
FOREIGN DEPT.: 723 7th Avenue, New York City · · · CABLE ADDRESS: Guild Film

SELLING THE PICTURE

Poison Bottle, Wallpaper Heralds Among Peffley's 'Bedelia' Stunts

Dick Peffley devoted another of his carefully planned exploitation campaigns to the engagement of Eagle-Lion's "Bedelia" at the Paramount Theatre in Fremont, Ohio. He used about everything from poison bottles to throwaways imprinted on wall paper, from a guessing contest to a floor display in the theatre lobby. He broke his advertising into every department, almost every page, of the local newspaper. If anyone in Fremont didn't know "Bedelia" was coming to town that person must have been blind—perhaps deaf, too.

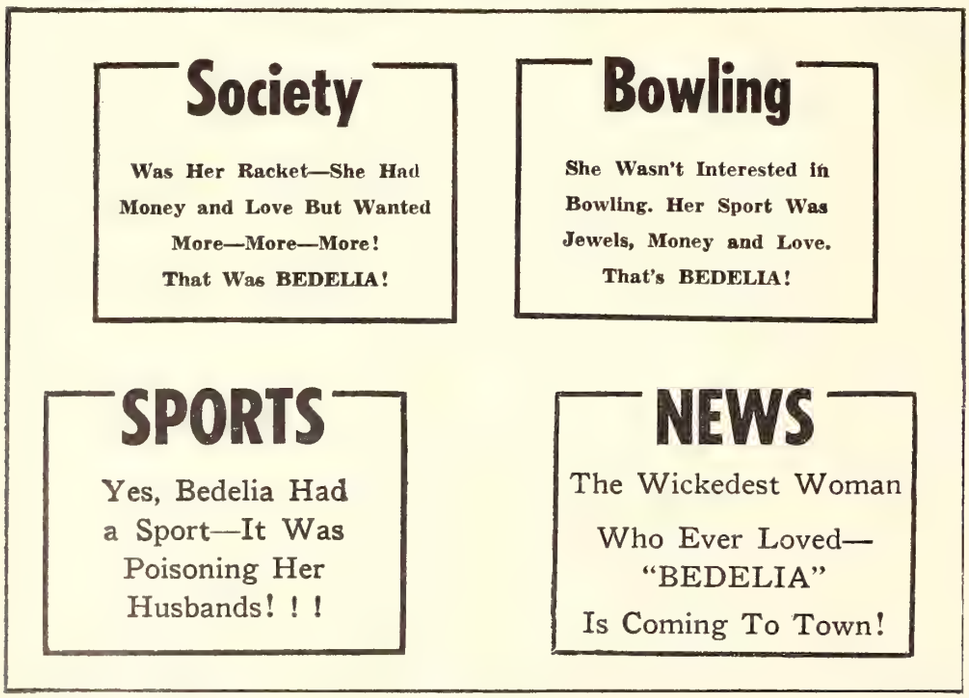
Peffley promoted at no cost four sample books of wall paper, had them cut up into 8x13-inch strips on which was imprinted the following: "We are taking off the wall paper to make room for the crowds to see . . ." plus an ad for "Bedelia," a picture of the star, playdate, etc. The wall paper samples were of many colors and designs and made eye-catching throwaways. They were passed out in the downtown section of Fremont. A thousand copies of Peffley's *Movie News* were distributed and 200 mailed to surrounding towns. A thousand large grocery bags were imprinted for a leading market, with the theatre's advertising, in both cases, stressing the "wicked woman" angle. Fifty window cards were placed in Fremont and neighboring towns.

Despite a continuing newsprint shortage, Peffley broke into all departments and almost every page, of the local newspaper with ads for "Bedelia," varying in size and reading matter. Sports page contained this "Warning to Men—unless you can enjoy the story of a ravishly beautiful woman—who is wickedness itself—stay home and do the dishes—and let the little woman come and have the best time of her life." This was a two-column, five-inch ad, varied in size on different days. The editorial, society, church pages, classified ad section, all had ads boosting "Bedelia—the wickedest woman," etc.

The poison bottle idea served Peffley in two ways. First, for a guessing contest: small bottles filled with different colored liquids were placed in a box in the large window of a prominent cigar store and surrounded with cards for the picture and theatre. Bottles all bore the "poison" label. A card read: "Bedelia—the wickedest woman who ever lived—just loves to poison her husbands." The first 10 persons to come nearest to guessing the number of poison bottles received passes to see the picture. Second, the poison bottles were employed in a floor display in the lobby. On the floor were placed cutouts of Bedelia, from a three-sheet and two one-sheets. In the centre, at an angle, were marquee letters spelling out "Bedelia—the wickedest woman." Suspended over the display, a spotlight playing upon all, was a sign, with several "poison" bottles attached, reading: "Bedelia just loves to poison her husbands."

For a ballyhoo, a day before the opening, Peffley sent a young fellow through the streets carrying a 12-foot sign.

Ten 11x14 teaser cards were placed in downtown windows and barbershops, with different copy on each. Six cards with similar copy were taped to the front doors of the theatre a week in advance. On the opening day the three-sheet cutout of Bedelia was placed on top of the box-office, with the one-sheet cutouts on either side. Teaser cards were placed on the eight front doors. Altogether, it was a flashy display that caught the eye and drew patrons for a successful engagement.



TEASERS IN EVERY DEPARTMENT. No matter what newspaper readers were interested in—sports, society or news—they were confronted by Dick Peffley's smart teaser advertising on Eagle-Lion's "Bedelia" when that picture played the Paramount Theatre in Fremont, Ohio. The sample teasers reproduced above show how Peffley adapted them to various departments of the local dailies. Other exhibitors would do well to follow Peffley's example.

Portable Remington Prize In 'Miss Pilgrim' Contest

A portable Remington typewriter was the prize in a letter-writing contest tieup with the Fredericks Typewriter store, Remington-Rand dealer, for the showing of 20th-Fox's "Shocking Miss Pilgrim" at the Walter Reade Lyric Theatre, Asbury Park, N. J., managed by A. Heck. Subject of the contest was "How a Typewriter Helps Me in School or Business." Letters were limited to around 100 words. Window displays in the Fredericks Typewriter store tied up the picture with the contest. Five thousand circulars advertising the theatre, picture, contest and the Fredericks store were distributed in theatres, schools and offices and at the Fredericks store.

Manager Heck arranged cooperative window displays in five of Asbury Park's most important music stores, and had a special ad prepared for the theatre's program, which has a circulation of 15,000. Three 40x60 colored blowups were placed in theatre lobbies; approximately 50 juke boxes were sniped with playdate and 25 taxis were sniped with bumper strips.

Special still display cards, laid out by Heck and made by the Reade Theatres sign shop in Asbury Park, were placed in important locations in the city's main shopping centre.

Rosenthal 'Razor's Edge' Campaign All-Inclusive

A campaign that took advantage of numerous promotional angles was employed by Manager Morris Rosenthal of Loew's Poli, New Haven, in exploiting 20th-Fox's "The Razor's Edge."

For a street ballyhoo Rosenthal sent 10 girls parading about town, each bearing a large cut-out letter. When the 10 girls assembled in line the letters spelled out the film's title. A New Haven newspaper ran a contest on the picture with money prizes. The town's press also ran articles on Alfred Newman, New Havenite who was the musical director on "The Razor's Edge."

In addition to store cooperative ads and many window displays, Rosenthal distributed 5,000 illustrated booklets and 4,000 bookmarks plugging the attraction, and mailed 2,000 postcards to a selected list.

Floor mats in the theatre's outer lobby were lettered with copy on the picture well in advance. The theatre lobby was also used for library still displays.—HFD.

Break Newspaper Ban on Free Movie Publicity

Getting free mention of MGM's "The Beginning Or the End" in the newspapers of Norfolk, Va., which confine all reference to theatrical amusements to the paid advertising columns, reflects much credit on the showmanship ingenuity of Manager Milton Kaufman of Loew's State in that city. The fact that the newsprint shortage caused the papers to ban even theatre paid advertisements that week, makes the break-in a double achievement for Kaufman.

To give the house front something of the effect of a Hollywood premiere Kaufman arranged with the Army Recruiting Service to lend and service a searchlight which threw a 25,000-foot beam into the sky. The premiere audience included a group of civilian persons and naval and military dignitaries

THE YEAR'S GREATEST REVIEWS
HAIL THE YEAR'S GREATEST PICTURE!

"Movie of the week!" — LIFE . . . "Rush down to get a seat!" — N. Y. TIMES
"Kerr rhymes with Star!" — TIME . . . "Superb performance!" — DAILY MIRROR
"Don't miss 'The Adventuress!'" — JOURNAL-AMERICAN . . . "Gives the heart something to throb about!" — WALTER WINCHELL . . . "Best film released for Easter!" — WORLD-TELEGRAM

DEBORAH KERR

"The ADVENTURESS"

a J. ARTHUR RANK production · an EAGLE-LION FILMS release



"Kerr captivating!" — MORNING TELEGRAPH . . . "Kerr is velvet!" — P M
"May well be performance which took her to Hollywood and costarring part with Gable in 'The Hucksters!'" — DAILY NEWS . . . "Gable's new partner charming!" — WORLD-TELEGRAM . . . "The Adventuress but lovely Deborah Kerr!" — WALTER WINCHELL . . . "No wonder they watched her for 'The Hucksters!'" — POST . . . "Kerr dynamite!" — HERALD-TRIBUNE

JUST FINISHED 4-WEEK RECORD RUN AT NEW YORK'S VICTORIA THEATRE

REGIONAL NEWSREEL

MINNEAPOLIS

Minnesota Amusement Co., Paramount affiliate and operator of several loop theatres, has protested to the police committee of the City Council to the city's charge of $100 a year for a no-parking zone in front of a place of public assembly. W. C. Wilson, real estate manager for the company, said the state law requires clearance to the street. Ralph Sprungman, city traffic engineer, countered with the assertion that state law defines the street as beginning at the property line, and that the sidewalk actually is part of the street. The committee has referred the question to the city attorney.

Film company executives in from out of town recently include Paul Mooner, home office representative of National Screen Service; Ben Marcus, Columbia midwest division manager; Harry Seed, Warner district manager from Chicago; H. M. Richey, MGM head of exhibitor relations; and Allen Usher, Paramount district manager from Chicago.

R. J. Smith of Chicago is the new office manager at Paramount, replacing Bruce Shubert, resigned. Irving Wortheimer, office manager at Milwaukee, was here helping him get started.

Lorraine Hansen, bookkeeper at National Screen Service, has left the exchange to be married ta Jacksonville, Fla.

George Engelking, booker at Paramount, is the father of a boy. He joins several other Paramount bookers who have become "proud papas" in the last few months.

Don Haloran, PRC Dakota salesman, was in town for conferences with Branch Manager Abbott Swartz regarding sales policies for Eagle-Lion's "The Adventuress" and "Lost Honeymoon."

Ben Blotcky, Paramount branch manager in Minneapolis, recently celebrated his 25th consecutive year with the company. There was an office gathering in his honor.

Abe Engler, co-owner of the Hopkins and Royal, Hopkins, Minn., has been vacationing at Tuscon, Ariz., for his health.

RKO Radio and Minnesota Amusement Co. have closed a deal for "The Best Years of Our Lives" to play "B" houses in all situations, with prices hiked to $1.20 top, with extended playing time.

Program for participation of the Minneapolis film zone in the industry's Motion Picture Foundation will be mapped at an all-industry luncheon tentatively scheduled for Minneapolis on May 19, Stanley Kane, executive secretary of North Central Allied, has announced.

Don Hudson has been promoted to manager of the Norshor, in Duluth. Hudson formerly was manager of the Garrick there. George Brown, formerly manager of the Strand, Minot, N. D., has been named manager of the Garrick.

DES MOINES

Bob Hammer has been named manager of the theatre circuit which includes houses at Kellogg, Searsboro, Barnes City, Reasnor, Gilman and Collins. Don Loftus, former manager of the Grand at Estherville has been named manager of the Strand at Fort Dodge. Rex Truesdell has returned as assistant manager of the Ames Theatre company at Ames, Ia., which has four houses. Leonard Freid of La Porte City, Ia., has been named manager of the new Hollywood theatre to be opened at Eau Claire, Wis.

John Eding, 65, owner of the Community Theatre at Aurelia, died as a result of a heart attack.

The Paton Theatre at Paton, Ia., has been opened under the new ownership of V. E. Gorham. The house will operate six nights a week with three picture changes.

The Smith brothers, Frank and Floyd, have sold half interest in their Wayne Theatre at Corydon to the Iowa United Theatre circuit which operates 20 other houses in Iowa. The Smith brothers built the house in 1936.

Jack Greenberg, formerly of Minneapolis, has joined National Screen as a salesman for the Iowa territory. Betty Orr has joined the Columbia staff. Jean Post, formerly a booker for Universal, has taken over his new duties as a salesman. Pearl Robbins, Paramount salesman, is back on the job following his illness.

The Memorial Theatre at Central City opened with an elaborate ceremony with Radio Station WMT of Cedar Rapids broadcasting an hour long program of the affair. H. L. Sawyer, president of the Central City Memorial Theatre Corp. arranged the dedication program.

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Reissues at Strand

The New York Strand will drop stage shows and go double bill for two weeks starting May 23 when it runs its reissue twins—"The Sea Hawk" and "The Sea Wolf." Band shows will probably be reinstated at the conclusion of the engagement.

NEW YORK

Exhibitors in the New York area are buying slowly and with care, the film row sector revealed this week, with even the knowledge that the statutory court decree would be stayed for some time to come, failing to cause a break in the buyer reluctance.

Beyond that, however, film row went along as usual with more exhibitors noted than usual. Among them were C. H. Dopp of the Johnstown Strand, John Rossa of The Schroon Lake Strand, Sam Davis of the Phoenicia, Phoenicia, William Voigt of the Barryville, Riviera.

Albert McKennon of the Allemac Theatre at Pawling is home again, recuperating from a serious operation. Ditto George Kramer, United Artists booker who is back at his figures after seven weeks on his back with pneumonia, and Otto Marbach, veteran exchange operator and exporter, who is home after a siege of hospital meals and service. MGM New York salesman Howard Levy is out with a cold.

Film row also was saddened to hear of the passing of Joe Weinberg, veteran film man who operated a small exchange at one time and prior to that was a salesman for Universal, FBO and a checker for Ross Federal Service and Columbia.

The thoughts that turn to other things when spring time comes along have hit film row with Margaret Gwynn and Rita Cohen of 20th Century-Fox both wearing sparklers. Miss Gwynn will promise to obey on July 4 because her future husband, who is in a bank, thinks that is a grand holiday which will always be open to him to celebrate his future wedding anniversaries, and Miss Cohen will step to Mendelssohn music in October, Oct. 18 to be precise. And United Artists romanticists are smiling tenderly over the romance that blossomed in their own shipping room and office when Grace Weiss, the comely blonde in the booking department, announced that she and John Hogan, assistant shipper, would be married soon.

MGM Traveling Auditors Arthur Sklan and Irving Margolin stayed another week in New York to attend the MGM sales convention which opened last Monday.

Mike Nicholas, manager of the Century Fantasy, has been moved up as assistant to Advertising and Publicity Director Ed Schreiber. Nicholas's job at the Fantasy will be filled by Ralph Leger, formerly in the booking department.

Mike Boylan, starter for the four elevators in the Film Center Building, is off the job for a time while he's on a vacation, which includes sailing the high seas aboard the Queen Elizabeth to visit his home town in Ireland.

Marjorie O. Wright, secretary to Howard Dietz at MGM, and Charles Schwartz, head of Pacific Coast Film Co., were married last week. Schwartz is the son of Sam Schwartz, veteran Brooklyn exhibitor, who died on the west coast last November. Schwartz will return to Hollywood ahead of his bride who will join him there later.

In keeping with the RKO policy of promotions from within the organization, Sol A.

REGIONAL NEWSREEL

Schwartz, vice-president and general manager of RKO Theatres, announced the following new assignments in Metropolitan New York to become effective May 9:

Harry Weiss from manager RKO Proctor's, Newark, to division manager in Brooklyn—Kenmore, Tilyou, Dyker and Shore Road Theatres with headquarters at the Kenmore.

Charles Oelreich from manager RKO Yonkers to division manager in the Bronx—Fordham, Pelham, Castle Hill and Marble Hill—with headquarters at the Fordham.

Additional promotions include Harold Daly who goes to Yonkers from the 23rd St. Theatre; George Baldwin to the 23rd St. Theatre from the Colonial; Arthur Koch, assistant manager at the Coliseum to become manager of Colonial; and Herbert Heintz from the Alhambra to Proctor's, Newark.

The other division managers in the RKO Metropolitan New York set-up and their theatres are as follows:

Charles B. McDonald—Alden, Madison, Richmond Hill, Flushing, Midway and Palace, New York.

Russ Emde—86th St., 125th St., Royal, Franklin, Chester, Newark and Union City.

Michael Edelstein—Albee, Prospect, Bushwick, Orpheum, Republic, Greenpoint, Strand and Columbia Theatres.

Joseph DiLorenzo—Mt. Vernon, New Rochelle, Yonkers and White Plains.

John Hearns—81st St., Colonial, 58th St., 23rd St. and Jefferson.

Edward Sniderman—Coliseum, Hamilton, Regent and Alhambra.

Elmer Sichel has resigned from Century Circuit's booking department and accepted a post as Eagle Lion—PRC salesman out of Albany.

WASHINGTON

The Motion Picture Theatre Owners of the District of Columbia were hosts at a luncheon on April 24, at which Lou Novins, representative for Barney Balaban, explained to local showmen, the purposes of the proposed Motion Picture Foundation. Luncheon was arranged by John J. Payette, Carter T. Barron, Sidney Lust, and A J. Brylawski, with Brylawski, president of the Motion Picture Theatre Owners, serving as chairman.

Novins pointed out that for the first time, on a national basis, the motion picture industry would be taking care of its own. He emphasized that in the name of humanity every phase of the industry could be brought together around the same table to work for the common good. "We are going to blaze a trail," he said, "for every other industry in the country to follow." Purpose of the meeting was to nominate 11 men who would be the charter members for the Washington exchange area. These men would in turn select six others to serve with them. The following 11 were elected: William F. Crockett, Morton Thalhimer, Sidney Lust, Lawrence Schanberger, Lauritz Garman, Carter T. Barron, John J. Payette, A. Julian Brylawski, Joseph DiFiore, John S. Allen and Sam Galanty.

Louise Noonan Miller, owner of the Little Theatre, announced that she and I E. Lopert, president of Lopert Films, Inc. of New York, would open a new Art Cinema theatre in Washington around Sept. 1. It has been tentatively named The Playhouse, and will seat approximately 500. Lopert operates theatres in New York, and is also associated with the eight Rosner art cinema theatres on the west coast. He is now consummating deals for houses in Detroit and Philadelphia.

Dr. Sylvan Danzansky and Harry Coonin, general co-chairmen of the associate members of the Variety Club Mothers' Day luncheon committee, promised members a very gay time on May 5 at the Shoreham Hotel. Corsages, door prizes, entertainment are all included in the festivities.

Neil Coogan, of the Warner home office, was a recent visitor at the local Warner office, conferring with Charles McGowan, contact manager.

Sidney Lust, of Lust Theatres, advises that he is planning to build 200 apartments in nearby Maryland and will give preference to film people.

Drive on Loiterers

Members of the New Orleans vice squad, with the full approval of Mayor deLesseps S. Morrison, have started a drive to oust loiterers (principally women) from bars and cafes. No specific charges, other than vagrancy, are needed to haul them in. Most of the raids have been conducted in the daytime, leading theatremen to fear that this type of hangers-on, rather than face heavy fines, might invade the theatres to kill time and possibly make new "acquaintances."

[illegible] group to a luncheon in Washington, Virginia.

Those who will attend from Los Angeles for the Variety Club convention are: Mr. and Mrs. Nathan D. Golden, Mr. and Mrs. A. E. Lichtman, Mr. and Mrs. Frank Storty; Mr. and Mrs. Ben Lust; Mr. and Mrs. William Janof; Mr. and Mrs. Fred Kogod; Mr and Mrs. Max Burka; Jake Flax; Joseph P. Morgan; Mr. and Mrs. Sigmund Danzansky; Mr. and Mrs. Robert Philipson; Is Beiser; Mr. and Mrs. Ned Bord; David Palfreyman; Mr. and Mrs. Charles Rosentha; Mr. and Mrs. Leonard Gordon; Mr. and Mrs. Allen Saturn; Mr. and Mrs. Jack Gordon.

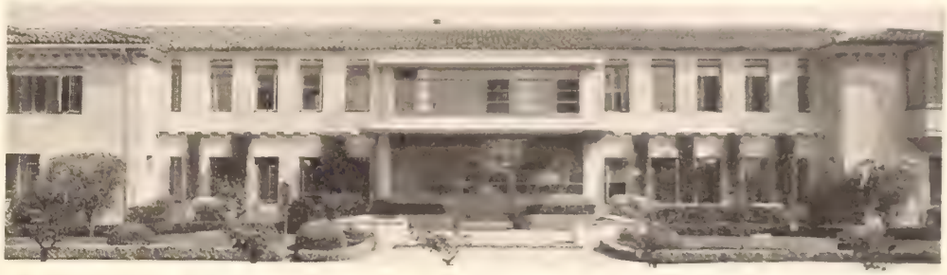
Mrs. Oroline McKeever Oyster, daughter of Mr. and Mrs. Coulter McKeever of San Francisco, was married here April 24, to Jerome Adams of New Rochelle, N. Y., and of San Francisco.

MEMPHIS

Eddie Bonns, nationally known exploiter has returned to Memphis after several months association with Barney Woolner, exhibitor at Cape Girardeau, Mo., who has won national attention through his charges of unfair practices in bookings made against St. Louis exhibitors and Fox Circuit.

Mrs. Clif Webb, wife of Clif Webb, widely known mid-south motion picture theatre operator, has been named program director of radio station WHHM in Memphis.

(Continued on Page 30)





THROUGH THESE PORTALS (top photo) will pass the Variety Club barkers, their wives and friends when Jack L. Warner, Warner Bros. executive vice-president in charge of production, acts as host at the Humanitarian Awards Dinner to be held May 17 at the Warner Bros. Studio in Burbank, Calif. The dinner will climax the Variety Clubs International Convention scheduled for May 13-17 at the Ambassador Hotel in Los Angeles. Bottom photo shows a vast sound stage such as that which will serve as the banquet hall.

REGIONAL NEWSREEL

(*Continued from Page 29*)

"Best Years of Our Lives," premiered at the recently renovated Memphis Strand here Friday, April 25, at a $1.20 top and to only a fair first night crowd. Film row expects attendance to increase on strong word-of-mouth advertising. Memphis is known as a town resisting advanced-price pictures.

The Memphis Variety Club entertained with a free dance Saturday night, April 26, feature of which was the giving of a Manley popcorn machine.

Dave Flexer, president of the Flexer Circuit; Joe Simon, his city manager and Tommy Baldridge, advertising director, are making plans to attend the Variety convention in Los Angeles.

COLUMBUS

Universal-International Midwest Field Representative Harry Keller was here last week arranging for the five-theatre opening of "Stairway to Heaven" on the Academy circuit. Special screening of the press and local bigwigs was held at the University Theatre.

Extension of local bus and street car lines in Columbus, planned for next year, will benefit both neighborhood and downtown theatres. Outlying areas will be reached quicker and more conveniently than at present. On the extended routes will be the new Esquire, the not-yet-completed Livingston, the Beechwood and a number of other houses.

Showing of "The Way to Peace," a Technicolor film on world peace through spiritual action, in Mees Hall, Capital University, was attended by local and state political, educational, business, industrial and religious leaders.

The Ohio censor board has not yet announced whether or not it will order cuts in "Duel in the Sun" which was screened for it some weeks ago.

Theatremen here see more opposition in a department store's ad, opposite theatre pages, that it would show some of Charles Chaplin's old films with no admission charge. The announcement is causing much concern to exhibitors here.

Herbert Morgan, who produced the short subject, "Traffic with the Devil," for MGM, has been invited to attend a dinner to be held here in the Deshler-Wallick Hotel on May 14. The short won the National Safety Council award. On the same occasion National Safety Council President Ned Dearborn will present an award for the winner in the non-theatrical division to Governor Thomas J. Herbert for the 23-minute film, "Men Who Came Back," produced by the national division of Safety and Hygiene, State Industrial Commission of Ohio. Short, in color, was shot in various Ohio industrial plants, and shows safety methods for industries. It is available for non-theatrical exhibition. It was directed by Herbert F. Hildebrand

Goodwin Sable, manager of Keith's Theatre, has been promoted by RKO to city manager of Dayton, O., with Keith's Colonial and State Theatres under him.

Keep Them Burning

As long as that electric bulb atop the marquee of every Tri-States theatre in Des Moines keeps burning, it indicates that there has been no traffic fatality. In connection with the city's traffic safety contest, the theatres began displaying the bulbs over 32 days ago. During the first three months of the year, there were 11 traffic fatalities. Since the bulbs have been burning, none has occurred.

HARTFORD

"The Best Years Of Our Lives" will start a two-week Hartford booking on Sunday, May 4, at the Bushnell Memorial. The picture opened last Friday (25) at the Lord Theatre in Norwich.

A number of theatre people are back in Connecticut, following trips here and there. Mrs. Carl Youngquist of the Astor, East Hartford, has returned from a visit in Cleveland. Joe Faith, who operates four theatres in the Hartford area, is back from Florida. Stanley Sinski of the Arch Street Theatre, New Britain, is also back from Florida.

Daylight saving time went into effect in this state last Sunday.

The New Britain *Herald,* a daily, will increase amusement and sports advertising rates to $1.26 per column inch, effective June 1.

Marriage of Tom Carey, Jr., son of Tom Carey of Tom Carey Theatrical Promotions, to Miss Geraldine French was set for May 3.

Dick Schuddekopf, motion picture bureau photographer, Aetna Casualty & Surety Co., Hartford, was married to Shirley Stohl.

Henry L. Needles, Hartford district manager for Warner Theatres, and Jim McCarthy, Warner Strand manager, have been named to a Merchants' Committee to look into the Hartford downtown parking problem.

ST. LOUIS

Metropolitan St. Louis led the Missouri March of Dimes with collections totaling $171,236 through the *Globe-Democrat* drive in which some 110 theatres in St. Louis and St Louis County participated to a limited extent. Previous year's collection was $159,338. Total for the state, with 13 of the 114 counties not yet having reported, is $469,000.

Daylight saving ordinance adopted by the city council of Granite City, Ill., has been repealed following a vote of the residents, 2,516 for and 2,185 against fast time.

The Walt Disney-RKO "Fantasia," which had previously played 36 weeks at Ruby S'Renco's Art Theatre, returned to that house the latter part of April at a $1.22 admission charge.

Henry Halloway, operator of several theatres in Overland, Mo., after attending the Variety Clubs International meeting in Los Angeles will proceed to Hawaii to visit his brother, Edward A Holloway, a former army band leader.

George Karsch, who recently sold his Land Belt Amusement Company and Farmington Entertainment Company theatres to Tom Edwards and Harold Harris for a price well into six figures, is in St. Louis attending to his non-theatrical business interests.

Jimmy Frisina will leave Springfield, Ill., early this month, for the west coast where he will participate in some important amateur golf tournaments. His wife and child will accompany him.

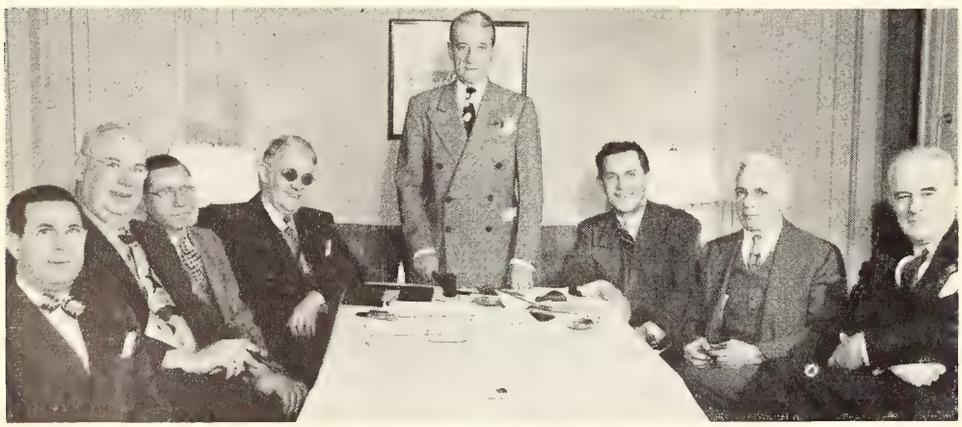
Fred Wehrenberg, president of the Motion Picture Theatre Owners of America and head of the Wehrenberg circuit, has returned from an Arizona sojourn where he recuperated from the attack of influenza and pneumonia which he suffered late in the winter. Mrs. Wehrenberg returned with him.

Recent film row visitors included B. Temborius of the Grand, Breese, Ill., and Alamo in Lebanon, Ill.; John Rees, Wellsville, Mo., and Jimmy Frisina of the Frisina Amusement Company, Springfield, Ill.

The St. Louis Theatre has raised its price scale for adults to 50 and 75 cents, the same as the other first run houses here charge.

A recent bill hoppered in the Illinois General Assembly would regulate individuals and firms selling theatre tickets as a business or a sideline. It provides for $100 annual license fee for each branch office, with renewals at $50 per year.

Lou Walters of the Cinema Supply Company,



TESMA BOARD MEMBERS GATHER. Members of the board of directors of Theatre Equipment and Supply Manufacturers Association convened in Chicago recently to discuss plans for the forthcoming convention to be held in Washington. Shown above at the meeting (left to right) are: H. B. Engel, DeVry Corp.; Erwin Wagner, Wagner Sign Service; E. J. Vallen, Vallen, Inc.; Roy Boomer, secretary-treasurer of TESMA; Oscar F. Neu, Neumade Products, president of TESMA; William A. Gedris, Ideal Seating Co., TESMA vice-president; Carl M. Weber, Weber Machine Corp.; V. J. Nolan, National Carbon Co.

REGIONAL NEWSREEL

attended the Chicago meeting of the Society of Motion Picture Engineers. Ray Colvin of Exhibitors Supply also attended the early sessions.

Ellis N. Shafton, former MGM salesman and later owner of the Lexington and Palm Theatres here, has been named St. Louis manager for David O. Selznick, with offices in the Continental Building, 3615 Olive Street.

Frank Strickling, IATSE representative in charge of the affairs of its affiliate, St. Louis Theatrical Brotherhood, Local 6, has filed a motion in the U. S. District Court asking for the dismissal of the $109,750 damage suit filed April 2 by Henry H. Klaverkamp, a former stagehand, on behalf of himself and a fellow member, Ralph W. Baur, against Stickling and the international officers. Plaintiffs charged they were charged 15 per cent of their wages as dues while the assessment against Local 6 members was but five per cent.

The St. Louis Amusement Company has awarded a contract for the installation of an incinerator at the Tivoli Theatre.

MGM St. Louis Manager Herbert Bennin and Al Coco were in New York attending the company's sales conference.

PORTLAND

The show of the year, "Show of Shows" is scheduled for the Mayfair Theatre May 8, according to Manager Herb Royster It will be sponsored by the motion picture exhibitors of Oregon, and the entire gross from the huge event will go to help the Shrine hospital for crippled children.

Herman Kenin, president of Theatrical Stage Employes Local 28, says the local will pay its stagehands and other technicians from its treasury. The theatre is made available by the J. J. Parker—Hamrick-Evergreen Theatres.

Following the Mayfair show, the major theatres of Oregon are going to run motion pictures and present proceeds to the Shrine hospital fund.

All film company managers in Oregon are co-operating in the fund drive by obtaining films for these showings through their home offices. The managers include the dean of film row, Lou Amacher of MGM; Charles Powers, 20-Fox; A. J. Sullivan, United Artists; Joe Smith, RKO Radio; Henry Hostine, Paramount; Al Oxtoby, Warner Brothers; R. O. (Slats) Wilson, Universal; Jimmy Beal, Columbia; Jack Partin, Screen Classics; Mose Burles, Monogram and George Mitchell, Republic. A special booking has as members, Al Forman of United Theatres corporation of Oregon; Jack Lovet, Oregon Theatre Co-Operative; William Graper, Jr., Secretary Oregon Exhibitors' Association; Lou Amacher, MGM and Charles Powers, 20th-Fox.

Further construction on a partly-built theatre at DeLake, Ore., owned by Charles Shaney has been temporarily enjoined by U. S District Judge Sam M. Driver, on the grounds as stated by the civilian production administration, that the structure was being built in violation of the veterans' housing act.

Warren Butz has assumed management of the Liberty Theatre, Spokane. A member of the Evergreen staff for many years, he left to serve in the air force, becoming a staff sergeant, and returned in December 1946 to become assistant manager of the Fox. He was later made assistant at the Liberty and now becomes manager.

Permit has been issued for a $35,000 remodeling job on Veterans of Foreign Wars hall, Kalispell, Mont. Following the remodeling it will be known as the Orpheum Theatre. Work got under way May 1.

Joe C. Barry, location manager for Warner Bros., is chasing all over Hood River (Ore) acres looking for a four-horse tallyho and a two-horse surrey. They're needed for location shots in filming the wonderful Hood River valley in blossom



ORGANIZE. At a meeting in Albany last week, the organization of the Motion Picture Foundation for that area was launched with the election of Saul J. Ullman, Fabian Theatres, as permanent chairman. In the photo above Ullman is seen at left with Max Westebbe, RKO Albany manager (standing), and Leonard Goldenson, vice-president of Paramount Service Corp., who addressed the meeting.

Film Row Blow

Omaha's film row received a blow last week when the Auditorium Commission recommended to the city council that condemnation begin on a site for a new $3,500,000 auditorium. The proposed site includes part of film row and would definitely cut it off from expansion westward.

INDIANAPOLIS

A. M. Van Dyke, sales manager of the 20th-Fox Chicago branch, was a business caller at the local branch Monday.

H. S. Davidson, has been appointed manager of the Shelby and Capitol Theatres, Louisville, Ky., operated by the Parkview Amusement Co.

Joseph Bohn, office manager of the Eagle-Lion and PRC branch, was elected treasurer of the Indianapolis Chess and Checker Club with headquarters in the Y.M.C.A.

Earl Penrod, representative for Viking Pop Corn Machines, is suffering with an infected throat.

Christine Kirk, secretary of the Allied Theatre Owners of Indiana, spent the week end in Louisville, and attended the races.

Mrs. Burdette N. Peterson gave birth to a baby boy at St. Francis Hospital April 21. The

ply Co. branch here.

J. B. Stine, operator of the Garfield Theatre, ager, Carl Harthill, spent the week fishing at

Danville, Ill., for a major operation.

Film row visitors last week included, San E. E. Smith, Devon, Francesville; A. B. Thomp-

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son, Park-Ritz, North Vernon; E. L. Orenstein, Rialto-Marengo, Marengo; Doyle Carter, Roxy, Bloomington; Arthur Clark, Vonderschmitt Circuit, Bloomington; Mrs. D. J. Abbott, State, Crothersville, and Mrs. Ora Meissner, Gibson, Batesville.

The "Egg and I" closed its fourth week Wednesday at Keith's Theatre, after boxoffice top records. The new management took over on May 1.

Yeggs recently battered open the safe in the Cinema Theatre and escaped with $2,000 in cash and checks. They rifled the safe of $1,500 in cash which included several rolls of pennies and nearly $500 in checks marked for deposit. The proceeds were from the picture "Henry V," now showing there. Meanwhile, two Indianapolis men with long police records are in custody after they were reported caught attempting to break open a safe at the Strand Theatre.

Reports that a deal for the purchase of Keith's Theatre here is being negotiated by Ted Gamble and associates were confirmed in New York by Arthur Steel, member of the group which bought the lease only last month. Steel said that his company, the Keith Amusement Corp., will take possession of the house next week and turn it over to Gamble interests, although the deal is not yet closed. Keith's Theatre was purchased in March for a sum in excess of $200,000 by a group including Steel and Harold Mirish of New York.

PITTSBURGH

Veteran Exchange Manager Joseph Kaliski, has been appointed local representative for the new Selznick Releasing Organization, which recently opened quarters in the Clark Building in downtown Pittsburgh. Kaliski is well known in this territory, where he has spent many years as sales representative and branch manager for several film distributing companies. He was manager of Educational Pictures for 12 years until that organization was taken over by Fox Film Corporation in 1933.

Award to Sam Rinzler

Sam Rinzler of the Randforce circuit is to be the 1947 recipient of the Motion Picture Associations Beacon Award for meritorious and distinguished service to the motion picture industry. The presentation will be at the Associate's annual affair in the Waldorf-Astoria on May 16.

The marriage of Miss Doris Jacobs, daughter of Sidney Jacobs, district manager for Warner Brothers Theatres in West Virginia, to Jay Reich, will take place on June 8.

Dr. H. N. Azar, brother of William Azar, manager of the Paramount Theatre, Sistersville, W. Va., was killed last week when a private plane in which he was flying with another physician crashed near Moundsville, W. Va.

Jack Mervis, one of the Mervis Brothers who operate a circuit of motion picture theatres in Pittsburgh, and Miss Lillian Trais, of this city, left for a New York honeymoon following their marriage here last week.

Dr. R. B. Herrick, who opened the Airway Drive-In Theatre near Meadville, Pa., last year, has transferred it to his associate, E. F. Dodge. Dr. Herrick is constructing two other Drive-In theatres; one with a 600 car capacity near Butler, Pa., and one with a 700 car capacity near New Castle, Pa. National Theatre Supply Company will furnish the equipment for both projects.

NEW ORLEANS

Exhibitors, headed by Rodney Toups, manager of Loew's State in New Orleans, were among the first to volunteer their services for the $100-per-plate benefit scheduled Wednesday (Apr. 30) at which the city of New Orleans hoped to raise $50,000 for relief of Texas City, Tex., disaster victims.

Toups was among the first 10 to purchase tickets for the event, at which screen dignitaries, including Alice Faye, Jack Benny, Rochester, Phil Silvers, Frank Sinatra, and Gene Autry appeared.

In Bossier City, La., The Davis Theatre, in conjunction with the Bossier City *Tribune*, and publisher E. P. Hunt, Jr., cornered the major live talent in the Shreveport-Bossier City area for a benefit performance Saturday (Apr. 26), for Texas City's relief.

The Davis Theatre contributed its house and facilities, and an advance showing of its new Sunday feature to add to the stageshow brought in from hotels, lounges and roadhouses in the area.

Leaving last weekend for New York for an MGM sales meeting were Jimmie Briant, manager of the New Orleans MGM exchange, Southern Division Sales Manager R. Berger, who headquarters in New Orleans, and Mrs. Enola "Pat" Murray, head booker.

Don Buffington was transferred this week from the sales force of 20th Century-Fox's Atlanta exchange to a similar position in the New Orleans exchange.

New Orleans merchants generally were passing up, at least temporarily, the over-all price cutting plan placed in operation at Newburyport. There was no reaction in the exhibitor trade in this area. Harry J. Batt, Jr., general manager of Pontchartrain Beach amusement park, however, announced in big newspaper spreads that the resort management had cut prices at its concessions for this season an average of 25 per cent.

Jules Levey's dramatization of the rise of jazz music, titled "New Orleans," was premiered at the Saenger Theatre in New Orleans Saturday (Apr. 26), starting a regular run. The city's mayor, deLesseps S. Morrison, gave the showing a boost by issuing an official proclamation declaring the week of April 19-26 as "National Jazz Week," calling attention to the opening of the picture, and urging "all of our citizens to take note of this observance."

OKLAHOMA CITY

Oklahoma's own Van Heflin was accorded a reception at the Variety club this week. He was in Oklahoma to speak at the Oklahoma University career conference.

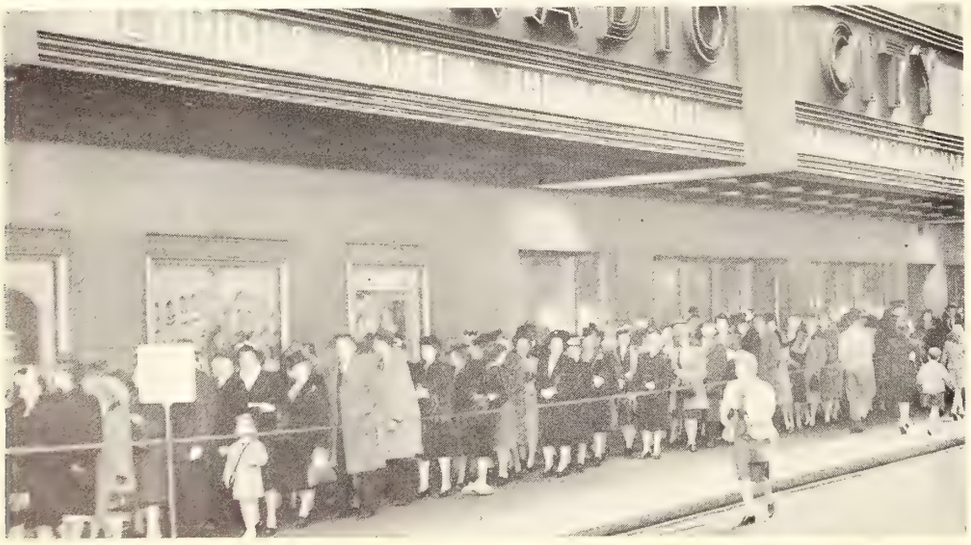
John Monroe, manager of the Griffith Theatres in Cuero, Okla., is general chairman of the forthcoming Lions Club minstrel show.

Newsreel cameramen moved in and made a special reel of the Texas City disaster which was shown for the Saturday openings. The Will Rogers Theatre here, a subsequent-run house, got an even break with all the first-run houses and received this special newsreel.

High intensity lamps have been installed at the Erie Theatre at Hugo, Okla. Recently a new screen and new seats were added to the theatre. Manager Hollis Herod states that as soon as materials are released additional improvements will be made.

The Vinta, Okla. Girl Scouts and Brownies will receive special badges from the stage of the Lyric Theatre, a Griffith house, it was announced by Abe Rosewall, manager.

John Monroe, manager of Griffiths Rialto Theatre at Cuero, Oklahoma is treasurer for the Cuero Youth Recreation Council Fund Campaign. Wayne Fessenden, operator at the Midwest Theatre at Blackwell, Oklahoma was named president of the Blackwell Theatre Employes Club at a recent election of officers.



WHO SAID 'RECESSION'? Those gloomy predictions about slumping box-office returns must refer to something other than the kind of pictures currently showing in the key spots. Above is a shot of the exterior of Radio City Music Hall on opening day there of "The Egg and I." The four youngsters and their guardian at extreme right have a long way to travel before they'll reach a point in the lineup where they can join the waiting parade for admission to the big showhouse.

REGIONAL NEWSREEL

Plans for the annual convention of the Independent Theatre Owners of Arkansas, American Theatre Association, were made at a special meeting of the board of directors Wednesday in Little Rock, Ark. Exhibitors in a seven-state area will receive invitations. The area includes Arkansas, Mississippi, Missouri, Oklahoma, Texas, Louisiana, and Tennessee. Claude C. Mundo, ITO president stated that the largest number of exhibitors ever to take part in the convention are expected this year. The convention is scheduled for June 3-4 at the Hotel Marion here.

HARRISBURG

Transfer of Bob Sokol, assistant manager of Loew's Regent, here for a year and a half, to the 2,500-seat Valentine, the Loew house in Toledo, O., took place late last week. Succeeding Sokol, for whom the move was a promotion, is Bob Westerman, who was student assistant in the Loew theatre in Richmond, Va. Westerman is married and the father of one child.

A recent speaker before the Harrisburg Civic Club was Bosley Crowther, New York Times movie critic, who expressed the hope films would increase in quality through the increased discrimination of audiences.

Avis Atticks, secretary to Edgar Goth, Fabian advertising and publicity man for the area, was married to John Losh, New York, on April 20.

The Junior Civic Club of Camp Hill sponsored several benefit movies in the new Hill Theatre, Camp Hill, during April.

Proposed by L. H. Farrell, Philadelphia Senator, is a bill which would increase the salary of the chairman of the Pennsylvania board of motion picture censors from $4,800 to $6,000 a year.

Following their custom the downtown houses assisted in two local campaigns recently by showing trailers. They were the Easter Seal sale for crippled children, and the American Cancer Society's campaign. In a project recently the theatres, Loew's Regent, State, Senate, Colonial and Rio, agreed to run periodically trailers urging patrons to attend church regularly.

The first stage presentation at the Rio since the house changed from the legit, Majestic, to the double-bill theatre, was scheduled for April 28, 29 and 30, with the appearance of the Duke of Paducah and his "Grand Old Opry" company. Francis Deverter, manager of the Rio, sponsored a big newspaper campaign, while the Colonial and State, also Fabian theatres, ran trailers on the stage show.

The MGM short "Diamond Demon," which played at the Loew's Regent here, and is current at the Budd, Lykens, features a Wiconisco man, Bim Hart, famous baseball player. Hart, son of Mr. and Mrs. William Hart, Wiconisco, assists the "demon."

LOUISVILLE

E. L. Ornstein of the Ornstein Theatres, Marengo, Ind., has reported the sale of the Crane Theatre, Crane, Ind., to Homer L. Wirth of Charlestown, Ind. Ornstein Theatres still controls the Rialto, Marengo, Ind.; State, Milltown, Ind.; and the New Ace Theatre, Brandenburg, Ky. Wirth, who assumed control April 27, has been affiliated with a 16-mm. theatre circuit operating in southern Indiana for a number of years. This is his first venture into the 35-mm. field.



VIDEO-MOVIES HUDDLE. Leaders in television and motion pictures are shown above in a huddle at the 61st Semi-Annual Convention of the Society of Motion Picture Engineers at Chicago, discussing subjects of mutual interest in the convention program. Left to right: Wm. C. Kunzmann, convention vice-president of SMPE; Loren L. Ryder, president of the Society; Capt. Wm. C. Eddy, USN (Ret.) managing director of Chicago Television Station WBKB; and Paul J. Larsen, chairman of SMPE's Committee on Television.

Complete customer satisfaction with the new in-car speakers has been reported by Drive-In Manager Floyd Morrow. Not only the patrons like the change from the central speaking system to the in-car system, but so do the relieved neighbors living within a half-mile of the outdoor show. In recognition of the new system, the projectionists' union notified Manager Morrow the day before opening he'd have to have two operators instead of one as he has had in former years.

According to the latest reports Kentucky has a total of 325 theatres with an aggregate seating capacity of 153,800 plus quite a number of drive-ins. Louisville has six of the 450 first-run theatres scattered amongst 95 cities of more than 100,000 population.

Roy Watson, chief projectionist, of the Elizabethtown Amusement Co., Elizabethtown, Ky., has undergone a major operation and is currently confined to the Baptist Hospital in Louisville. His condition is reported good.

M. H. Sparks has advised that his new Strand Theatre, Edmonton, Ky. is now under roof and the contemplated opening date is only two months off.

Vernon Powell has tendered his resignation at the Crescent Theatre, Louisville, and will assume the management of the Airway Theatre here recently purchased by the Memphis Amusement Co. Lonnie Davis the current manager of the Airway will return to his home town—Memphis, Tenn. No successor has yet been announced for the Crescent.

Mr. and Mrs. E. L. Ornstein of Ornstein Theatres, Marengo, Ind., have motored to Florida for a two weeks' vacation.

Quite a number of improvements are in store for the Airway Theatre, Louisville. A new marquee has already been added, a new front is in the process of being installed. New display frames, and new seats are scheduled.

Lewis Baker of Orell, Ky., has pruchased the Star Theatre at West Point, Ky., from S. J. Brown, Sr. Operation was assumed April 1. Baker, who now resides in Orell, is making plans to move to West Point to give his full time to the operation of the theatre.

CHICAGO

The Circuit Court of Appeals [illegible] theatres are changing their bills more frequently to [illegible] a decrease is expected if the slump continues.

United Artists is screening [illegible] Civic Theatre in which to show the film, "Carnegie Hall."

Since the [illegible] "Henry V," English films are being given more time in the Chicago theatres. Independent houses are showing English pictures from time to time as they become available.

H. A. Spanuth of the Woman Speaks films is making a business trip to Ohio and other eastern points.

Meyer L. Chekas, attorney for Show Folks, Inc., has called a meeting at his offices to discuss the organization of an independent theatre white-collar organization including cashiers, doormen, ushers, and candy girls. A committee of 10 will be formed to complete the organization. Chekas said it would not be affiliated with either the AFL or the CIO.

The Variety Club's testimonial banquet to honor former Mayor Edward J. Kelly and Mrs. Kelly for their cooperation with the city's entertainment industry during the war, was attended by practically all members of show business here on April 28 at the Hotel Continental. Jack Rose, president of the Variety Club of Illinois, welcomed out-of-town visitors. Scheduled to attend were Bob O'Donnell, president of the Variety Clubs of America, Bryan Foy and William McGraw executive director of International Variety Clubs. George Jessel was master of ceremonies.

Judge Michael Igoe will hear the merged anti-

(Continued on Page 34)

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REGIONAL NEWSREEL

LONDON OBSERVATIONS

Minority Seems to Have Studio Guild Situation Well in Hand; Quota Is Subject of Wide Debate

By JOCK MacGREGOR

Discussing international art to an undertone of the Internationale, the Association of Cine-Technicians British's studio guild, held its annual meeting attended by some 400 of a 6,500 membership on the opening day. Few notable members were present and having listened for the odd hour I understood why no leading publicist had signed in.



MacGregor

Anthony Asquith in his presidential speech praised technicians of every insignificant producing country like Sweden and Czechoslovakia but omitted America. When I challenged him, he was obviously embarrassed and had to call Secretary George Elvin. He alleged that difficulties existed with the Hollywood Screen Guild over an interchange of technicians and secondly that the Guild was not affiliated to the International Trades Unions movement.

A resolution that the union should disassociate itself from political interests and concentrate on technical problems was defeated by those present. The minority presumably were well represented for the Annual report reveals that only a sixth of the members pay a political levy.

The discussion on quota was cynically amusing. While the present high technical standard of British films was rightly praised, Hollywood was damned. I do not believe any of the spokesmen has been connected with anything more important than a documentary.

* * *

The future quota act is causing debates in all quarters. The British Film Producers Association have answered the Cinematograph Exhibitors Association's allegations that their recommendations were the inspiration of Sir Alex Korda. Sir Henry French has flatly denied the suggestion that they are anything but the unanimous decision of all members.

Exhibitors want the renters' quota retained as they do not wish to be forced to rely practically entirely on the Rank-Korda interests for British product.

* * *

British circuit operators have not been unduly impressed by "Duel in the Sun" and are not accepting the terms of 60 per cent of receipts and extended playing time. Their offer is 50 per cent with the film running as long as it stands.

Result is that a May premiere is now unlikely and the brakes are being applied to the inflated advertising budget which Selznick launched.

* * *

Over lunch with John B. Myers, head of Rank's studio publicity, I heard of the difficulties he has controlling some five major studios and several smaller ones spread over an area of some 25 miles. Latest innovation is the appointing of Fred Pollitt, an exploiteer, to the studios where he can organize campaigns while pictures are still in production. This was over due and other studio groups should follow suit. The method of working ideas out from stills never was practical.

* * *

Those who read the synopsis of the Archers' "The Black Narcissus" before the press show received a shock. The ending is different from the film. Presumably this was changed in production, but the publicity department did not catch up with it.

* * *

Smart publicity was worked by Mervyn McPherson of the Empire, Liecester Square. Realizing that he had a tricky picture for the British market in "The Beginning or the End" he staged a "Brains Trust" on the stage after the press show to which a number parliamentary, diplomatic, church and other leaders were invited in addition to the critics. Problems raised by the film were discussed and the idea garnered space even in a six page newspaper.

* * *

Granada Theatres' Sidney Bernstein will make his long mooted initial production in Hollywood with Alfred Hitchcock directing. It will be an adaptation of Patrick Hamilton's "Rope."

* * *

Currently scripting Korda's "Bonnie Prince Charlie," Doreen Montgomery attended a Rank cocktail party wearing a hat trimmed with "Bonnie Prince Charlie" Stuart plaid silk. Only a few Scots reporters noticed the subtlety.

* * *

Boris Morros' brilliantly-studded tie attracted much interest at his own reception.

* * *

Credit titles for Two Cities' "Hamlet" will reveal Anthony Bushell, onetime Hollywood star as associate producer. Reshuffling of Rank's schedule releases Jean Simmons, child wonder of "Great Expectations" for the role of Ophelia in the production which Laurence Olivier sees as "an engraving, not a painting"—hence the use of black and white instead of color.

* * *

The highbrows are adopting Betty Grable. They even admit she has an art of her own. "Shocking Miss Pilgrim" drew good notices thanks mainly to the Bostonian owl which went "too who" instead of "too whom."

* * *

Mae Murray onetime ace British woman publicist and now an associate producer is staying with her sister near New York for a month. . . . Individual's Frank Launder has been appointed honorary advisor on scripts to the Films Division of UNO. . . . Hugh Findlay, MGM-British studios' publicist, sailing for Culver City on June 6. . . . Sorry to hear that Charter publicist Jack Worrow has been hospitalized for an old war complaint and that critics Paul Holt of the *Daily Express* and Richard Winnington of the *News Chronicle* are ill.

(*Continued from Page 33*)

trust cases of the Riverside Theatre in Milwaukee and the Minnesota Theatre, Minneapolis. Defense attorneys were given to May 5 to file briefs in both cases.

Charles Nelson has denied the reported sale of his Lawndale and Road Theatres.

Myles Seeley, counsel for the film companies in the Riderside and Midtates' Piccadilly Theatres, stated here that discussions had taken place looking to a settlement of the case but that no agreement had been reached. Piccadilly Atttorneys Joe Rosenberg and Aaron Stein were in New York last week.

Allied President Jack Kirsch has returned from Florida.

Encyclopedia Britannica Films President Scott Fletcher left last week for Hollywood for conferences with H. R. Lissack, vice-president.

Among recent Chicago visitors were Virginia Mayo, Ann Miller, Dr. Herbert Kalmus of Technicolor and Roy Boomer, TESMA secretary.

Larry Strong, 58, president of the Essaness Electric Manufacturing Co. and a veteran member of the Chicago operators' union, is dead after a long illness. A sister, Helen Strong, survives. Funeral services with high mass were held at the Holy Name Cathedral on Wednesday. Burial was in Mt. Carmel Cemetery.

Bernard C. Lizenby, sales manager of the Ampro Corporation here, died from a heart attack. His widow and a son survive. He was buried on Tuesday at the Fairmount Cemetery.

OMAHA

Twenty-nine of 77 scheduled children's matinees for benefit of the Children's Memorial Hospital here were held April 22 in the Omaha territory. Meyer Stern is drive chairman for Omaha Variety Club. The remaining theatres held performances on April 29.

Howard Brookings, who heads the Allied Independent Theatre Owners of Iowa and Nebraska, and Mrs. Brookings took in the meeting of the North Central Allied at Minneapolis.

Enough money has been collected along film row to care for 400 orphan families, Frank Hannon, chairman of the Greek War Relief campaign, reported.

Tommy Tompson, midwest representative for Walt Disney, was in town from Kansas City.

About 35 attended a shower at the Athletic Club for MGM Cashier Helen Baum. She wed Wayne Kennison May 3.

PRC has added Jack Gibson as salesman. He was formerly with National Screen in Des Moines.

'Outlaw' Big Draw

"The Outlaw" is going strong at the Lyceum Theatre in Minneapolis, various forces having lost their efforts to have it banned in that city. Previous to the opening a special screening was held for Mayor Hubert H. Humphrey and for representatives of the protesting organizations. Censensus of the group was that the picture was dull, overlong and poorly produced, but that it did not merit a ban in Minneapolis.

REGIONAL NEWSREEL

Ching Allen, United Artists district manager from Kansas City, was in the city.

John Walker sold the State Theatre, Hudson, S. D., to W. R. Adkins of Sheldon, Ia.

The Elbs Theatre, Wagner, S. D., is now in the hands of Marcel Scobell of Sioux City, brother of the late Lloyd Scobell.

Ted Emerson, former Orpheum manager who has been ill for several months, has returned to work as publicity chief here for Tri-States Theatres.

President Howard Brookings announced these additional speakers and panel leaders for the Allied Independent Theatre Owners of Nebraska and Iowa meeting here May 5-6: Board Chairman Leo F. Wolcott, Eldora, Ia.; Mayor Charles W. Leeman; Vice-President George March, Vermillion, S. D.; Harold Field, Minneapolis, president Pioneer Circuit and Field Brothers Theatres; Robert Livingston, Lincoln, associate, Cooper Theatres; Charles Niles, Anamosa, Ia., caravan chairman; Tim Evans, Clinton, executive secretary. Tentatively scheduled are Abram F. Myers, general counsel, Allied States Association of Motion Picture Exhibitors, Washington; and Jack Kirsch, Chicago, Illinois and national president. Previously listed were the heads of the Texas and Wisconsin organizations.



FILM CHIEFS VISIT ELSTREE. Familiar to most American exhibitors is the bespectacled gentleman (second from right). Yes, it's W. Ray Johnston, chairman of the board of Monogram Pictures Corp. and Allied Artists, on a recent visit while in England to the National Studios at Elstree. With him (l-r) are Louis H. Jackson, executive producer of British National; W. Moffat, managing director of Pathe Pictures; Mrs. Johnston; Lady Yule, director of British National, and Sir Philip Warter, chairman of the board of Associated British Pictures Corp.

DALLAS

Paul Ketchum Theatres, Inc., Texarkana, Texas, has been incorporated with $24,000 authorized capital stock by Paul Ketchum, Ruth Gray Ketchum, and Mrs. E. F. Gray.

Box offices at the Paramount and State Theatres at Amarillo, Texas, opened early for sale of tickets to the picture "Duel In The Sun."

A special benefit show was held for the Texas City disaster fund by the Wichita Theatre at Wichita Falls, Texas. "Stallion Road" was the film shown.

ALBANY

Visitors along film row included Harry Savett and Morris Slotnick of Utica, George Thornton of Saugerties, Sam Davis of Phoenicia, Sylvan Leff of Utica, Clarence Dopp of Johnstown, Mrs. A. Van Buren of Cairo, Sam Rosenblatt of Watervliet and Cal King of Williamstown.

Charles Dortic, Columbia salesman, is confined to his bed with a severe cold.

Floyd Fitzsimmons, MGM exploiteer, is chairman of publicity in connection wtih the area's Salvation Army Drive for funds.

Eva Copeland is new telephone operator at MGM office and Rose Gewirtzman is new biller.

Word has just been received of the engagement of Carl Dortic, now in the MGM booking department, Chicago, to a Chicago lass.

MGM District Manager Herman L. Ripps, Branch Manager Jack Goldberg and Bennet Goldstein, booker, attended the MGM national sales convention at the Astor Hotel, New York.

Mr. and Mrs. A. Pearlman of the Vendola Candy Company are the proud parents of a baby girl born today. This makes the third child in the family—all girls.

Elmer Sichel has joined the PRC-Eagle Lion office in Albany in the capacity of salesman. Prior to entering service, Elmer was with the 20th-Fox booking department in Albany and Schine zone booker in Gloversville. He comes to Albany from the Century Circuit, New York, where he was booking and buying pictures.

Neil Hellman is in New York for a business conference.

Jimmy Moore, Warner Bros. salesman, suffered painful burns on his hand from a cigarette lighter but Jimmy stayed on the job.

Francis Anderson has been promoted by RKO from manager of the Palace, Rochester, to city manager of the Palace and Temple Theatres.

KANSAS CITY

Don DeFore was in town for two personal appearances at the RKO Orpheum Theatre in connection with showings of "Ramrod" in which he has a principal part.

Organization of a panel of the Motion Picture Foundation is under way here following the April 18 meeting. An original committee of nine is now at work selecting an additional eight persons to make up the panel. When this is completed a permanent chairman will be chosen.

Miss Mildred Bond, bookkeeper at the Twentieth Century-Fox exchange, is on the sick list. She was in the hospital for several days of observation and treatment.

"The Egg and I," in its run of three weeks and five dyas in the Uptown, Fairway and Esquire Theatres has piled up over $80,000, a record gross for any picture in these houses.

Lee Balsly, of the Warner circuit in Philadelphia, was a visitor to film row last week. He was a onetime theatre manager in Kansas City. The stop-over here was part of his vacation trek to Hollywood.

Opening of Fairyland Park, outdoor amusement spot, is due for the second week in May.

Film row visitors last week included Chet Borg, Plaza, Appleton City, Mo.; Harry Till, Courter, Hamilton, Mo.; A. E. Jarboe, Ritz, Cameron, Mo.; Emery Duncan, Cozy, Genesco, Kans.; L. L. Mahan, Ritz, Burlingame, Kans.

The Drive-In Theatre has added a midnight show to its schedule every Saturday.

"Carmen," the French film, opened up in the Kimo Theatre to fine business and indications are it will set a record $7,000 figure in its first week. "Well Digger's Daughter," which ran five weeks in the Kimo, has moved over to the Tampico, a sister house in the Dickinson circuit.

5-Theatre Run

An experiment in simultaneous exhibition of a first-run picture in five different neighborhood houses with a total seating capacity of over 4,000 seats, controlled by the Academy theatre group will get underway in Columbus, Ohio, on May 7 when Universal-International opens "Stairway to Heaven" in that city.

The picture has been booked into the suburban Esquire, a new house; the recently opened University, as well as the Westmont, Beechwold and Boulevard at adult admsisions of 65 cents or 20 cents more than the usual admission for these theatres. Children's admission remains unchanged at 20 cents.

In New York Universal-International offices said the booking was in the nature of an experiment which might outline a future pattern as a result in part of a congested booking situation in the Loew's and RKO houses of downtown Columbus which usually played U-I firstruns.

NEW HAVEN

Appointment of chairmen and members of various committees were announced by Barney Pitkin, chief barker of the Variety Club of Connecticut, Tent 31, at a meeting in the Towne House, New Haven. It was also voted that the third Monday of each month be set aside for a luncheon meeting.

Committees announced by Chief Barker Pitkin were as follows: Welfare and charity, Morris Bailey, chairman; Harry Levieties, Maxwell Alderman, Richard Davis and Lee Bonoff.

(Continued on Page 36)

"Voice of Theatre Speakers"
JOE HORNSTEIN has it!

REGIONAL NEWSREEL

(*Continued from Page 35*)

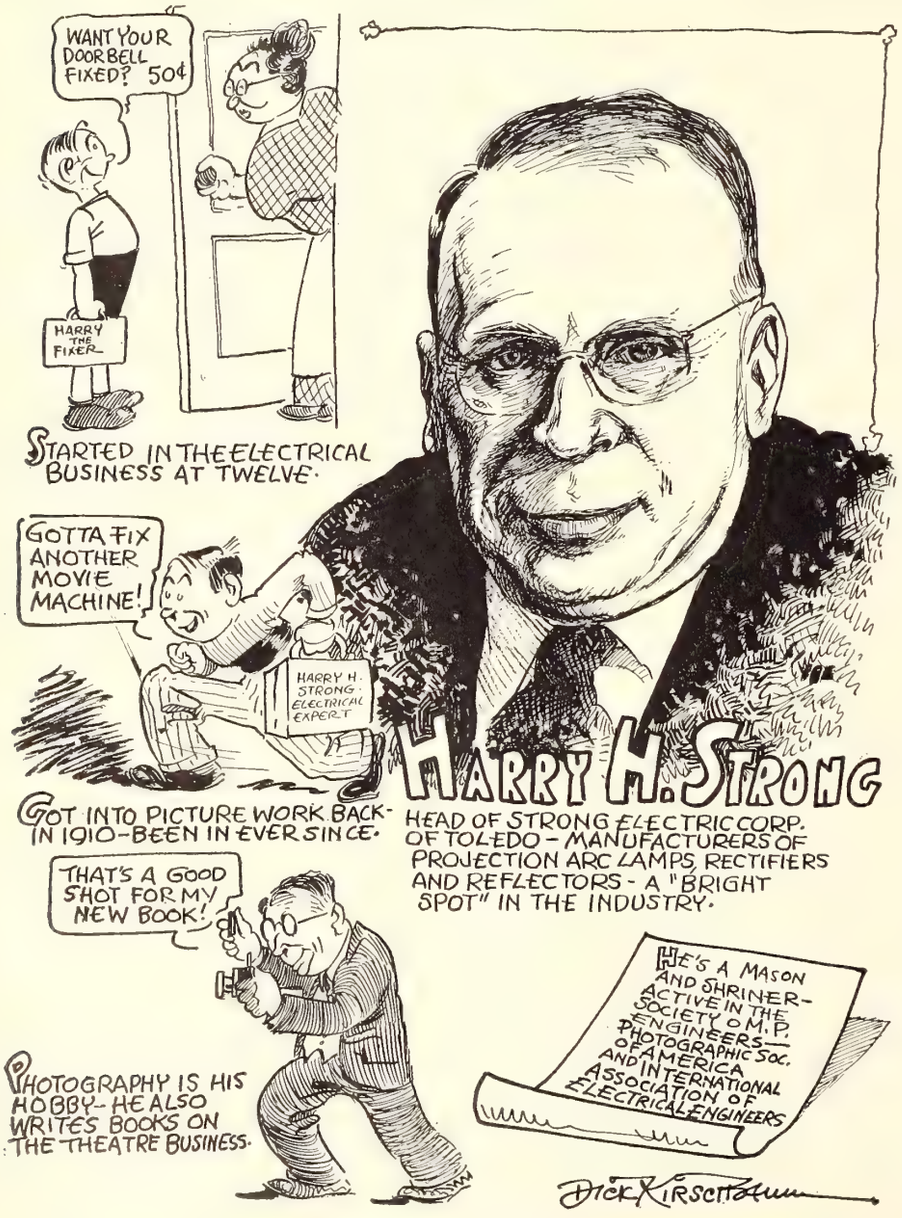
Membership, Harry Rosenblatt, chairman; Al Schulman, Morris Jacobson, Lewis Ginsberg and Timothy O'Toole. Entertainment, Harry F. Shaw, chairman; Rudy Frank, Ben Segal, James Milne, Nathan and Morris Podoloff, David Kramer and Daggett Lee. House, Carl Goe, chairman; Sam Bailey, Morton Katz, William Brown, Jerry Lewis, Lewis Phillips, George Wilkinson and William Canelli.

The publicity committee is headed by Lou Brown assisted by Sidney Kelper, Frank Ferguson, James Milne, Rudy Frank, George Weber and Edward Fitzpatrick. Special events, Henry Germaine, chairman; Phil Sherman, Sam Hadelman, Sam Rosen, Morris Schulman, Robert Ellane, W. J. Hutchinson and Harry Gibbs. Bylaws, Herman M. Levy, chairman; Sherman Rosenberg, Maxwell Alderman, Lee Ricci, Ben Simon and George Comden. The Ticket committee is headed by Hugh McGuire, along with Harry Rosenblatt, Edward Schweitzer, Dr. Jack Fishman, John Pavone, John A. Brown, Milton Hyams and H. Levine.

George Wilkinson of Wallingford heads the finance committee with Arthur Greenfield, Roger Mahan, Bernard Levy, Al Pickus and Frank Meadow, while the charity canvas committee has Jack Brown, chairman; Walter Silverman, Michael Muzzola, Max Salzberg, Sidney Swirsky, George Reif, Michael Tomasino and Willian Vuono.

Ed Fitzpatrick, manager Loew's Poli, Waterbury, won $50 second prize in MGM's booking contest on "Postman Always Rings Twice," with Lou Cohen, Poli Hartford, winning $10.

SHOWMEN'S SILHOUETTES by Dick Kirschbaum



Next Week . . . . . **J. ARTHUR RANK**

BOSTON

United Artists District Manager Clayton Eastman is slated to leave soon for New York for conferences on the company's forthcoming releases.

Helen Dwyer of the contract department at the Warner exchange has announced her angagement to Herbert Herne of this city. Trudy Finkle of the same exchange's billing department has announced her wedding plans.

John Dervin, Murray Weiss and Bill Kosyer of the United Artists branch, along with other Variety Club members, attended the unveiling of a plaque at the Children's Hospital.

Jack Meadow, UA office manager here, has been promoted by District Manager Clayton Eastman to salesman in the Buffalo district. The office force presented Meadow with a fountain pen and pencil set. Jack Draddy has been appointed office manager here to succeed Meadow.

The 1,200-seat Opera House at Presque Isle, Maine, was destroyed by fire on April 24. Loss is estimated at $150,000. One of the three owners, Llewellyn Howe, stated here that the house will be rebuilt. Fire broke out three hours after the final show for the day.

Harvey Elliott has been named manager of an open-air theatre on Long Island by Mickey Redstone whose staff he has joined. Elliott was formerly with the Esquire Theatre here.

The five-year-old Kenmore Theatre, managed by George Kraska, has been entirely remodeled. Patrons are greeted by a beautiful new foyer and lobby.

The Old South Theatre, which recently went on a foreign-film policy, has been showing to packed audiences.

A testimonial luncheon will be given for Francis Lydon of the Independent Exhibitors, Inc., at the Hotel Bradford here on May 6, following the organization's regular monthly meeting.

Program committee of the Boston tent, Variety Club, is headed by Bill Koster.

The Park Theatre in Spencer, Mass., has been bought by A. E. Feldman of Millbury from Charlie Kane.

Condolences are being extended to Mort Lieberman on the recent death of his wife. Mort is a key man in the chain operating the Tremont, Old South and other Boston theatres.

Morris Nunes, Hollywood producer, visited many of his friends in Boston's film row.

Mr. and Mrs. Cal King, theatre operators in Williamstown, Mass., were guests here of Sam Haas, Variety Club secretary.

CHARLOTTE

Jack Sims, former MGM booker and more recently manager of the Midway Park Theatre in Midway Park, N. C., has accepted a position as booker at the local Warner Brothers branch, replacing Harry Wayne who has resigned.

Jack Frye, head booker at the local Warner branch, has resigned, and, at this writing, no successor has been named.

R. M. Savini, president of Astor Pictures, was a visitor in Charlotte recently, conferring with Astor Branch Manager R. F. Pinson.

Seen along the Row:—Mrs. Pearle Greene, Manning, S. C.; Mrs. C. M. King, Lowell,

REGIONAL NEWSREEL

N. C.; J. L .King, Bethune, S. C.; Harry Cook, Mt. Olive, N. C.; R. O. Tarkington, Four Oaks, N .C.; R. E. Brantley, Tryon, N C.; D. W. Ramsey, Roschill, N. C.; Lee Little, Camden, S. C.; Sam Bogo, Batesburg, S. C.; Bert Ram, Aiken, S. C.; Ben Strozier, Rock Hill, S. C.; and Lyle Wilson, Roanoke Rapids, N. C.

Ray Ervin, who has been connected with Loew's, Inc., for 18 years last week tendered his resignation. Ervin was at the time senior salesman for the Charlotte branch, traveling in western North Carolina. His future plans, he announced, would be an affiliation with the Zimmerman Company, producers of orthopedic equipment.

Howard Wallace, branch manager of Sack Amusement Enterprises in Atlanta, was a recent Charlotte visitor, calling on several accounts in this territory.

Paramount Short Subjects Sales Manager Oscar Morgan was in town this week conferring with salesmen and Branch Manager Harry Haas.

PHILADELPHIA

Event of the week was the opening of the new exchange building of Stanley-Warner. Bill Mansell, exchange manager, held open house on Monday to let the trade get a glance of the new quarters. Highlight of the lavout, it is said, is Mansell's new desk, which is out-of-this-world.

Leon Behal, one of film row's veteran salesmen, is slowly recuperating and getting to be his old self again.

Mr. and Mrs. John Golder (he's the owner of Hollywood Films) returned from their Florida vacation to settle down for another eleven months of hard work.

Bill Brooker, exploitation man for Paramount, spent last week looking over his newly acquired territory in Pittsburgh.

Doug Wilson, boss man of the S-W mail boys, tried his hand at tailoring by sewing a button on his jacket. When he had finished, he folded his coat over to button it and discovered he had sewn his coat to his shirt.

Dave Rosen, Clark Film supervisor, spent a week in New York getting the new exchange in order.

Mrs. Virginia Everheart, head inspectress at RKO, was presented with a watch at a farewell party given her by friends at the exchange.

Two Philadelphia theatres were looted this week, but the thieves didn't fare too well. The S-W Plaza was hardest hit when burglars broke open a safe and escaped with about $250. They completely ignored a larger safe in the office which, according to the manager, contained between $4,000 and $5,000 in weekend receipts.

The other robbery took place at the Spruce Theatre, but the thieves got nothing but about $50 worth of merchandise and a very small amount of cash. Three candy and peanut vending machines had been smashed and the door into the boxoffice forced. Louis Foxman, manager, said the loss was all from the machines.

The Casino Theatre was also broken into, but nothing of substantial value was stolen.

Sam E. Diamond has been named Philadelphia branch manager for Producers Releasing Corporation, and assumed his new duties last Monday.



TOAST CAME TRUE. James Mason and his wife, actress Pamela Kellino, were guests of honor at a reception hosted by Universal-International in New York on the eve of the premiere of "Odd Man Out," latest U-I presentation starring the popular British actor. Above the Masons receive wishes from U-I Vice-President Matty Fox for a very successful reception of "Odd Man Out" by American audiences. The wish came true next day in the form of rave reviews in New York newspapers.

LOS ANGELES

Condolences of his many friends are extended to Morris Borgos, who handles the Los Angeles *Times* booking guide and also covers film row for several trade journals. His mother, 79-year-old Mrs. Sam Borgos, passed away recently in Cleveland, Ohio.

Condolences also go to Louis Singer, assistant manager of Loew's State Theatre, on the death

[illegible] April 30 [illegible]

Congratulations are [illegible] Motion Color [illegible] the [illegible] [illegible] liam will be married to William Bloom, a lawyer on May 10, at [illegible] the couple will travel to Honolulu for a honeymoon. This will mean the future Mrs. Bloom's retirement from the business, with no successor named for her as yet at United Artists.

Donald H. Hunt, formerly in the theatre business in Detroit, will visit his sister, Frances Wright, of the Monogram office force during May.

Maurie Abrahams, former exploiteer for MGM, is now working in exploitation at Selznick Releasing Organization under Claude Morris.

Syd Weider, Fox West Coast city manager for San Diego, has resigned his post.

Visiting the Row last week was Sam Ackerman of Detroit, the oldest exhibitor from the Motor City.

Welcomed back was Marty Solomon, genial Monogram branch manager, who underwent a [illegible]

ATLANTA

[illegible] 200 [illegible] tives of allied industries will meet in Atlanta this week at the Piedmont Hotel to discuss plans for organizing the Southeastern Wing of the Motion Picture Foundation, an organization which will provide financial assistance to needy members of the entertainment world.

Chief Barker Charlie Durmeyer of the Atlanta Variety Club, who is also president of the

(Continued on Page 42)

NEW THEATRES

Vancouver, B. C.—A community center for showing 35-mm. pictures is planned at Beaver Lodge in northern Alberta. Del Fox will also erect a new theatre to replace the present Fox at Pincher Creek, Alta. The Fox Theatre will be converted into a dance hall.

Cleveland—Mrs. Nazera Zegiob, owner of the Elvira and Dreamland Theatres, Lorain, O., announces that plans have been prepared by Cleveland Architect Paul Matzinger for a new 2,000-seat house to be built in Lorain not far from the Dreamland. Work is expected to be started in the spring. It will have but one floor, second floor will be devoted to office space for doctors.

Indianapolis—Mrs. Ethel Luckett Walsh has begun the building of a new 600-seat theatre to be called the Scott in Scottsburg, Ind. She also operates the Indiana Theatre in that town and the Austin in Austin under the circuit name of Pic Theatres.

Chattanooga—Emmett R. Rogers, city manager for Eastern Theatres, has announced that his firm plans to build a $500,000 theatre on Market Street here, between Ninth and Tenth Streets. Theatre will seat between 1,200 and 1,500 and will have indirect lighting, air conditioning and be of modernistic design.

Louisville—J. E. Carr, [illegible] in theatres in Manchester, Beattyville, McKee and a new theatre in Sandgap, Ky., announces he has awarded the contract for the building of a new 440-seat deluxe type theatre in Campton, Ky. He hopes to open in mid-July or early August.

Dallas—A building permit has been issued to Joel Arredondo and Joe Garza for the construction of a $6,000 one-story motion picture theatre in Wichita Falls, Tex., for its Latin-American residents. It will have a seating capacity of 238 and construction was slated to start last week.

Minneapolis—Benfield and Schenecker have announced that they will build two new theatres, one a 650-seat house at Webster, S. D., to cost $65,000, the other a 400-seat theatre costing about $40,000 at Clinton, Minn., a town of 537 [illegible]

Minneapolis—Varel Dreier has [illegible] building at Portland, N. D., and will erect a new theatre on the site.

New Ideal Theatre Chairs
JOE HORNSTEIN has it!

THE BOX OFFICE SLANT

New Orleans

United Artists Drama-Music 90 mins.

AUDIENCE SLANT: (Adult) Story about the original Basin Street Negro jam sessions has the music of Louis Armstrong and Woody Herman to attract and entertain the lovers of jazz.

BOX-OFFICE SLANT: Should draw well wherever the fans are interested in name bands and the jazz type of music.

Cast: Arturo de Cordova, Dorothy Patrick, Marjorie Lord, Irene Rich, Richard Hageman, Jack Lambert, John Alexander, Burt Conway, Joan Blair, Louis Armstrong, Woody Herman, Billie Holiday, Meade Lux Lewis and the Original New Orleans Dixieland Band. **Credits:** Directed by Arthur Lubin. Screenplay by Elliott Paul and Dick Irving Hyland. From an original story by Elliott Paul and Herbert J. Biberman. Photography, Lucien Andriot. Associate producer, Herbert J. Biberman. Produced by Jules Levey. Music by Louis Alter. Lyrics by Eddie de Lange. Musical director, Nat Finston.

Plot: Story about the start of the jazz sessions is told with the tale of a gambler who fell in love with a rich, society girl. She is taken away by her mother, to continue her career as an operatic singer, while he makes an honest living as the discoverer of jazz bands. They eventually find a common meeting ground, together.

Comment: The Louis Armstrong and Woody Herman followers and all those interested in the discovery of jazz, and New Orleans' well-publicized Basin Street, should find plenty of entertainment in this film. For it shows how the original Negro jam sessions originated and has Louis Armstrong, the man famous for jazz trumpet-playing, handling the main role. The musical sequences, except for the few in which Dorothy Patrick sings a few numbers, are mostly built around jazz. The story has apparently been written to tie together the music, thus giving the plot principals very little worthwhile material to work with. Besides Armstrong and Herman, the entertainers are blues-singer Billie Holiday and Meade Lux Lewis and the other members of the Original New Orleans Dixieland Band. Story premise gives Arturo de Cordova, as a gambler, a chance to prove that he can satisfactorily handle any assignment, and Dorothy Patrick is attractive and efficient in her role. Irene Rich, Richard Hageman and Marjorie Lord are splendid in supporting parts. Direction was capably handled by Arthur Lubin. Jules Levey and Herbert J. Biberman produced.

Citizen Saint

Clyde Elliott-States Right Biography 65 mins.

AUDIENCE SLANT: (Family) Poorly written, acted and directed, this has little entertainment value for commercial theatres. May be suitable for showing before audiences limited to Catholics.

BOX-OFFICE SLANT: Very little prospects for business except in situations where there is a strong Catholic element.

Cast: Jed Prouty, Loraine MacMartin, Walter Butterworth, Robin Morgan, Maurice Cavell, William Harrigan, June Harrison, Carla Dare, Lucille Fenton, Laretta Campeau, Jane Du Frayne, Julie Haydon, Clifford Sales, Mary Lee Dearing, Patty Foster, Ralph Simone, William Sharon, Clark Williams, Del Casino, Diana Kemble, Eole Gambarelli, Marie Caruso, Donna Moore, John Graham, Douglas Rutherford, Ann Irish, Loring Smith. **Credits:** Screen story and theme song, Saint Frances Cabrini, by Harold Orlob. Directed by Harold Young. Introduction and narrative by Rev. E. V. Dailey. Documentary narration written by Rev. Cletus McCarthy.

Plot: This is a dramatized presentation of the life of Mother Cabrini, the first United States citizen to attain sainthood.

Comment: Poorly written, acted and directed, "Citizen Saint" is without entertainment value for commercial theatres but may get by in situations where there is a strong Catholic element. It should not be confused with "The Life and Miracles of Blessed Mother Cabrini," an Italian-made film, which was released last year to coincide with the canonization of Mother Cabrini.

Adventures of Don Coyote

(Color)

United Artists Western-Songs 66 mins.

AUDIENCE SLANT: (Family) An unusually good western with action and excitement, fine portrayals and colorful background photography.

BOX-OFFICE SLANT: Though carrying no name draw, this should bring in the business because of word-of-mouth and general good quality.

Cast: Frances Rafferty, Marc Cramer, Val Carlo, Bennie Bartlett, Frank Fenton, Byron Foulger, Edwin Parker, Pierce Lyden, Frank McCarroll and presenting Richard Martin. **Credits:** Directed by Reginald LeBorg. Original story by Bob Williams. Screenplay by Bob Williams and Harold Tarshis. Photography, Fred Jackman. Produced by Buddy Rogers and Ralph Cohn. Associate producer, Selmer L. Chalif.

Plot: On his way to a fiesta at his uncle's ranch, Don Coyote and his pal are forced to stop at a small ranch to help the young girl-owner save her property. They locate the seat of the trouble. When the culprits who are trying to steal her property are rounded up, they proceed on their journey.

Comment: This 66-minute colorful, entertaining western is comparable in quality to many of the top-name outdoor films releases that have been released in recent months. Furthermore, it has enough action, excitement and beautiful Cinecolor photography, to make it an acceptable offering in almost any situation. The lack of name draw should be no hindrance to its playing time, for once word-of-mouth spreads business will go on the upgrade. Though the story used is not a new one, the portrayals and direction are so capably handled that the tale becomes a minor detail. Perfect for the role of Don Coyote is Richard Martin. He is smooth, and tough, as the occasion demands, and his delineation of the Mexican Robin Hood augurs well for future films containing this character. Closely following him with the excellence of his performance, and also with the splendid rendition of several vocal numbers is Val Carlo, Martin's close friend and buddy. Frances Rafferty is fine in the role of the owner of the small ranch, while Marc Cramer, as a sheriff and Bennie Bartlett as Miss Rafferty's brother, impress with their interpretations. Direction credit goes to Reginald LeBorg, and Buddy Rogers and Ralph Cohn were the producers.

Two Anonymous Letters

(Italian Dialog—English Titles)

Film Rights Int'l Drama 83 mins.

AUDIENCE SLANT: (Adult) A fairly good production of the Italian underground movement after the Italian surrender and the continued German occupation.

BOX-OFFICE SLANT: Suitable only for art and studio-type theatres.

Cast: Clara Calamai, Andrea Checchi, Otello Toso, Armando Martelli, Carlo Ninchi, Dina Sassoli. **Credits:** Directed by Mario Camerini, Settings by Italo Tancredi. Story by Ivo Perilli. Music by Allesandro Cigognini. Photography by Massimo Terzano. English titles by Herman G. Weinberg. Produced by Lux Films, Italy.

Plot: An Italian soldier returns to Rome, following the Italian surrender, to rejoin his sweetheart. He receives an anonymous letter telling him that his girl has been unfaithful and now is engaged in an affair with the manager of a printshop where they both had worked. The soldier joins the Partisans, who work against the Germans occupying Rome in spite of the armistice. Plans of the Partisans are mysteriously betrayed and a key man captured. The key man has false identity papers and his mother receives an anonymous letter demanding a large sum of money, lest the writer expose his real identity to the Germans. The girl realizes the manager is the anonymous letter-writer and kills him. After the liberation the soldier visits the girl in prison, promising early release.

Comment: While "Two Anonymous Letter" is well acted and directed and contains considerable suspense, it is poorly photographed and somewhat unevenly edited, and the story itself has been told many times before in Italian and French motion pictures. The English titles clarify the action so that it can be followed but the addition of other titles might have improved it. The picture is suitable only for art and studio-type theatres.

Welcome Stranger

Paramount Comedy-Drama 106 mins.

AUDIENCE SLANT: (Family) Bing Crosby and Barry Fitzgerald are teamed again in a picture with entertainment elements comparable to those in "Going My Way." Should be seen by every member of the family, for it is similar to the former film in its appeal, with the same enjoyable, human reactions.

BOX-OFFICE SLANT: Worthy of extra selling effort, for it has what it takes to make a record-breaker. And the two-stars are just as excellent as they were in their previous co-starring picture.

Cast: Bing Crosby, Joan Caulfield, Barry Fitzgerald, Wanda Hendrix, Frank Faylen, Elizabeth Patterson, Robert Shayne, Larry Young, Percy Kilbride, Charles Dingle, Don Beddoe, Thurston Hall, Lillian Bronson, Mary Field, Paul Stanton, Pat McVey. **Credits:** Directed by Elliott Nugent. Story by Frank Butler. Screenplay by Arthur Sheekman. Adaptation by Arthur Sheekman and N. Richard Nash. Produced by Sol C. Siegel.

Plot: Two doctors have a series of petty disagreements when one is sent to relieve the other who is planning a long-awaited vacation. When the new one saves the old

BOX-OFFICE SLANTS

doctor's life by an emergency operation, they become staunch friends, working together for the good of the community.

Comment: Bing Crosby and Barry Fitzgerald are teamed again in a picture that shows promise of bringing in the same record-breaking grosses chalked up by "Going My Way." This may seem a tall statement, in view of the box-office history of the former picture; but future records should prove it correct, for "Welcome Stranger" has the same human elements of its Crosby-Fitzgerald predecessor and, with the attraction of the two star-names, should draw the same amount of customers to the ticket windows. Most of the picture's excellence is due to the work of the two stars. For it is their superb, casual, believable interpretations of the characters they portray that makes the film such outstanding entertainment. The ease with which they work gives the picture the type of human elements everyone understands and enjoys. Though much of the credit for the splendor of the film goes to the stars, there is still a great deal due to the director, Elliott Nugent, for his masterful handling of each situation and player, and to the producer, Sol. C. Siegel, for the fine production values and for his choice of the Frank Butler story. Joan Caulfield, Frank Faylen, Elizabeth Patterson, Robert Shayne and Percy Kilbride are exceptionally good.

Hit Parade of 1947

Republic **Musical** **90 mins.**

AUDIENCE SLANT: (Family) Satisfactory light entertainment with a plausible but old plot, excellent songs and music and pleasing performances from a good cast.

BOX-OFFICE SLANT: On the strength of its music, comedy and names it should do fairly well at the box-office.

Cast: Eddie Albert, Constance Moore, Joan Edwards, Gil Lamb, Bill Goodwin, William Frawley, Richard Lane, Frank Fenton, Ralph Sanford, Frank Scannell, Knox Manning, Del Sharbutt, Albert Ruiz, Harland Tucker, Chester Clute, Woody Herman and his Orchestra and guest stars, Roy Rogers and Trigger, Bob Nolan and the Sons of the Pioneers. **Credits:** Associate producer and director, Frank McDonald. Screenplay by Mary Loos from an original story by Parke Levy. Musical director, Cy Feuer. Musical arrangements, Leo Arnaud. Photography, John Alton.

Plot: Eddie Albert, a good song-writer very much impressed with his own ability and Gil Lamb, his comedian pal, meet Constance Moore and Joan Edwards, aspiring song and dance gals, and the four form a night-club act that meets with immediate success. Miss Moore is approached by a Hollywood talent scout but won't make pictures unless her friends can also work. She is starred in a musical and the others do unimportant jobs at the studio. They break up when they realize they are just along so Miss Moore can be starred, but all come togther again when Joan Edwards makes the Hit Parade with a song Albert had originally intended for Miss Moore.

Comment: While the story is made up of many familiar situations and is reminiscent of other musical "back-stagers," "Hit Parade of 1947" has been so well produced and so refreshingly directed, besides having exceptionally good songs and sprightly comedy, that few moviegoers will be bothered that the plot is an "oldie." Eddie Albert and Gil Lamb carry the brunt of the comedy, with Lamb featured in one night club number that is certain to elicit howls of delight from the customers. Miss Moore heads one elaborate production number, "Chiquita From Santa Anita" that will be well remembered, and Woody Herman and his Orchestra give out with a couple of red-hot numbers that should delight the jive fans. Eddie Albert sings a couple of numbers surprisingly well and Joan Edwards gives forth with the sultry voice that has made her one of radio's top favorites. Songs that indicate strong popularity in the future are I Guess I'll Have That Dream Right Now, Is There Anyone Here From Texas? (Sung by guest star Roy Rogers with Bob Nolan and the Sons of the Pioneers), Couldn't Be More in Love, It Could Happen to Me, The Customer Is Always Wrong and The Cats are Goin' to the Dogs. Altogther, "Hit Parade of 1947" is a nice, sprightly bit of entertainment that should do fairly well at the box-office.

Black Narcissus

(Color)

(Reviewed in London)

Univ.-Int'l **Drama** **100 mins.**

AUDIENCE SLANT: (Family) A delicately conceived production superbly acted and intelligently directed, will satisfy most audiences.

BOX-OFFICE SLANT: An unconventional subject falling little short of technical perfection, with excellent Technicolor and Deborah Kerr, Sabu and Flora Robson as selling angles. Will do best with more intelligent audiences.

Cast: [illegible]

Plot: Five sisters of an Anglo-Catholic order who renew their vows annually open a school and hospital in a remote Himalayan palace. Deborah Kerr, the mother spureior, is too young for the responsibility and has not the support of the other sisters. Particularly difficult is Kathleen Byron who becomes enraptured with the Rajah's uncouth agent David Farrar. She renounces her vows and goes to him only to be spurned. Realizing his admiration for Deborah she tries to murder her but in doing so kills herself. The mission is a failure and Deborah is recalled by the Reverend Mother. Despite her growing affection for Farrar she stands by her faith.

Comment: Unconventional, without being unduly off the beaten track this is a delicately conceived production which has been superbly acted and intelligently directed. As with most Pressburger-Powell pictures there is a moral. It is: the further one gets from the everyday world the more one thinks of it and the stronger are its appeals and temptations. Set in the breathtakingly beautiful surroundsings of the Himalayas, the film has every-

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HOLLYWOOD

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STUDIO ROUNDUP

Delving into Early American History to Forget Present-Day Problems Seen as Reason for Current Studio Trend to Produce Stories of Another Era

American history is really getting a workout in the various studios. One could point to some sort of psychological reason for the trend, such as a desire for reaching back into the past in an effort to forget present-day problems; but suffice it to say that the rich, romantic tale of our nation is a "natural" for dramatic consumption. There's Columbia with its Technicolor story of the West after the Civil War, "The Man from Colorado"; 20th Century-Fox's "The Foxes of Harrow," a story of the South; Warners' "Silver River," a tale of the Nevada silver mines of the last century; and Paramount's saga of the 1890 West, "Whispering Smith." Then, of course, there are the perennial westerns, including "The Wild Frontier," initial film in Republic's new "Famous Western" series starring Allan Lane.

New Republic Series

"The Wild Frontier," first in Republic's new "Famous Western" series, which supersedes the Red Ryders, was given a May 5 starting date. Allan Lane stars, with Phil Ford directing for Associate Producer Gordon Kay. Unlike the Ryders, there will be a different cast in each of these tales of the founding of the West. "Wild Frontier" marks Kay's initial try as a full-fledged associate producer; he served as an assistant previous to this promotion.

An untitled action piece about a female "private eye" began May 1, with Adele Mara starred. Originally titled "It's Murder, She Says," the cast also includes Adrian Booth and Bob Steele. William J. O'Sullivan is producing and George Blair directs. "The Flame," formerly tagged "The Outcast," went into its seventh week before the cameras; John Carroll and Vera Ralston head the players. John Auer is serving as both associate producer and director of the film.

Gene Autry has one more film to do for Republic following the completion of "Robin Hood of Texas." Roy Rogers is on his second week of "On the Old Spanish Trail," being filmed in Trucolor. The studio also has a serial going, "The Black Widow."

3 in Work at Paramount

With the shooting of "Dream Girl," Paramount has three pictures in work. Walter Abel, veteran character actor, is the latest addition to the picture, which signals Betty Hutton's return to the screen afer a year's absence, during which she became a mother. "Dream Girl," being directed by Mitchell Leisen, also marks Miss Hutton's initial appearance in a purely dramatic role; she will neither sing or dance.

Bryce McLeod, manager of the Hollywood Western Union office for the past 20 years, became a technical advisor for the 1890 railroad telegraph sequences in the studio's "Whispering Smith," outdoor action Technicolor drama co-starring Alan Ladd and Robert Preston with Brenda Marshall. McLeod is the third technical advisor assigned; others are Herman Larson on railroad sequences and Larry Pasquel for use of old-time firearms. Incidentally, Ladd is using three of his own horses in his role of a soft-spoken, two-gun trouble-shooter for a railroad in the western mountains.

Alex Frazer, a veteran of both world wars, was signed for "Shaggy," Pine-Thomas Cine color film. Heading the cast are Brenda Joyce, George Nokes, Robert Shayne and "Shaggy," the dog star.

Beery Goes High Hat

For the first time in 15 years Wallace Beery is wearing a modern-day tuxedo and high hat for his role in "Alias a Gentleman." Beery enacts a paroled thief who decides to go straight and become a gentleman. Gladys George teams with Beery, and featured supporting roles have been given Tom Drake and Dorothy Patrick. Most recent cast addition is Leon Ames, who is playing a smooth underworld leader.

"Cass Timberlane" was supposed to start this week, with Spencer Tracy and Lana Turner co-starred. Herbert Stothart has been named musical director. George Sidney directs and Arthur Hornblow, Jr. is producing. Donald Ogden Stewart arrived from New York last week to write additional material for the screenplay.

Katzman Busy at Columbia

Sam Katzman, independent producer who releases through Columbia, is a mighty active man these days. He started "Prince of Thieves" on April 29 and also as a musical being edited, "Two Blondes and a Redhead." Alan Mowbray won the chief male supporting role in "Prince," in which Jon Hall is starred. Max Nosseck directs the Cinecolor picture. Feminine contingent is headed by Patricia Morison and Adele Jergens. Based on the Dumas novel, "Prince" has Michael Duane as second male lead.

Joanne Wayne was signed for a featured part in "Two Blondes" just before the film was completed this week. It is now being edited. Director Henry Levin used 200 extras in a ballroom sequence for Columbia's Technicolor epic, "The Man from Colorado." The scene depicted the welcoming ball given a victorious troop of Union cavalrymen when they returned home to a Colorado mining town at the close of the Civil War. The film is several weeks behind schedule because of bad weather and director changes.

Full production on "It Had to Be You" was set to start May 5, following a week of rehearsals and some pre-production shooting of silent scenes. Ginger Rogers and Cornel Wilde are co-starred in the comedy.

New Company Starts Film

United California Productions, newest production company on the Hollywood horizon, started work last week on its first film. Through Philip Yordan and Eugene Frenke, scouts were sent to Chicago to set up neighborhoods to be shot as background and for process of "Joe Macbeth." The film, for which no distribution release has been announced, will have a Chicago locale. Much of the shooting will be done there.

Fox Signs Football Star

Twentieth Century-Fox's "The Foxes of Harrow" received a former all-American college and professional football star into its cast last week. Kenny Washington, great Negro backfield man, was handed the part of Rex Harrison's chief slave in this tale of the South.

Nancy Guild and Charles Russell rushed things to keep a film about a honeymoon from interfering with their own! Miss Guild, who is top star of "Off to Buffalo," and Russell, who is a featured player in the same Technicolor film, managed to get married last week just in time for the start of production. Director Lloyd Bacon began shooting April 22, with Jane Nigh added to the previously announced cast.

'Body and Soul' on Again

John Garfield and Director Robert Rossen are in New York City doing a week of shooting on "Body and Soul." They rounded up a camera crew for matching scenes around the lower East Side, Madison Square Garden and Central Park South. This Enterprise film will be released through United Artists. Enterprise's Harry Sherman production, "They Passed This Way," was postponed again. It is now supposed to start May 7.

William Boyd has completed his latest Hopalong Cassidy western, "The Marauders." Boyd served as executive producer, while Lewis Rachmil was producer. The picture was shot for the most part on the General Service lot, which had been dark for six weeks. Sam Bischoff started "Intrigue" on April 28 at the same studio under his new UA deal, with Dan Seymour named to join George Raft and June Havoc as the "heavy." The picture has a Shanghai background, exposing black market conditions. Edwin L. Marin is directing the cast, which also includes Helena Carter, Tom Tully and Phillip Ahn.

On April 29 the Cagney production, "Time of Your Life," was supposed to roll at General Service. Heading the cast are James Cagney, Bill Bendix and Jeanne Cagney.

PRC's Maximum Activity

While there is a general shortage of production in Hollywood, PRC is currently at its maximum point. Three films are being made by the company, including "Tomorrow You Die," which started April 23. Hugh Beaumont and Sheila Ryan have the leads in this murder mystery, produced by Chuck Reisner and directed

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HOLLYWOOD

Artists Alliance Activity To Get Under Way Soon

Return of Lester Cowan to Hollywood last week after three weeks in New York and Chicago, during which he interviewed 150 artists and looked over scores of play properties, puts into high gear the Pickford-Cowan program of seven pictures to be made by Artists Alliance during the next two years at a total budget of $15,000,000.

G. B. Shaw's "The Devil's Disciple," to be made by Gabriel Pascal for AA, and the Broadway stage hit, "One Touch of Venus," head the Artists Alliance schedule. Cowan conferred with Dr. Herbert Kalmus on getting Technicolor dates for both pictures. He seeks a June date for "Venus" and August for "Disciple."

F. Scott Fitzgerald's "Babylon Revisited" is third on the AA lineup, followed by "Sorrel and Son," "The President's Husband," "Free Press" and "The Beckoning Fair One."

Warners Plan May Start For Five Productions

Five films scheduled to enter production at Warner Bros. between May 12 and May 15 include "Up Until Now," Reagon-Lindfors-Rains starrer, with Delmer Daves directing and Jerry Wald producing; "That Hagen Girl," with Peter Godfrey directing and Alex Gottlieb producing; "The Persian Cat," with William Jacobs producing; "Romance in High C," with Michael Curtiz directing under his own production banner and Alex Gottlieb producing, and "Ever the Beginning," Lilli Palmer starrer, with Elliott Nugent directing and Milton Sperling producing for United States Pictures.

SG Signs Audio Deal

Screen Guild this week signed a distribution deal with Audio Pictures for release of "Crisis of Dirk Diamond," which is to start production within the next month at Audio's new studios now being completed under direction of Audio Chief Ferenz H. Fodor.

Revived for Pereira

"All Kneeling," a 1928 novel by Anne Parrish, originally announced for production under the title of "Christabel Caine" and then shelved early in 1946, has been revived by RKO Radio for production by William Pereira.

'Mrs. Mike' to Gross

Purchase of screen rights to "Mrs. Mike," a novel by Benedict and Nancy Freedman, was announced this week by Edward Gross, Broadway producer of "Chicken Every Sunday" and "St. Louis Woman." Gross will produce the picture for United Artists.

Set Opposite Rooney

Elizabeth Taylor will play opposite Mickey Rooney in MGM's "Killer McCoy." Sam Zimbalist will produce from a screenplay by Cyril Hume.

McLeod to Direct Hope

Norman McLeod has been borrowed from Rainbow Productions by Paramount to direct Bob Hope in the Technicolor film, "The Paleface," which will go before the cameras this summer.

STUDIO ROUNDUP

(Continued from Page 40)

by Anton Mann. Others in the cast are John Ireland, Jane Randolph and Mike Homa.

"It's Moider," which started the same day, is Sam Baerwitz's latest Gas House Gang comedy. The cast and crew include eight veterans of numerous Our Gang comedies at Hal Roach. Players are "Alfalfa" Switzer, Rudy Wisler and Tommy Bond, three graduate Roach rascals. Others in the film are Benny Bartlett, Michael Whalen, Jan Braynt and Douglas Fowley. Edward Cahn is directing. This is Whalen's first Hollywood picture in three years.

Eddie Dean started another musical western, "Black Hills," on May 1, with Roscoe Ates again his sidekick. Jerry Thomas is producing, with Ray Taylor directing.

WB Using Short-Wave Set

The first mobile short-wave sending and receiving set for communication between motion picture companies on distant locations and their home base, and licensed by the Federal Communications Commission, was put into use by Warner Bros. The equipment being used by the Raoul Walsh company, filming the Errol Flynn-Ann Sheridan picture, "Silver River," at Providencia Ranch, is reported highly successful. The radio telephone is mounted in the sound truck and is designed especially for communicating directly with the Burbank lot so that members of the troupe can be connected with any telephone extension at the home studio. The company worked an entire stable of 250 mounts every day for a week on the Gettysburg battle sequence.

Cameraman Peverell Marley resumed lensing of "Whiplash" last week following a bout with intestinal flu; Ernest Haller substituted during Marley's absence. Jack L. Warner announced the signing of Director Vincent Sherman to a new contract.

Conn Waits for Sunshine

The Chamber of Commerce may protest, but it's a fact that Screen Guild Producer Maurice Conn had to wait for favorable weather before shooting added scenes with Henry Wilcoxon as well as a number of inserts. Conn screened a rough cut of "Dark Bullet" and decided to add these beach locations, but Old Sol has been against him.

'Hunted' Ends at Monogram

"The Hunted," Allied Artists' special, is completed as far as the story is concerned. Eddie Kaye started scoring Belita's skating numbers and Scott R. Dunlap, producer of the picture, revealed that an additional $100,000 has been added to the budget to elaborate on the star's specialties. Now that dramatic sequences are completed, added skating scenes are planned.

Christy Cabanne is directing the newest Cisco Kid western, "Robin Hood of Monterey." Evelyn Brent gets the feminine honors and Chris-Pin Martin is Gilbert Roland's sidekick. Others recently added to the cast are Nestor Paiva, Pedro de Cordoba, Travis Kent, Thornton Edwards, Donna DeMario and Julian Rivero.

Fairbanks Starts 'Exile'

Douglas Faribanks, Jr. got "The Exile" off to a good start last week at Universal-International by hosting a cocktail party on the opening day's shooting. Max Opuls is directing the Fairbanks starrer and Irene Flamr is head cameraman. Doug is being co-starred with Maria Montez and will introduce Paule Croset. Other cast members are Nigel Bruce, Robert Coote, Henry Daniel and William Trenk.

"Something in the Wind," the Deanna Durbin starrer, has finished shooting. Walter Wanger, however, made up this production deficiency with the scheduled start tof his "Tap Roots" on May 5. Wanger's "The Lost Moment" is in its eighth week before the lensmen. George Marshall will direct "Tap Roots."

'Tycoon' and 'Tracy' End

RKO lessened its activity with the completion on April 26 of "Tycoon," the Technicolor special co-starring John Wayne and Laraine Day and produced by Stephen Ames. Also completed was "Dick Tracy vs. The Gruesome Gang."

Writer-producer-director Dudley Nichols is concentrating all of Raymond Massey's scenes for "Mourning Becomes Electra" into continuous shooting in order to free Massey by May 16 for a Broadway play commitment. Because there are so few small parts in the Eugene O'Neill filmization, Nichols is casting well-known players in even the bit parts. Signed last week were Elizabeth Risdon, Erskine Sanford, Emma Dunn, Thurston Hall and Marjorie Eaton.

After experiencing weather that ran from extreme heat to thunder storms and snow, Director John Cromwell brought the 150 members of his "Memory of Love" troupe back to the studio after three days on location at Lake Arrowhead. Dana Andrews, Merle Oberon, Ethel Barrymore, Hoagy Carmichael and Jacqueline White made the trip. At one point it snowed right in the middle of a sequence supposed to depict a summer vacation scene!

Tito Vuolo, who began his career as Neapolitan tenor, was signed for Samuel Goldwyn's "The Bishop's Wife" as a character comedian.

In Supporting Role

Helena Carter, New York model brought to the coast last year by Universal-International, has been signed by Sam Bischoff, United Artists producer, for a supporting role in "Intrigue," with George Raft and June Havoc. Edwin L. Marin is directing.

Dailey Opposite Crain

Dan Dailey will play opposite Jane Crain in 20th Century-Fox's "The Flapper Age," a comedy of the 1920s, which Fred Kohlmar will produce. Elick Moll and Valentine Davies are writing the screenplay.

Sign Term Pact

Kaye Mackenzie, 22-year-old former Conover model who appeared in the Broadway musical "Park Avenue," has been signed to a term contract by Warner Bros.

New Mirrophonic Sound
JOE HORNSTEIN has it!

REGIONAL NEWSREEL

(*Continued from Page 37*)

Southern Automatic Candy Company, is back from a business trip to New York.

Mrs. Joseph Bach, mother of L. S. Bach, founder of the Bache Theatre circuit, is dead.

RKO Special Representative Bob Helms visited the company's branch here.

Word has been received of the death in Tampa, Fla., of Sid Leonard, former owner of a number of Georgia film theatres.

Ike and Harry Katz of the Kay Film Exchange visited the firm's Washington branch recently, then went on to New York. Returning to Atlanta, Ike left almost at once for the company's New Orleans office while Harry made a call on the Charlotte branch.

Bill Aiken and Dick Reeser, who was former manager of Loew's Grand here, owners of the Swan Theatre, Norcross, Ga., were recent Atlanta visitors.

Jerry Clark has resigned as head of Universal-International's accounting department of the local branch.

The Vincent Theatre in Vincent, Ala., has been taken over by W. L. Scott, Jr., of Anniston, Ala., from the Waters circuit in that state.

Astor Pictures of Georgia President William K. Richardson has returned from a trip to south Georgia.

Don Reid has joined Columbia branch as Florida salesmen. He was formerly a Warner salesman here.

National Screen Service Southern District Sales Manager Charlie Lester has returned from the company's Chicago meeting.

Mr. and Mrs. A. C. Hosteller have acquired ownership of the Ellaville Theatre in Ellaville, Ga.

W. H. Rudisill, Atlanta manager for Kay Film Exchange, was a recent Nashville visitor. Joan Howard, secretary to the local office manager, is back at her post after an illness.

TORONTO

The Toronto Board of Education put its official foot down on the proposal of the Imperial Order, Daughters of the Empire, that the age limit should be reduced from 16 to 14 years in Ontario for the admission of unaccompanied juveniles to moving picture theatres.

Odeon theatres in Hamilton, Ottawa, Montreal and Halifax are doing great business with "The Best Years of Our Lives." Co-operating with the managers for the openings was Gordon Berger from RKO's New York office. The Toronto run awaits the completion of Odeon's Fairlawn Theatre later in May.

The dinner meeting of the Film Division, United Jewish Welfare Fund of Toronto, in the King Edward Hotel, Toronto,, resulted in the raising of a reported $23,000 for the chest after rousing speeches had been made by J. J. Fitzgibbons, president of Famous Players Canadian Corp., and Sholome M. Gelber.

After assisting in the formation of a film-producing bureau for the government of Australia, Ralph Foster has returned, after two years, to Canada's National Film Board in Ottawa where he has rejoined the administrative staff. The Australian bureau has already made 40 short subjects.

Quite a party of Toronto film executives will be going in the delegation of Toronto Tent No. 28 to the national convention of Variety Clubs of America at Los Angeles at the middle of May. Reservations have already been made by J. J. Fitzgibbons and R. W. Bolstad of Famous Players Canadian Corp.; N. A. Taylor, Harry Mendell and Raoul Auerbach of 20th Century Theatres, and Sydney Samson, Canadian general manager of 20th Century-Fox.

The establishment of an open-air film theatre by Canadian Drive-In Theatres Limited, Toronto, in the Scarborough suburb of Toronto has been protested by nearby residents. The theatre promoters said they were looking for another site.

AVC 'Pilot' House

Pennsylvania State Senator Bob Sidman, who is chairman of the American Veterans Committee's housing committee, announced last week that the committee would put up a "pilot" house and that if, when completed, the cost is $6,000 or not much more, it would erect a series of the same type of dwellings for veterans. The ground-breaking ceremony for the initial home took place on Wednesday this week, with Harold Russell, the armless veteran featured in "The Best Years of Our Lives" who was in Harrisburg in connection with the showing of that film, as guest.

MILWAUKEE

After some delay in straightening out flaws in the title to property, the work of construction on the new Muscoda Theatre, at Muscoda, Wis., has been resumed. The work was stopped three months ago, according to Ervin Morris, of Gotham, Wis. Then there was a lack of steel, but this is now promised for early delivery. Muscoda has not had a theatre for almost 10 years.

Manager Winslow Kelley of the Grand Theatre at Grantsburg reports the installation of new Ballentyne sound.

At the Wausau Theatre, Wausau, Wis., about 100 disabled veterans were given a chance to see "The Best Years of Our Lives." The most severely disabled in nine counties in the Wausau area were chosen. They were guests at the vocational school cafeteria for luncheon. Sponsors were the Chamber of Commerce, vocational school and the Personnel Club of Wausau. Transportation was provided by the service officers' organizations and the Red Cross.

A film depicting the Soap Box Derby, sponsored by Chevrolet dealers of this area and the Milwaukee *Sentinel*, was shown here to Boy Scouts, Cub Packs, church groups and social centers. These groups represent a membership of about 5,000 boys. The 30-minute film, with sound and color, shows how to build a championship racer of the soap box variety. The highlight of the film is a close-up of the national championship race last year at Derby Downs, Akron, Ohio. (The 1947 race is to be held at Akron on August 17.)

The Strand Theatre, at Whitewater, Wis., is having new projection machines installed, according to manager Irv Arnold, at a cost of about $400.

Work on the new LaFarge Theatre, LaFarge, Wis., is reported to have been started the middle of April. It will be a one-story structure.

The Midway Theatre (the remodeled Bonham) was opened to the public on April 18. This house was recently purchased by W. J. Charboneau and L. Leisch, both of Fennimore, Wis., from the former owner, Mrs. Emma Accola and family. Extensive remodeling has been done on the interior, with the exterior to be remodeled later.

CLEVELAND

Approximately 100 Variety club members and friends responded to chief barker Harry Schreiber's invitation to luncheon on Friday at the Carter Hotel to meet Harold Russell, star of "The Best Years of Our Lives" and to get the Variety club's heart project, the Paradise Valley Boys Camp, off to a good start.

Max Weinstein, 37, and ill of a spinal ailment for the past eight years, died this past week. His widow and two children, Milton and Adrienne, survive. During his entire illness, Weinstein took personal charge of operating the Ritz Theatre which he owned in partnership with Oscar Stotter.

National Theatre Supply President Walter E. Green and Oscar Oldknow, vice-president, told the managers of eight regional offices meeting here last Friday and Saturday, that equipment and theatre needs will soon be coming through in a steady flow, albeit a slow stream.

Warners' new deluxe Vogue Theatre in Shaker Heights, will open on May 22. Harold (Bud) Friedman has been named manager.

R. M. Swanson, manager of the Paramount Theatre, Steubenville, has recovered from a recent operation sufficiently to be released from the hospital; Harold Raives, Schine Ohio zone manager, has completed his hospital sentence and is convalescing at home before returning to his desk; Sanford Greenberger of the Fairmount Theatre, is getting over a repeat attack of colitis.

Visual Communications, Inc. has added a new service. It now has a film cleaning and processing unit and is prepared to take on all comers with both 16-mm. and 35-mm. film.

Bud Friedman of Warners and Elayne Haerman will be married May 31 in the Euclid Ave. Temple; Roselyn Kramer, twin daughter of Abe Kramer, official of Associated Circuit, has announced her engagement to Herbert Browar of Los Angeles, son of Mark Browar, retired Pittsburgh theatre circuit owner.

Charles Deckman, with irons in many theatrical fires, just back from a 15,000-mile auto-trailer trip across country and through Mexico, will be off on May 14 for Alaska. He plans to be gone about three months, combining business and pleasure.

Don Abeles brings his longtime affiliation with the local Loew organization as assistant manager at the State Theatre to a close shortly when he leaves to take up a new business in Cincinnati. Also on his calendar is the matter of a wedding on June first to Marie Horvath.

Max Weiss, Film Classics branch manager, has appointed Phillip Greenberg, an ex G-I as booker to succeed Dick Lesnick, resigned.

The Nat Wolf testimonial six-week managers' drive staged to honor his fifteenth year as Warner Ohio zone manager, culminated in a gala banquet last week at the Carter Hotel with the disbursement of $1,025 in prize money for the greatest percentage of attendance increase, for the greatest increase in kiddie matinee attendance in houses where kiddie shows are the regular policy and in houses where they are special attractions, and for the best exploitation campaign.

the SHOW BUILDER

A Monthly Feature Dealing with the Selling and Exploiting of Short Subjects

Shorts Shopping

Cartoon Gag Men Applauded For Their Contributions to Reels' Entertainment Value

The gag writers in radio, from all we've heard, must keep their noses to the grindstone turning out the laugh-getting lines and situations for the various network comedy programs. Listening to these programs week after week, one marvels at the fact that these writers apparently never reach their wit's end.

Now if you think we've inaugurated a radio column, perish the thought. The foregoing factor has been brought up to call attention to gag writers in the motion picture field—we refer especially to those who furnish the ideas for the Technicolor cartoons now on the market. Roughly speaking, there are some 150 cartoons, more or less, turned out each year by the major companies. To maintain quality and audience appeal in these one-reel animated short subjects week after week, month after month, year after year, the cartoon "gag" boys must have to scratch their heads and hold story conferences at frequent intervals.

With all due credit to radio gag writers and others who must furnish gags and ideas in the entertainment field, we're inclined to think that the cartoon boys also deserve a round of applause. Some of the subjects of this type we've seen recently have been marked not only by laugh-provoking story ideas but also by unusual animation. We had thought, a few years back, that ideas would run out shortly and that all the boys would have to hash them over again. Maybe that's what they're doing. If so, the job is so well done, in most instances, that it seems entirely new.

* * *

While we're on the subject of animated shorts, we'd like to toss a bouquet or two George Pal's way for his new Puppetoon,, "Wilbur the Lion." Mindful of the fact that there have been many Puppetoons we have not seen, we'll nevertheless venture out on that proverbial limb and—here goes—class this newest release in the series as the best thing Pal has yet done.

What impressed us about the Puppetoons when we saw our first one a few years ago was the fact that wooden figures—not pen and ink drawings—actually moved. True, their movements were somewhat jerky at that time, but they did move. With the passing of years and improvement in technique, Pal has developed his Puppetoon characters to the almost-human point, and their motions have achieved a fluidity not apparent in the initial releases.

The newest character in the series released by Paramount, although a lion, has

(*Continued on Page 44*)

Peffley Exploits Cartoon Show via Contest; Monkeys Bait in Brooklyn

That name "Peffley" is becoming familiar to STR readers. And no wonder, for Manager Dick Peffley of the Paramount Theatre, Fremont, Ohio, is nearly always "on the ball" executing some outstanding stunt in the field of showmanship.

His latest endeavor was a Kiddie's Cartoon Comedy Circus which he staged a few weeks ago. A program of 12 Technicolor cartoons and two comedies was shown not only in the morning for the youngsters but also at midnight for the grown-up "boys and girls."

Peffley made certain that Fremont citizens would know about the special show. Besides running a trailer seven days in advance, he also ran an ad in the theatre's weekly Movie News and also used 50 special window cards in Fremont and surrounding smaller towns. A unique lobby display consisted of cartoon characters hand-painted by a local artist.

No Misspelled Words

To attract the school kids, Peffley held a misspelled word contest in the high school paper, and details were broadcast to every classroom by means of the school's radio system. Strangely enough, no words were misspelled, yet many students thought they had found them anyway.

Incidentally, the contest is being featured weekly and is becoming a looked-for feature, according to Peffley, who considers it a very valuable promotion.

With all this activity going on, the Fremont theatreman was called away during the cartoon show. Reason: to welcome another showman into the family—a son, David Marc.

Meanwhile, since we're on the subject of kiddie shows, how about awarding the palm to Allen Grant and Alfred Cohn, manager and assistant manager of Century's Patio Theatre in Brooklyn?

They borrowed a [illegible] which they set up in the lobby [illegible] "Hey Kids! Don't let them make a monkey out of you. Buy your tickets now at the box-office and avoid the lines for our Morning Show. Four big stage acts and 15 color cartoons."



PRIZE WINNER. A prize of $50 offered to moviegoers for questions used by the Answer Man in Universal's series of shorts is presented to William Smith (left) of Ridgeland, S. C., by H. C. Hartz, owner of the Coastal Theatre in that town. The Answer Man offers his $50 prize in a trailer attached to each picture in the series.

MGM Shorts Department Working in High Gear

Two cartoons and a [illegible] of its series will be released by MGM in May, Fred C. Quimby, head of the company's short department, has announced, while two cartoons, two Passing Parades and a Pete Smith Specialty go into production this month. Production machinery is working in high gear.

May releases include Hanna-Barbera's Tom and Jerry Technicolor cartoon, "Dr. Jekyll and Mr. Mouse," Tex Avery's Technicolor cartoon, "Red Hot Rangers," Pete Smith's Specialty, "Neighbor Pests," John Nesbitt's "Miracle in a Cornfield," and James A. FitzPatrick's Travel Talk, "On the Shores of Nova Scotia."

Going into production this month are Tom and Jerry's "F'r Heaven's Sake," Tex Avery's "Lucky Ducky," John Nesbitt's Passing Parades, "Goodbye Miss Turlock" and "Let's Go Home," plus Pete Smith's Specialty, "Bowling Tricks."

Comedian Edgar Kennedy Honored at Luncheon

A luncheon in honor of Edgar (Slow Burn) Kennedy, star of RKO Radio's two-reel "Average Man" series of shorts, was hosted last month in the studio cafe by George Bilson, producer of the series. The guests present included the star's associates in his current series, studio executives, players and technicians who have been associated with Kennedy through the past 15 years.

Kennedy was presented with a scroll signed by all his present and former associates. He recently signed a new RKO contract for another series of the two-reel comedies.

Mother's Day Movie

The National [illegible] of Mother's Day has chosen "Famous Hollywood Mothers" as its official reel, and has notified Ralph Staub, producer of Columbia Screen Snapshots, that it will be released nationally starting on Mother's Day.

RKO's Mother's Day Short

RKO's two-reeler starring Edgar Kennedy, "[illegible]" will be [illegible] extensively as a special feature for Mother's Day, George Bilson, producer of the short, announces.

THE SHOW BUILDER

Cards on Doors Cantrell Stunt for 'Richard' Film

Not content with the fact that the song, Open the Door, Richard, has gained such wide popularity, Manager Jack Cantrell of Interstate's 25th Street Theatre, Waco, Texas, went about in a big way to get the title across to residents of that city in connection with the Astor short subject, "Open the Door, Richard."

Cantrell tied-in with a new music shop two blocks away from his theatre for a window display consisting of a one-sheet and four stills.

"This shop brought down one of their turntables," Cantrell reports, "and hooked it up on the front of the theatre and played all the versions of the record that have been made, on the day before the opening. They also came back tonight and played them all over again as a follow-up."

Miniature window cards were placed near the handles on doors of merchants in the neighborhood, while others were placed on the theatre doors. One-sheets were also placed on the lobby doors.

All newspaper ads carried the subject by title and half of the marquee was also devoted to the title.

Cantrell reports the best Sunday and Monday's business in five weeks.

'Cat Concerto' Shown for Music Club Federation

A preview showing of MGM's Tom and Jerry cartoon, "The Cat Concerto," which won an Academy award as the best cartoon of the year, was given for the 2,000 delegates to the bienniel convention of the National Federation of Music Clubs in Detroit last month. Federation President Mrs. Guy Patterson Gannett presided at its first convention in six years. Sigmund Spaeth is chairman of its motion picture music committee.

"The Cat Concerto" was produced by Fred C. Quimby. Co-directors were William Hanna and Joseph Barbera.

Uses Jeep Station Wagon

RKO-Pathe newsreel is using the new all-metal jeep station wagon built by Willys-Overland as a utility and assignment car. Of seven-passenger capacity, the jeep conveniently holds a camera crew and equipment, and is being used on New York assignments.

Selling Aids

A "beautiful" ad and a nice news story were aids to J. C. McNeill of the Capitol Theatre, Brownsville, Texas, in selling the March of Time subject, "The American Cop."

Something Gnu

Cinematographer Carl Berger, who filmed "Bring 'Em Back Alive" for Frank Buck, is in San Diego to bring back something gnu for Jerry Fairbanks' "Speaking of Animals" short subject series released by Paramount.

Berger is filming the screen debut of Mr. Gnu, a rare South African antelope with oxlike head and curved horns which is found only in crossword puzzles and the San Diego zoo. Gnu will star in "Ain't Nature Grand," Fairbanks' newest short of the talking-animal series.

Citation for Disney

For "helping them build healthier and happier communities through Red Feather Services, Walt Disney has received a special citation from the Community Chests of America in recognition of his outstanding service to the organization through a special short, "A Feather in His Collar," made by Disney in 1946 as his contribution to Community Chest campaigns. Two thousand prints of the short were distributed.

Chairman H. J. Heinz II of the organization, in a letter accompanying the award, said that the most popular film trailer the Community Chests had had up to 1946 was another Disney short, "The Volunteer Worker," exceeded in popularity only by "A Feather in His Collar."

Blind Activities Awards Trophy to Pete Smith

A silver trophy has been awarded Pete Smith by the members of the Blind Activities and Recreation, Inc., in appreciation of his Specialty, "Playing by Ear," in which many members of the blind group appeared. Trophy was recently presented to Smith at MGM's studio by Bob Anderson, president of the Blind Activities, who wrote in a letter to Smith:

"We of the blind feel that you have put us on an equal basis with those who have their sight, and this we appreciate deeply. From hundreds of letters we have received from the blind all over the country where 'Playing by Ear' is showing, we know that it is building morale and courage and that the blind do want participate in sports."

Shorts Shopping

(*Continued from Page* 43)

been made so appealing by Pal that the spectator feels like trotting down to the zoo and striking up a friendship with one of its leonine tenants. When Wilbur is retired from the circus and given a ticket back home to Africa, one shares his joyful anticipation. But when the lion, once more in his own environment, finds that the only thing he can do well—perform—turns his jungle pals against him because of their jealousy of his success, his letdown is also a letdown for the spectator. It is encouraging to see the circus business decline, for that means Wilbur will have to get back under the "big top." And how happy Wilbur is—and the audience, too —when he once more receives the plaudits of the multitude.

On the surface, that Puppetoon plot may seem little above average, but the manner in which Pal and his assistants have produced it makes this subject unique in Puppetoon history. Wilbur should win a large following when it gets around, and the subject itself is of Academy Award stature.

* * *

Interstate Theatres down Texas way featured Upside Down Week recently, with MGM's "Diamond Demon" as the campaign short subject. It seems that in the Pete Smith one-reeler Johnny Price, trick baseball player, plays baseball upside down—a feat which the Interstate boys, and justifiably so, felt had exploitation possibilities.

Tieups Spread News of 'Armstrong' in Buffalo

When Columbia's serial, "Jack Armstrong," opened at seven Basil Community Theatres in Buffalo a few days ago, thousands of youngsters must have been on hand.

For news of the chapter-play was spread far and wide throughout the city. For instance, 12 hundred store windows carried posters featuring the tieup between "Jack Armstrong" and General Mills, manufacturers of Wheaties and sponsors of the radio serial. The posters and window displays, according to G. M. Westergren, assistant general manager of the Basil Enterprises, ran for at least a month.

A radio tieup was also made with station WKBW, Buffalo outlet of the American Broadcasting Corporation, in return for screen advertising on the serial. The station gave plugs for the Basil Theatres at the end of the national broadcast every weekday prior to the chapter-play's opening.

On the opening day, sample packages of Wheaties were distributed at each of the seven theatres.

Traveltalk Service in Mexico a la FitzPatrick

Upon his return recently from Mexico City, James A. FitzPatrick, producer of FitzPatrick Traveltalks for MGM release, announced the opening of a FitzPatrick Travel Service in that city. He stated that he would also open branches of this service in Chicago, New York, London and Paris during the year. He is now completing plans for the first All-Exhibitor's Tour to Hawaii to be ready for fall release. A special tour from Los Angeles to Acapulco has been completed by the Los Angeles FitzPatrick Travel Service.

FitzPatrick recently signed a new contract with MGM and he is mapping out with Fred C. Quimby, head of the company's shorts department, Traveltalk issues for 1947-48.

First Trucolor Cartoon

The first cartoon to be produced in Republic's Trucolor process, "It's a Grand Old Nag," has been completed by Bob Clampett and Company and is now being processed by Consolidated Laboratories. It is expected to go into distribution within the next two months. After studying exhibitor reaction, Clampett will begin production on the next cartoon in a series of six.

Newfield to Direct Serial

Sam Newfield has been signed by Sam Katzman to direct the serial, "The Seahound," which he will produce for Columbia. Film will be in 15 chapters.

Cartoon Shows

Cartoon shows have lost nothing of their popularity in Columbus, Ohio. Both downtown and neighborhood theatres find them profitable. The small Oak neighborhood house recently gave a cartoon show that lasted for two hours. Manager Carl Rogers of Loew's Broad Theatre in Columbus was so highly pleased with results of his Easter Monday cartoon program that he is holding another one on Saturday, May 10.

SHORT Subject REVIEWS

Battle of Champs *(Excellent)*

WB (3503) Sports Parade 10 mins.

The basis of this novel Technicolor short is a battle on a golf links among Lou Novikoff, leading batter of the Pacific Coast Baseball League, whose weapons are a ball and bat; Dick Miller, fly-caster with rod and reel, who brings that equipment to the golf course; Charlie Stevens, sling-shot expert, who uses the simple sling-shot so dear to the neighborhood kids, and Howard Hill, expert archer, whose bow and arrow are pitted against the skill of Johnny Dawson, amateur golfer. They all compete with their varied equipment through 18 holes of golf, and it is Hill, whose outstanding skill with the bow and arrow has often been demonstrated, who wins on the 18th hole.

Storm Over Britain *(Timely)*

20th-Fox March of Time 18 mins.

Whether Britain is "washed up" or will survive one of the greatest crises in her history by means of the indomitable spirit that carried her through the war is the question posed by the March of Time editors in this new issue of the series. Although Britain has already increased production above prewar levels, as the subject points out, anywhere from six to 67 per cent more workers are needed to reach top production. Despite this pressing need, over a million men are under arms to police occupied Germany and meet other Empire commitments around the world. There are scenes revealing the average Briton's attitude toward his government's handling of the emergency; and Lord Colton, as chairmen of the Conservative Party, takes issue with the socialist program and pleads for a return to free enterprise, which he believes necessary before Britain can again have freedom and prosperity. Whatever the remedy, "Storm Over Britain" is a subject to provoke considerable thought and fuller understanding of Britain's present plight.

Schreiner's Kiddie Show

Al Schreiner, manager of the Warner Theatre, Aberdeen, Wash., in Lou Halper's Pacific Coast zone, recently held a Bugs Bunny Club show at which all members, who are known as "rabbits," received a candy bar and a piece of Easter cake. One of the youngsters won a brand new Easter bunny.

Schreiner goes to great lengths to provide something unusual for the youngsters in addition to the regular screen fare at the Saturday morning "rabbit" shows. These kids, Schreiner points out, assume the long-range point of view. It is almost unbelievable, he says, how fast they grow up to be the patrons of tomorrow.

Shorty Sherock and His Orch. *(Good)*

Col. (8955) Thrills of Music 10 mins.

While Shorty Sherock's trumpet playing is good, it is not his music but rather the sensational dancing of a young man named Danny Daniels that rates this short "good." Daniels is (as this is written) featured in the New York stage hit "Street Scene" and was the subject of rave notices by critics when that play opened on Broadway. If the work seen in this short is an example of the young man's all-around dancing ability, he well rates the raves. He really is "terrific," as badly as the word is used.

Wilbur the Lion *(Excellent)*

Para. Pal Puppetoon 10 mins.

[illegible] cause of his ability to perform tricks. Meanwhile, the circus business falls off, and Wilbur is called back, happy to perform for the crowd once more. Only by seeing this Technicolor subject can one truly appreciate the clever manner in which George Pal has produced it. It is certainly worthy of consideration for Academy Award honors.

Marine Miracles *(Fascinating)*

Para. Popular Science 10 mins.

Although the new gadgets to make a young lady happy are interesting enough, the best sequence in this Popular Science reel is that showing the scientists of the Institutum Divi Thomae probing the ocean floor to find specimens of marine life that will aid medical science in its experiments. The scenes of various denizens of the deep are fascinating, bringing to the screen specimens seen heretofore by few people.

One Meat Brawl *(Funny)*

WB (2712) Looney Tune 7 mins.

It's Groundhog Day and the groundhog is trying to make up his mind whether or not to take his shadow with him when he makes his long awaited public appearance. Porky Pig has briefed his dog, Mandrake, on how to aid him in his attempt to add the Groundhog to his collection of hunting trophies, but the Groundhog is too smart. Following the usual mixed-up sequences the trio are pals. In Technicolor.

. . . NEWSREEL SYNOPSES . . .

(Released Saturday, May 3)

NEWS OF THE DAY (Vol. 18, No. 268)—Palestine issue goes to United Nations; Terror flares anew in the Holy Land; Marshall home from Moscow, Truman praises his stand; Warspite on rocks; Mine perils demonstrated; Apple blossom queen crowned; Drake track games; Pennsylvania relays; Jack Dempsey back in ring; Babe Ruth's big day.

PARAMOUNT (No. 71)—Drake Relays sets pace for Olympics; San Francisco police break mass picketing by 20,000 phone workers; Half million Detroit workers leave jobs in protest against pending labor legislation; Palestine sessions open at United Nations; Marshall returns home from Moscow; Baseball honors Babe Ruth.

MOVIETONE (Vol. 29, No. 70)—Marshall returns from Moscow as parley fails; Special U.N. Assembly session; Train blown up in Palestine; Moscow behind iron curtain; Gale wrecks British ships; Mine safety experiments; Penn College track relays; Babe Ruth day; Something new has been added to that mat madness in Canada.

UNIVERSAL (Vol. 20, No. 34)—U.N. General Assembly undertakes settlement of Palestine question; Train blown up as terrorists strike again in Holy Land; Bureau of Mines recreates coal mine explosion in demonstration test; Secretary Marshall returns from four-power conference; Bullet-proof vest demonstrated in Philadelphia; Nation's baseball fans honor Babe Ruth; Montreal wrestlers clash head on.

PATHE (Vol. 18, No. 73)—Marshall home, reports to President; United Nations session on Palestine; Baseball honors Babe Ruth; Religion in Russia.

(Released Wednesday, April 30)

MOVIETONE (Vol. 29, No. 69)—Campaign starts for price reductions; Nazi stronghold of Helgoland is blown up; Stalingrad today; King Paul of Greece; The future Queen of the British Empire comes of age; Boy and girl ushers compete for prizes; Teen-agers yachting in Australia; Movietone cameraman enters gorilla's cage.

NEWS OF THE DAY (Vol. 18, No. 267)—Helgoland blasted off the map; New England town declares united war on high prices; Princess Elizabeth in birthday message pledges life to Empire; Stalingrad today rebuilds for future; Flying bomb hits target at 150 miles; Adelaide Hawley's movie spotlight.

PATHE (Vol. 18, No. 72)—Uncensored films of Stalingrad; Great blast wipes Helgoland off the map; Whole town slashes prices 10 per cent; Elizabeth pledges her life to Empire; U. N. trade conference is opened in Geneva; Kids run theatre all by themselves.

UNIVERSAL (Vol. 20, No. 33)—Helgoland blows up; Stalingrad today; New King in Denmark; Cardinal Spellman in appeal; U.N. trade group meets; Kids' fishing contest; The champ takes a tumble.

PARAMOUNT (No. 70)—Midget racers burn up speedway; Geneva group maps world trade plans; First pictures of Stalingrad today; Royal family ends South African tour; Death of an island as British dynamite Helgoland.

ALL AMERICAN (Vol. 5, No. 236)—Drive with care; Baby needs shoes; All those candles and no cake; Educational leaders; Trophies for top piano thumpers; Track star reigns supreme; Robinson stars for Dodgers; Texas City disaster.

TELENEWS (Vol. 1, No. 1)—Poland moves west; Nazi PWs in Algeria return to religion; Sikh religious festival in India; Russian expedition to the north from Siberia; New settlement is born in Palestine; Carnival time in Europe.

Box-Office Slants

Black Narcissus

(Continued from Page 39)

thing it should have yet somewhere it fails to jell as unrestricted popular entertainment. It lacks that something which makes a satisfied audience an enthusiastic one. Deborah Kerr gives a charming performance as the sister who renounces the world to avoid being jilted in her friends' eyes and finds herself severely tested in her retreat. No less successful is the work of David Farrar as the [illegible] by the mother superior's gentleness. Kathleen Byron's characterization of the nun who lacks the happiness and understanding of the others proves she is an actress of no mean ability. Other exceptional performances are those of Flora Robson, Jean Simmons, May Hallatt and Esmond Knight. Technically, "The Black Narcissus" is near perfection. The settings Technicolor process shots, and music are of a high standard. Above all the film is in very good taste with the religious angle being most devoutly handled.

FEATURE Booking GUIDE

TITLE INDEX

Listed in the following index are titles of features (exclusive of western series releases) with name of the distributor following the title. For data as to running time, stars, etc., refer to title under distributor company listings.

A

Title	Company
Abie's Irish Rose	UA
A Boy, a Girl, and a Dog	FC
Accomplice	PRC
Adventure for Two	Misc.
Adventures of Don Coyotes	UA
Adventuress	EL
Affairs of Geraldine	Rep.
A Lady Surrenders	Univ.
Albuquerque	Para.
Alexander's Ragtime Band	20th-Fox
Alias A Gentleman	MGM
A Likely Story	RKO
Alias Mr. Twilight	Col.
A Miracle Can Happen	UA
Angel and the Badman	Rep.
Adventuress, The	Eagle-Lion
Angel and Sinner	Misc.
Angel on My Shoulder	UA
Anna and the King of Siam	20th-Fox
Apache Rose	Rep.
Arch of Triumph	Ent.
Arnelo Affair	MGM
Assigned to Treasury	Col.
Atlantis	UA
A Woman of My Own	MGM
A Yank in Rome	Misc.

B

Bachelor and the Bobby-Soxer	RKO
Bachelor's Daughters	UA
Backlash	20th-Fox
Banjo	RKO
Barber of Seville	Misc.
Battle for Music	Misc.
Beast With Five Fingers	WB
Beat the Band	RKO
Beauty and the Bandit	Mono.
Bedelia	EL
Before Him All Rome Trembled	Misc.
Beginning of the End	MGM
Bellman, The	Misc.
Bells of San Angelo	Rep.
Bells of San Fernando	SGP
Below the Deadline	Mono.
Best Years of Our Lives	RKO
Betty Co-Ed	Col.
Beware	Astor
Beware of Pity	Misc.
Beyond Tomorrow	Astor
Big Sleep	WB
Bill and Coo	Rep.
Birds and the Bees, The	MGM
Big Town	Para.
Birth of a Star	Astor
Bishop's Wife, The	RKO
Black Angel	Univ.
Black Beauty	20th-Fox
Black Gold	Allied
Blackmail	Rep.
Blaze of Noon	Para.
Blind Spot	Col.
Blonde Alibi	Univ.
Blonde Menace	Favorite
Blondie Knows Best	Col.
Blonde for a Day	PRC
Blondie in the Dough	Col.
Blondie's Big Moment	Col.
Blondie's Holiday	Col.
Blue Skies	Para.
Bob, Son of Battle	20th-Fox
Body and Soul	UA
Bohemian Girl	FC
Boomerang	20th-Fox
Boston Blackie and the Law	Col.
Born to Kill	RKO
Born to Speed	PRC
Bowery, The	20th-Fox
Bowery Bombshell	Mono.
Boys' Ranch	MGM
Brasher Doubloon	20th-Fox
Brief Encounter	Univ.
Bringing Up Father	Mono.
Broadway Limited	Favorite
Brute Force	Univ.
Brute Man	PRC
Buck Privates Come Home	Univ.
Buffalo Bill Rides Again	SGP
Bulldog Drummond at Bay	Col.
Bury Me Dead	PRC
Bush Pilot	SGP

Features and western series pictures are listed alphabetically by title under name of distributor. (Consult TITLE INDEX *for distributor of pictures known only by title.) Numerals at left of titles indicate* PRODUCTION *or* BLOCK NUMBER, *(SP in this column indicates Special release sold separately), those at extreme right give publication date of Advance Data: a; or Box-Office Slant: b. Asterick following title indicates color photography with adjoining letter giving name of type of color thus: *T: Technicolor, *C: Cinecolor, *M: Magnacolor, *U: Trucolor, *V: Vitacolor. Audience Classification is indicated by letters following titles: A—Adult; F—Family. Letters and combinations thereof in parenthesis indicate type of story in accordance with following key:*

(B) *Biographical*	(C) *Comedy*
(D) *Drama*	(Doc) *Documentary*
(G) *Gangster*	(M) *Musical*
(H) *Horror*	(W) *Western*
(My) *Mystery*	(Wa) *War*

ALLIED ARTISTS

Prod. No.	CURRENT		Run Time Mins.	Rel. Date	See Issue of
1	It Happened on Fifth Avenue (C)F	Gale Storm-Don DeFore	115	4/19/47	b2/8/47

COMING

Black Gold	A. Quinn-K. deMille-E. Knox		8/1/47	
Gangster, The	Belita-B. Sullivan-J. Lorring		9/1/47	
Hunted, The	Belita-P. Foster			
Tragic Symphony	Frank Sundstrom-Audrey Long		Nov. '47	a4/26/47

ASTOR PICTURES

Beware (M)F	Louis Jordan-Frank Wilson	55		b6/22/46
Sp. Birth of a Star	Danny Kaye	38		New Release
Sp. Caldonia	Louis Jordan & Band	28		New Release
Flying Deuces, The	Stan Laurel-Oliver Hardy		10/10/46	Reissue
Gentleman From Arizona	John King-Joan Barclay	70½		Reissue
Her Enlisted Man (CD)	Barbara Stanwyck-Robt. Young	70		Reissued
I Cover the Waterfront (D)	Claudette Colbert	80		Reissued
Jimmy Steps Out	J. Stewart-P. Goddard	89		Release
Let 'em Have It (G)	Bruce Cabot-Virginia Bruce	70		Reissued
Little Men	Oakie-Francis-Bancroft	83		Release
Second Chorus	Fred Astaire-Paulette Goddard		11/18/46	Re-release
Silver Devil (D)F	H. Gibson-Stephin Fetchit	62		Remake
Sky Devils (C-D)	Spencer Tracy	88		Reissued
Thunder in the City	Edw. G. Robinson	81		Reissued

COLUMBIA — Current 1945-46

Gallant Journey (D)F	Glenn Ford-Janet Blair	86	9/24/46	b9/7/46
It's Great to Be Young (M-C)F	L. Brooks-R. Stanton-J. Donnell	68	9/12/46	b11/23/46
Personality Kid	Anita Louise-Michael Duane	86	8/8/46	a5/23/46
Shadowed	Anita Louise-Robert Scott	70	9/26/46	
Thrill of Brazil, The (W)F	E. Keyes-Keenan Wynn-A. Miller	91	9/30/46	b9/14/46

CURRENT 1946-'47

828	Alias Mr. Twilight (D)A	Michael Duane-Trudy Marshall	69	12/19/46	b12/28/46
824	Betty Co-Ed (C)F	J. Porter-W. Mason-S. Mills	71	11/28/46	b11/23/46
	Blind Spot (My)A	Chester Morris-Constance Dowling	73	2/6/47	a11/2/46
807	Blondie's Big Moment (C)F	P. Singleton-A. Lake-A. Louise	69	1/9/47	b12/14/46
	Blondie's Holiday (C)F	Arthur Lake-Penny Singleton	67	4/10/47	b3/1/47
806	Blondie Knows Best (C)F	Penny Singleton-Arthur Lake	70	10/17/46	b9/21/46
822	Boston Blackie and the Law (My)F	Chester Morris-Trudy Marshall	69	12/12/46	b11/16/46
	Cigarette Girl (C)A	L. Brooks-J. Lloyd-J. Barton	67	2/13/47	b2/15/47
816	Crime Doctor's Man Hunt (My)F	Warner Baxter-Ellen Drew	60	10/24/46	b9/21/46
830	Dead Reckoning (D)A	Humphhrey Bogart-Lizabeth Scott	99	Feb. '47	b1/4/47
	For the Love of Rusty	T. Donaldson-T. Powers-A. Doran	69	5/1/47	
	Framed (D)A	Glenn Ford-Janis Carter	82	April '47	b3/8/47
	Guilt of Janet Ames, The (D)A	Rosalind Russell-Melvyn Douglas	83	April '47	b3/8/47
	Gunfighters, The *C	Randolph Scott-Dorothy Hart		May '47	
	Johnny O'Clock (D)A	Dick Powell-Evelyn Keyes	86	Mar. '47	b1/4/47
	Jolson Story, The *T (D-M)F	L. Parks-E. Keyes-W. Demarest	128	Jan. '47	b9/21/46
	King of the Wild Horses (D)F	Preston Foster-Gail Patrick	79	3/27/47	b3/29/47
	Last of the Redmen	J. Hall-M. O'Shea-E. Ankers	77	May '47	
823	Lone Wolf in Mexico (My)A	Gerald Mohr-Eric Blore-Sheila Ryan	70	1/16/47	b12/28/46
	Millie's Daughter (D)F	Gladys George-Paul Campbell	71	3/20/47	b2/15/47
832	Mr. District Attorney (My)A	Dennis O'Keefe-M. Chapman	81	Feb. '47	b12/28/46
829	Return of Monte Cristo (D)F	L. Hayward-G. Macready-U. O'Connor	91	Dec. '46	b11/23/46
818	Secret of the Whistler (My)A	Richard Dix-Leslie Brooks	65	11/7/46	b11/2/46
804	Singin' in the Corn (C-M)F	Judy Canova-Allen Jenkins	66	12/26/46	b11/16/46
805	So Dark the Night (D)A	Stephen Geray- Micheline Cheirel	71	10/10/46	b9/14/46
	The Thirteenth Hour (My)A	Richard Dix-Karen Morley	65	3/6/47	b2/15/47

COMING

Assigned to Treasury	Dick Powell-Maylia			
Blondie in the Dough	P. Singleton-A. Lake-L. Simms			
Bulldog Drummond at Bay (My)A	Ron Randell-Anita Louise	70	5/15/47	b4/19/47
Corpse, Came C.O.D., The	G. Brent-J. Blondell-A. Jergens			a1/11/47
Down to Earth *T	Rita Hayworth-Larry Parks			a7/13/46
Girl from Shanghai, The	Rita Hayworth-Orson Welles			a4/12/47
Her Husband's Affairs	F. Tone-L. Ball-E. E. Horton			
Keeper of the Bees	Gloria Henry-Michael Duane			
Key Witness	John Beal-Trudy Marshall			
Little Miss Broadway	Jean Porter-John Sheldon			
Man From Colorado, The	Glen Ford-Ellen Drew-William Holden			
Millerson Case, The	Warner Baxter-N. Saunders		5/29/47	
Prince of Thieves	Jon Hall-Patricia Morrison-A. Jergens			
Smoky River Serenade	P. Campbell-R. Terry-Hoosier Hot Shots			
Son of Rusty	T. Donaldson-T. Powers-A. Doran			
Sport of Kings	Gloria Henry-Paul Campbell			
Sweet Genevieve	Jean Porter-Jimmy Lydon			
Swordsman, The	Larry Parks-Ellen Drew-G. Macready			a1/4/47
Three Were Thoroughbreds *T	R. Young-M. Chapman-W. Parker			a1/11/47
Two Blondes and a Redhead	J. Porter-J. Lloyd-J. Clark			

COLUMBIA (Continued)

Prod. No.			Run Time Mins.	Rel. Date	See Issue of
	Westerns (Current)				
863	Fighting Frontiersman (W-M)F	Charles Starrett-Smiley Burnette	61	12/19/46	b11/9/46
	Heading West (WM)F	Charles Starrett-Smiley Burnette	54	8/15/46	b8,24,46
	Law of the Canyon	Charles Starett-Smiley Burnette		4/24/47	
861	Landrush (W)F	Charles Starrett-Smiley Burnette	54	10/17/46	b9/21/46
	Lone Hand Texan, The (W-M)F	Charles Starrett-Smiley Burnette	54	3/6/47	b3/1/47
854	Lone Star Moonlight	K. Curtis-J. Barton-G. Kibbee	67	12/12/46	
	Over the Sante Fe Trail (W-M)F	Ken Curtis-Jenifer Holt	63	2/13/47	b2/15/47
	Singing on the Trail (W)F	K. Curtis-J. Barton-G. Kibbee	58	9/12/46	b1/18/47
	South of the Chisholm Trail (W)F	Charles Starrett-Smiley Burnette	58	1/30/47	b2/1/47
862	Terror Trail (W)F	Charles Starrett-Smiley Burnette	55	11/21/46	b11/2/46
7222	That Texas Jamboree	Ken Curtis-Jeff Donnell	67	5/16/46	
	Westerns (Coming)				
	Prairie Raiders	Charles Starrett-Smiley Burnette		5/29/47	
	Riders of the Lone Star	Charles Starrett-Smiley Burnette			
	Stranger From Ponca City	Charles Starrett-Smiley Burnette			
	Swing the Western Way	J. Leonard-M. Dugan-Hoosier Hot Shots			

EAGLE-LION

	CURRENT				
	The Adventuress (Reviewed in London under title "I See A Dark Stranger")	Deborah Kerr-Trevor Howard	93	3/17/47	7/13/46
	It's a Joke, Son (C)F	Kenny Delmar-Una Merkel	62	1/25/47	b1/25/47
	Bedelia (D)A	Margaret Lockwood-Ian Hunter	90	2/1/47	b6/3/46
	Lost Honeymoon (C)A	Franchot Tone-A. Richards-T. Conway	71	3/29/47	b3/15/47
	COMING				
	Green for Danger (My)A	Sally Gray-Trevor Howard	91	Rank	b12/14 46
	Love From a Stranger	J. Hodiak-S. Sidney-A. Richards			
	Out of the Blue	G. Brent-V. Mayo-T. Bey			
	Repeat Performance	Joan Leslie-L. Hayward-R. Basehart			a3/8/47

FAVORITE FILMS CORP.

	Blonde Menace (D)A	Joyce Compton-G. Kibbee-F. Jenks	70	7/1/46	Reissue
	Broadway Limited	Dennis O'Keefe-V. McLaglen	74	1/1/47	Reissue
	Captain Caution (D)A	V. Mature-A. Ladd-L. Carrillo	86	8/1/46	Reissue
	Captain Fury (D)A	B. Aherne-V. McLaglen-P. Lukas	88	8/1/46	Reissue
	Cat's Claw Murder Mystery (M)A	Wallace Ford-J. Miljan	68	7/1/46	Reissue
	Daring Desperadoes	Nino Martino-Ida Lupino		May '47	Reissue
	Housekeeper's Daughter (C)A	J. Bennett-V. Mature-A. Menjou	79	10/1/46	Reissue
	Jungle Terror (D)F	Frank Buck	70	7/1/46	Reissue
	Of Mice and Men (D)A	B. Meredith-Betty Field-L. Chaney, Jr.	105	12/1/46	Reissue
	One Million B. C. (D)A	V. Mature-C. Landis-L. Chaney, Jr.	79	10/1/46	Reissue
	Road Show	C. Landis-J. Hubbard-A. Menjou	86	Mar. '47	Reissue
	Sea Bandits	Dennis Morgan		May '47	Reissue
	There Goes My Heart	Frederic March-Virginia Bruce	82	Mar. '47	Reissue
	Topper Takes Trip	C. Bennett-R. Young-A. Mowbray	79	Feb. '47	Reissue
	Topper Returns	O'Keefe-Landis-Blondell-Young	87	Feb. '47	Reissue

FILM CLASSICS

	CURRENT				
	A Boy, a Girl, and a Dog (D)F	Jerry Hunter-Sharyn Moffett	88		b8/3/46
	Devil to Pay	R. Colman-L. Young-M. Loy	74		
	Dodsworth (D)A	Walter Huston-Mary Astor	101	8/1/46	
	North Star	Anne Baxter-Dana Andrews	109		
	Palmy Days	Eddie Cantor-George Raft	80		
	Return of the Scarlet Pimpernel	B. Barnes-J. Mason-S. Stewart	81		
	Scarlet Pimpernel, The	Merle Oberon-Leslie Howard	98		
	Stella Dallas	J. Boles-R. Stanwyck-A. Shirley	107		
	The Thief of Bagdad	Sabu-Conrad Veidt-June Duprez	109		
	Unholy Garden	R. Colman-Fay Wray	77		
	Westerner, The	G. Cooper-D. Davenport-W. Brennan	102		
	Woman Chases Man	Miriam Hopkins-Joel McCrea	70		

METRO-GOLDWYN-MAYER

Group No.					
	CURRENT				
	Beginning Or the End, The (D)F	B. Donlevy-R. Walker-G. Tearle	112	Mar. '47	b2/22/47
	Cockeyed Miracle (C)A	K. Wynn-F. Morgan	81	Oct	b7/20/46
17	Courage of Lassie *T (D)F	Elizabeth Taylor-"Lassie"	93	Aug	b6/11/46
17	Faithful in My Fashion (C)F	Donna Reed-Tom Drake	81	Aug	b6/15/46
	Gallant Bess *C (D)F	Marshall Thompson-Jim Davis	99	Jan. '47	b9/7/46
	Great Waltz, The (M)F	L. Rainer-F. Gravet-M. Korjus	110	May	Reissue
	Holiday in Mexico *T (M)F	W. Pidgeon-I. Massey-J. Powell	127	Sept	b7/27/46
	Hucksters, The	C. Gable-D. Kerr-S. Greenstreet		May	
	It Happened at the Inn	Fernand Ledoux-Maurice Rollin	103	April '47	a9/21/46
	Lady in the Lake (My)A	Robert Montgomery-Audrey Totter	103	Jan. '47	b11/30/46
	Little Mister Jim (C)F	James Craig-Frances Gifford	92	April '47	b6/8,46
	Love Laughs at Andy Hardy (C)F	M. Rooney-B. Granville-D. Ford	93	Feb.	b12/7/46
	Mighty McGurk, The (C)F	Wallace Beery-Aline McMahon	85	Jan. '47	b11/23/46
	My Brother Talks to Horses (C-D)F	Butch Jenkins-Peter Lawford	93	Jan. '47	b11/30/46
	No Leave, No Love (CM)F	V. Johnson-P. Kirkwood-K. Wynn	119	Oct	b8/31/46
	Rage in Heaven	Ingrid Bergman-Robert Montgomery	84	Oct	Reissue
	Sea of Grass (D)A	K. Hepburn-S. Tracy-M. Douglas	131	April	b2/15/47
	Secret Heart, The (D)A	C. Colbert-W. Pidgeon-J. Allyson	97	Dec	b11/30/46
	Show-Off, The (C)F	R. Skelton-Marilyn Maxwell	83	Dec	b8/17/46
17	Three Wise Fools (CD)F	M. O'Brien-L. Barrymore-E. Arnold	92	Aug	b6/15/46
	Till the Clouds Roll By *T (M)F	J. Garland-R. Walker-F. Sinatra	135	Jan. '47	b11/15/46
	Two Smart People (CD)A	J. Hodiak-L. Ball-L. Nolan	93	Nov	b6/8/46
	Undercover Maisie (C)A	Ann Sothern-Barry Nelson	90	May	b3/8 47
	Undercurrent (D)A	K. Hepburn-A. Taylor	115	Nov	b10/5/46
	Yearling, The *T (D)F	G. Peck-J. Wyman-C. Jarman	128	May	b11/30/46
	COMING				
	Alias A Gentleman	Wallace Beery-Gladys George			
	A Woman of My Own	Greer Garson-Richard Hart			a9/7/46
	Arnelo Affair, The (D)A	John Hodiak-Frances Gifford	87		b2/15/47
	Birds and the Bees, The *T	J. MacDonald-J. Iturbi-J. Powell			a3/1/47
	Captains Courageous	Spencer Tracy-Mickey Rooney			Reissue
	Cynthia	E. Taylor-G. Murphy-M. Astor			a2/15/47
	Dark Delusion (D)F	L. Barrymore-J. Craig-L. Bremer	90		b4/12/47
	Fiesta *T	Esther Williams-John Carroll			a2/9/46
	Good News	J. Allyson-P. Lawford-J. McCracken			
	Green Dolphin Street	Lana Turner-Van Heflin			a2/1/47
	High Barbaree (D)F	Van Johnson-June Allyson	91		b3/15/47
	It Happened in Brooklyn (C-M)F	F. Sinatra-K. Grayson	103		a9/21/46
	Living in a Big Way	Gene Kelly-Marie MacDonald			a9/7/46
	Merton of the Movies	Red Skelton-Virginia O'Brien			a9/21/46
	Piccadilly Incident (D)A	Anna Neagle-Michael Wilding	100		b8/31/46
	Pirate, The *T	J. Garland-G. Kelly-W. Slezak			

Title	Company
C	
Caesar & Cleopatra	UA
Calcutta	Para.
California	Astor
Calendar Girl	Rep.
California	Para.
Canyon Passage	Univ.
Captain from Castile	20th-Fox
Captain Caution	Favorite
Captain Fury	Favorite
Captains Courageous	MGM
Captive Heart	Univ.
Carmen	Misc.
Carnegie Hall	UA
Carnival	Misc.
Carnival in Costa Rica	20th-Fox
Cat Creeps	Univ.
Cat's Claw Murder Mystery	Favorite
Centennial Summer	20th-Fox
Chase, The	UA
Cheyenne	WB
Child of Divorce	RKO
Cigarette Girl	Col.
Clandestine	Misc.
Claudia and David	20th-Fox
Cloak and Dagger	WB
Cockeyed Miracle	MGM
Code of the West	RKO
Complex	Rep.
Copacabana	UA
Corpse Came C. O. D., The	Col.
Corsican Brothers	PRC
Courage of Lassie	MGM
Courtneys of Curzon Street	Misc.
Crack-Up	RKO
Crime Doctor's Man Hunt	Col.
Criminal Court	RKO
Crimson Key, The	20th-Fox
Crossfire	RKO
Cross My Heart	Para.
Cry Wolf	WB
Cuban Pete	Univ.
Curly	UA
Cynthia	MGM
D	
Danger Street	Para.
Danger Woman	Univ.
Dangerous Millions	20th-Fox
Dangerous Money	Mono.
Dangerous Venture	UA
Dark Delusion	MGM
Dark Herse	Univ.
Dark Mirror	Univ.
Dark Passage	WB
Daring Desperadoes	Favorite
Deadline for Murder	20th-Fox
Dead of Night	Univ.
Dead Reckoning	Col.
Dear Ruth	Para.
Death Valley	SGP
Deception	WB
Decoy	Mono.
Deep Valley	WB
Desert Fury	Para.
Destry Rides Again	Univ.
Desperate	RKO
Devil's Hand	Misc.
Devil on Wheels	PRC
Devils Playground	UA
Devil Thumbs a Ride	RKO
Devil to Pay	PC
Dick Tracy's Dilemma	RKO
Dick Tracy vs. the Gruesome Gang	RKO
Dick Tracy Versus Cueball	RKO
Dishonored Lady	UA
Dodsworth	PC
Don Ricardo Returns	PRC
Down Missouri Way	PRC
Down to Earth	Col.
Dream Girl	Para.
Duel in the Sun	Selznick
E	
Earl Carroll's Sketchbook	Rep.
Easy Come, Easy Go	Para.
Easy to Wed	MGM
Egg and I	Univ.
Emperor Waltz, The	Para.
Escape Me Never	WB
Exile, The	Univ.
F	
Fabulous Dorseys	UA
Fabulous Joe	UA
Fabulous Suzanne	Rep.
Faithful in My Fashion	MGM
Falcon's Adventure	RKO
Falcon's Alibi	RKO
Fall Guy	Mono.
Fangs of the Wild	Astor
Fanny By Gaslight	UA
Farmer's Daughter	RKO
Fear in the Night	Para.
Fiesta	MGM
Fighting Father Dunne	RKO
Fiume, The	
Flight to Nowhere	SGP
Flying Deuces	Astor
Fool's Gold	UA
For the Love of Mary	U-I
For the Love of Rusty	Col.
Forever Amber	20th-Fox
Foxes of Harrow, The	20th-Fox
Framed	Col.
From This Day Forward	RKO
Front Page Scandal	Mono.
Fun and Fancy Free	RKO

Title	Company
Fun on a Weekend	UA
Fugitive	RKO

G

Gallant Bess	MGM
Gallant Journey	Col.
Gangster, The	Allied
Gas House Kids	PRC
Gas House Kids Go West	PRC
Genius at Work	RKO
Gentleman Joe Palooka	Mono.
Gentleman from Arizona	Astor
Ghost and Mrs. Muir	20th-Fox
Ghost Goes Wild	Rep.
G. I. War Brides	Rep.
Girl From Shanghai, The	Col.
Ginger	Mono.
God's Country	SGP
Golden Earrings	Para.
Good News	MGM
Great Day	RKO
Great Expectations	Univ.
Great Waltz	MGM
Green Dolphin Street	MGM
Green Fingers	Misc.
Green for Danger	E-L
Green Years	MGM
Guilt of Janet Ames	Col.
Guilty	Mono.
Gunfighters	Col.

H

Hard Boiled Mahoney	Mono.
Hat Box Mystery	SG
Heartaches	PRC
Heartbeat	RKO
Heart of Arizona	SGP
Heaven Only Knows	UA
Heldorado	Rep.
Henry the Fifth	UA
Her Adventurous Night	Univ.
Her Enlisted Man	Astor
Her Husband's Affairs	Col.
Her Sister's Secret	PRC
Here Comes Trouble	UA
High Barbaree	MGM
High Conquest	Mono.
High School Hero	Mono.
Hit Parade of 1947	Rep.
Holiday in Mexico	MGM
Hollywood Barn Dance	SG
Home in Oklahoma	Rep.
Homestretch	20th-Fox
Home Sweet Homicide	20th-Fox
Honeymoon	RKO
Hoppy's Holiday	UA
Housekeeper's Daughter	Favorite
How Dear to My Heart	RKO
Hucksters, The	MGM
Hue and Cry	Misc.
Humoresque	WB
Hungry Hill	Misc.
Hunted, The	Allied

I

I Cover Big Town	Para.
I Cover the Waterfront	Astor
If I'm Lucky	20th-Fox
If You Knew Susie	RKO
I Know Where I'm Going	Univ.
I Walk Alone	Para.
Imperfect Lady	Para.
In Old Sacramento	Rep.
Indian Summer	RKO
Inner Circle	Rep.
International Lady	PRC
Intrigue	UA
Invisible Informer	Rep.
I Stole a Million	Univ.
It Happened at the Inn	MGM
It Happened in Brooklyn	MGM
It Happened on Fifth Avenue	Allied
It's a Joke, Son	EL
It's a Wonderful Life	RKO
It's Great to Be Young	Col.
It's Moider	PRC
It Shouldn't Happen to a Dog	20th-Fox
I'll Be Yours	Univ.
Ivan the Terrible	Misc.
I've Always Loved You	Rep.
Ivy	Univ.
I Wonder Who's Kissing Her Now	20th-Fox

J

Jewels of Brandenburg	20thFox
Jimmy Steps Out	Astor
Johnny Frenchman	Univ.
Johnny O'Clock	Col.
Jolson Story	Col.
Journey Together	Misc.
Jungle Flight	Para.
Jungle Princess	Para.
Jungle Terror	Favorite

K

Keeper of the Bees	Col.
Key Witness	Col.
Kid Millions	FC
Killer at Large	PRC
Killer Dill	SGP
Killers, The	Univ.
Kilroy Was Here	Mono.
King of the Wild Horses	Col.
Kings Row	WB
Kit Carson	PRC

METRO-GOLDWYN-MAYER (Continued)

Prod. No.	COMING		Run Time	Rel. Mins. Date	See Issue of
	Romance of Rosy Ridge, The	V. Johnson-T. Mitchell-J. Leigh			a9/21/46
	Song of Love	K. Hepburn-P. Henreid-R. Walker			a2/1/47
	Song of the Thin Man	William Powell-Myrna Loy			
	Summer Holiday *T	Mickey Rooney-Gloria DeHaven			a9/7/46
	Tenth Avenue Angel	M. O'Brien-G. Murphy-P. Thaxter			a9/21/46
	This Time For Keeps *T	F. Williams-L. Melchior			a9/7/46
	Unfinished Dance, The *T	Cyd Charisse-Marget O'Brien			a9/7/46

MONOGRAM

CURRENT 1945-1946

531	Beauty and the Bandit (A-D)F	Gilbert Roland-Ramsay Ames	71	11/9/46	b1/13/47
520	Below the Deadline (D)A	Warren Douglas-Ramsay Ames	65	8/3/46	b10/5/46
511	Bowery Bombshell (C-D)F	Leo Gorcey-Huntz Hall	65	7/20/46	b7/27/46
517	High School Hero (C)F	F. Stewart-June Preisser	69	9/7/46	b8/24/46
525	Missing Lady (My)F	Kane Richmond-Barbara Reed	59	8/17/46	b1/11/47
518	Shadows Over Chinatown	Sidney Toler-Victor Sen Yung	64	7/27/46	a4/20/46
530	South of Monterey (D)F	Gilbert Roland-Marjorie Riordan	63	7/10/46	b9/7/46
512	Spookbusters (CD)F	Leo Gorcey-The Bowery Boys	68	8/24/46	b8/24/46
521	Strange Voyage	Eddie Albert	61	7/6/46	

CURRENT 1946-'47

604	Bringing Up Father (C)F	Joe Yule-Renie Riano	68	11/23/46	b10/19/46
603	Dangerous Money (My)F	Sidney Toler-Victor Sen Yung	66	10/12/46	b10/12/46
601	Decoy (D)A	Jean Gillie-Edward Norris	76	9/14/46	b9/14/46
613	Fall Guy (My)A	Cliff Penn-Teala Loring	64	3/15/47	b3/8/47
602	Gentleman Joe Palooka (C)F	Joe Kirkwood-Elyse Knox	72	10/5/46	b10/5/46
609	Ginger	Frank Albertson-Barbara Reed	67	1/4/47	a9/28/46
614	Guilty, The (My)A	Bonita Granville-Don Castle	68	3/22/47	b3/22/47
616	Hard Boiled Mahoney	L. Gorcey-Bowery Boys-T. Loring	63	4/26/47	a3/22/47
620	High Conquest (D)A	A. Lee-G. Roland-W. Douglas	83	4/19/47	b3/15/47
608	Mr. Hex (CD)F	L. Gorcey-H. Hall	63	12/7/46	b12/14/46
610	Riding the California Trail	Gilbert Roland-Teala Loring	61	1/11/47	a10/26/46
699	Suspense (D)A	Belita-Barry Sullivan-E. Pallette	101	6/5/46	b3/30/46
606	Sweetheart of Sigma Chi (M)F	Elyse Knox-P. Regan-P. Brito	75	12/21/46	b11/30/46
607	Trap, The (My)F	Sidney Toler-Victor Sen Yung	69	11/30/46	b1/11/47
611	Vacation Days (D-M)F	F. Stewart-J. Preisser	66	1/25/47	b4/5/47
615	Violence (D)A	Nancy Coleman-M. O'Shea	72	4/12/47	b4/12/47

COMING

	High Tide	Lee Tracy-D. Castle-A. Shaw			
	Kilroy Was Here	J. Cooper-J. Coogan-W. McKay			
	Louisiana	Jimmy Davis-Margaret Lindsay		6/21/47	
	Robin Hood of Monterey	Gilbert Roland-Evelyn Brent			
618	Sarge Goes to College	A. Hale, Jr.-F. Stewart-J. Preisser		5/10/47	

Westerns (Current)

671	Land of the Lawless	J. M. Brown-R. Hatton-J. Harrison	59	5/3/47	
564	Raiders of the South (W-M)F	J. M. Brown-Raymond Hatton	85	1/18/47	b2/22/47
683	Rainbow Over the Rockies (W-M)F	J. Wakely-"Lasses" White	56	2/6/47	b3/1/47
567	Shadows on the Range (W)F	J. M. Brown-Raymond Hatton	57	8/10/46	b8/17/46
563	Silver Range (W)F	J. M. Brown-R. Hatton	54	11/16/46	b12/14/46
612	Silver Stallion	David Sharpe-Leroy Mason	59	12/14/46	Reissue
684	Six Gun Serenade	Jimmy Wakely-"Lasses" White	55	4/5/47	
681	Song of the Sierras (M-W)F	J. Wakely-"Lasses" White	56	12/28/46	b1/25/47
676	Trailing Danger	J. M. Brown-R. Hatton	58	3/29/47	
568	Trigger Fingers (W)F	J. M. Brown-Raymond Hatton	58	9/21/46	b10/19/46
675	Valley of Fear (W)F	J. M. Brown-R. Hatton	57	2/15/47	b4/19/47

Westerns (Coming)

	Backfire	Johnny Mack Brown-Raymond Hatton		6/7/47	
	Song of the Wasteland	J. Wakely-"Lasses" White		5/31/47	

PARAMOUNT

Current 1945-46

Block No.					
	Jungle Princess, The	Dorothy Lamour-Ray Milland	84	9/1/46	Reissue
6	Monsieur Beaucaire (C)F	Bob Hope-Joan Caulfield	93	8/30/46	b5/18/46
6	O.S.S. (Wa)F	A. Ladd-G. Fitzgerald-P. Knowles	107	7/26/46	b5/11/46
	Plainsman, The	Gary Cooper-Jean Arthur	113	9/1/46	Reissue
6	Searching Wind, The (D)A	R. Young-A. Richards-S. Sidney	105	8/9/46	b5/11/46
6	Strang Love of Martha Ivers, The (D)A	B. Stanwyck-V. Heflin-L. Scott	116	9/13/46	b3/16/46
6	Swamp Fire (D)A	Johnny Weissmuller-Virginia Grey	69	9/6/46	b5/11/46
5	To Each His Own (D)A	Olivia DeHavilland-John Lund	122	7/5/46	b3/16/46

CURRENT 1946-'47

	Blaze of Noon (D)A	A. Baxter-W. Holden-S. Tufts	90	5/2/47	b3/8/47
	Blue Skies *T (M)F	Bing Crosby-F. Astaire	104	12/27/46	b9/23/46
	California *T (WD)	Ray Milland-B. Stanwyck	93	2/21/47	b12/21/47
	Cross My Heart (C-M)F	Betty Hutton-Sonny Tufts	83	1/10/47	b11/23/46
	Easy Come, Easy Go (C)F	D. Lynn-S. Tufts-Virginia Field	78	3/7/47	b2/8/47
	Fear in The Night (D)A	DeForest Kelley-Kay Scott	72	4/18/47	b2/22/47
	Imperfect Lady (D)A	R. Milland-T. Wright-V. Field	97	4/25/47	b3/15/47
	Ladies' Man (C-M)F	Eddie Bracken-Virginia Field	90	2/7/47	b1/11/47
	My Favorite Brunette	Bop Hope-Dorothy Lamour	87	4/4/47	a8/24/46
	Perfect Marriage, The (C-D)A	L. Young-D. Niven-V. Field	87	1/24/47	b11/23/46
	Seven Were Saved	Richard Denning-Catharine Craig	73	3/28/47	a5/25/46
	Suddenly It's Spring (C)A	F. MacMurray-P. Goddard	87	3/21/47	b2/15/47
	Two Years Before the Mast (D)A	Donlevy-Ladd-Bendix	98	11/22/46	b8/24/46

COMING

	Albuquerque	Randolph Scott-Barbara Britton			a3/15/47
	Big Clock, The	R. Milland-C. Laughton-R. Johnson			
	Big Town	Philip Reed-Hillary Brooke	60	5/23/47	a2/9/46
	Calcutta (My)A	A. Ladd-G. Russell-W. Bendix	83	5/30/47	b3/19/47
	Danger Street (My)A	Jane Withers-Robert Lowery	66		b3/1/47
	Dear Ruth	J. Caulfield-W. Holden-E. Arnold	95		a10/25/46

PARAMOUNT (Continued)

COMING		Run Time Mins	Rel Date	See Issue of
Desert Fury *T	Lizabeth Scott-John Hodiak			
Dream Girl	B. Hutton-M. Carey-V. Field			
Emperor Waltz, The *T	Bing Crosby-Joan Fontaine			a7/13/46
Golden Earrings	Marlene Dietrich-Ray Milland			a9/28/46
I Cover Big Town (My)A	Philip Reed-Hilary Brooke	63		b3/1/47
I Walk Alone	B. Lancaster-Kirk Douglas			a3/1/47
Jungle Flight (D)F	Robert Lowery-Ann Savage	60		b3/1/47
Perils of Pauline *T	Betty Hutton-John Lund			a5/18/46
Road to Rio	B. Crosby-B. Hope-D. Lamour			a2/1/47
Saigon	Alan Ladd-Veronica Lake-Douglas Dick			a1/4/47
Shaggy *C	B. Joyce-G. Nokes-R. Shayne			
Trouble With Women, The	T. Wright-B. Donlevy-R. Milland	80		a6/23/45
Unconquered *T	Gary Cooper-Paulette Goddard			a9/28/46
Variety Girl	Mary Hatcher-DeForest Kelley			a11/23/46
Welcome Stranger	Bing Crosby-Barry Fitzgerald	107	6/13/47	a5/25/46
Where There's Life	B. Hope-S. Hasso-W. Bendix			a5/25/46
Whispering Smith *T	A. Ladd-B. Marshall-R. Preston			
Wild Harvest	A. Ladd-D. Lamour-R. Preston			a11/2/46

PRC

CURRENT 1945-1946

Accomplice (My)A	Richard Arlen-Veda Ann Borg	68	9/29/46	b9/28/46
Blonde for a Day (C)F	H. Beaumont- Kathryn Adams	67	8/29/46	b8/3/46
Born to Speed (D)F	Johnny Sands-Terry Austin	65	1/12/47	b1/25/47
Down Missouri Way (M)F	Martha O'Driscoll-William Wright	74	8/15/46	b7/13/46
Her Sister's Secret (D)A	N. Coleman-P. Reed-M. Lindsay	83	9/23/46	b9/14/46
Larceny in Her Heart (My)A	Hugh Beaumont-Cheryl Walker	68	7/10/46	b5/25/46
Queen of Burlesque (My)A	Evelyn Ankers-Carleton Young	67	7/24/46	b7/5/46
Secrets of a Sorority Girl (D)A	Mary Ware-Rick Vallin	58	8/1/46	b8/24/46
Strange Holiday (D)F	Claude Rains-Martin Kosleck	57	9/2/46	b10/27/45

CURRENT 1946-'47

The Big Fix	Noreen Nash-Shelia Ryan	66	4/19/47	
Brute Man, The (H)A	Tom Neal-Jane Adams	58	10/1/46	b10/26/46
Devil on Wheels, The (D)F	D. Hickman-J. Ford-J. Cardwell	67	3/2/47	b1/25/46
Don Ricardo Returns	Isabelita-Fred Coby		11/5/46	a9/21/46
Gas House Kids Go West	C. Williams-J. Shelton-A. Switzer		10/28/46	
Kit Carson	D. Andrews-L. Bari-J. Hall	97	3/22/47	
Lady Chaser	Ann Savage-Robert Lowery	60	11/25/46	
Last of the Mohicans	R. Scott-B. Barnes-H. Wilcoxen	94	3/22/47	Reissue
Lighthouse	J. Lang-D. Castle-J. Litel	64	1/10/47	a10/19/46
Philo Vance Returns (My)F	W. Wright-R. Ames-I. Adrian	64	4/14/47	b4/26/47
Philo Vance's Gamble (My)A	Alan Curtis-Frank Jenks-Terry Austin	60	4/12/47	b4/26/47
Philo Vance's Secret Mission	Alan Curtis-Sheila Ryan		3/20/47	
Return of Rin-Tin-Tin *V	D. Woods-B. Blake-C. Drake		2/20/47	
Three on a Ticket (My)F	Hugh Beaumont-Cheryl Walker	64	4/5/47	b4/5/47
Untamed Fury (D)A	Mikel Conrad-Gaylord Pendleton	61	3/22/47	b3/29/47
Wild West *C (W)F	Eddie Dean-Roscoe Ates	73	12/1/46	b11/30/46

COMING

Bury Me Dead	M. Daniels-G. McClure-C. O'Donnell			
Corsican Brothers	D. Fairbanks, Jr.-Tamiroff-Warrick	111	5/24/47	Reissue
Heartaches	S. Ryan-E. Norris-G. Wills			
International Lady	G. Brent-I. Massey-B. Rathbone	102	5/24/47	Reissue
It's Moider	Alfalfa Switzer-Gas House Kids			
Killer at Large	Anabel Shaw-Robert Lowery		5/31/47	
Man Wanted	Anabel Shaw-Robert Lowery			
Philo Vance's Peril	W. Wright-L. Balasco-R. Ames			b1/25/47
Silent Voice	Sheila Ryan-Edward Norris			a4/26/47
Step-Child	B. Joyce-D. Woods-T. Austin			a3/22/47
Tomorrow You Die	J. Ireland-S. Ryan-H. Beaumont			
Too Many Winners	Hugh Beaumont-Trudy Marshall		5/24/47	a3/22/47

Westerns (Current)

Code of the Plains	Buster Crabbe-Al St. John	38	4/26/47	Reissue
Driftin' River (WM)F	Eddie Dean-Roscoe Ates	55	10/1/46	b10/5/46
Flaming Bullets	Tex Ritter-Dave O'Brien	58	10/15/46	
Frontier Fighters	B. Crabbe-Al St. John-M. Manners	41	4/26/47	Reissue
Law of the Lash (W)F	Al LaRue-Al St. John	53	2/28/47	b3/1/47
Navajo Kid (W)F	Bob Steele	57	11/21/45	b3/30/46
Outlaw of the Plains (W)F	Buster Crabbe-Al St. John	54	9/22/46	b9/28/46
Overland Riders (W)F	Buster Crabbe-Al St. John	54	8/21/46	b8/24/46
Panhandle Trail	Buster Crabbe-Al St. John		4/26/47	Reissue
Prairie Rustlers (W)F	Buster Crabbe-Al St. John	54	11/7/45	b8/10/46
Raiders of Red Gap	B. Crabbe-Al St. John	38	4/26/47	Reissue
Range Beyond the Blue (W-M)F	Eddie Dean	53	3/17/47	
Shootin' Irons	Jim Newhill-Tex O'Brien	40	4/26/47	Reissue
Stars Over Texas (W)F	Eddie Dean-Roscoe Ates	57	11/18/46	b12/23/46
Terror on Horseback (W)F	Buster Crabbe-Al St. John	55	8/14/46	b4/20/46
Thundergap Outlaws	Tex O'Brien-Jim Newhill	38	4/26/47	Reissue
Tumbleweed Trail (W-M)F	E. Dean-R. Ates-S. Patterson	59	10/28/46	b11/9/46
West to Glory (W-S)F	Eddie Dean-Roscoe Ates	60	4/12/47	b4/26/47
Wild Country (W)F	Eddie Dean	55	1/17/47	b2/1/47

Westerns (Coming)

Border Feud	Al LaRue-Al St. John	55	5/10/47	
Ghost Town Renegades	Al LaRue-Fuzzy St. John-J. Holt			
Gun Fighter	Al LaRue-Al St. John-Mary Scott			a12/18/46
Pioneer Justice	Al LaRue-Fuzzy St. John-J. Holt			
Riders of Red Rock	B. Crabbe-Al St. John-M. Leslie	38	5/7/47	

RKO-RADIO

Block No.	CURRENT 1946-'47		Trade Shown	
5	A Likely Story (C)F	Bill Williams-Barbara Hale	88 May	b4 19/47
5	Banjo (C-D)F	S. Moffet-J. White-W. Reed	67 May	b4/19 47
4	Beat the Band (M)F	Frances Langford-Gene Krupa	67 Feb.	b3/1/47
Sp.	Best Years of Our Lives, The (D)A	D. Andrews-M. Loy-F. March	172 Dec.	b11/23/46
	Born to Kill (D)A	C. Trevor-L. Tierney-W. Slezak	91 April	b4/19/47
2	Child of Divorce (D)A	Sharyn Moffett-Regis Toomey	62 Oct.	b10/19/46
4	Code of the West	James Warren-John Laurenz	57 Feb.	a8/10/46
3	Crack-Up (D)A	P. O'Brien-C. Trevor-H. Marshall	93 June	b6/15/46
2	Criminal Court (My)A	T. Conway-M. O'Driscoll	62 Aug.	b8/10/46

Title — Company

L

Ladies Man — Para.
Lady in the Lake — MGM
Lady Chaser — PRC
Lady Luck — RKO
Larceny in Her Heart — PRC
Last Crooked Mile — Rep.
Last of the Mohicans — PRC
Last of the Redmen — Col.
Late George Apley — 20th-Fox
Laughing Lady — Misc.
Let 'Em Have It — Astor
Les Miserables — 20th-Fox
Les Miserables — Misc.
Life With Father — WB
Lighthouse — PRC
Little Iodine — UA
Little Men — Astor
Little Miss Big — Univ.
Little Miss Broadway — Col.
Little Mister Jim — MGM
Little Prince — UA
Living in a Big Way — MGM
Locket, The — RKO
Lone Wolf in Mexico — Col.
Long Night — RKO
Lost Honeymoon — EL
Lost Moment, The — Univ.
Louisiana — Mono
Love and Learn — WB
Love from a Stranger — EL
Love Laughs at Andy Hardy — MGM
Love on the Dole — Misc.

M

Macomber Affair — UA
Magic Bow — Univ.
Magic Town — RKO
Magnificent Doll — Univ.
Magnificent Obsession — Univ.
Magnificent Rogue — Rep.
Make Mine Music — RKO
Man About Town — RKO
Man from Colorado, The — Col.
Man from Morocco — Misc.
Man Wanted — PRC
Man Within, The — Misc.
Marauders, The — UA
Margie — 20th-Fox
Meet Me at Dawn — 20th-Fox
Memory of Love — RKO
Men of Two Worlds — Misc.
Merton of the Movies — MGM
Michigan Kid — Univ.
Mighty McGurk, The — MGM
Millerson Case, The — Col.
Millie's Daughter — Col.
Miracle on 34th St. — 20th-Fox
Missing Lady — Mono
Mr. Ace — UA
Mr. District Attorney — Col.
Mr. Hex — Mono
Monsieur Beaucaire — Para.
Monsieur Verdoux — UA
Moss Rose — 20th-Fox
Mourning Becomes Electra — RKO
Mother Wore Tights — 20th-Fox
My Brother Talks to Horses — MGM
My Dog Shep — SGP
My Darling Clementine — 20th-Fox
My Favorite Brunette — Para.
My Heart Goes Crazy — Univ.
My Pal Trigger — Rep.
My Wild Irish Rose — WB

N

'Neath Canadian Skies — SGP
Never Say Goodbye — WB
New Orleans — UA
Nicholas Nickelby — Misc.
Night and Day — WB
Night Train to Memphis — Rep.
Night Unto Night — WB
Nobody Lives Forever — WB
Nocturne — RKO
No Leave, No Love — MGM
Nora Prentiss — WB
North of the Border — SGP
North Star — PC
Northwest Outpost — Rep.
Notorious — RKO
Notorious Gentleman — Univ.
Notorious Lone Wolf — Col.

O

Odd Man Out — Univ.
Of Human Bondage — WB
Of Mice and Men — Favorite
Off to Buffalo — 20th-Fox
Oh Say Can You Sing — Univ.
One Exciting Week — Rep.
One Hundred Men And A Girl — Univ.
One Million B.C. — Favorite
One Romantic Night — Astor
On the Old Spanish Trail — Rep.
O.S.S. — Para.
Other Love — UA
Out California Way — Rep.
Out of the Blue — EL
Out of the Past — RKO
Outlaw — UA
Overlanders, The — Univ.

P

Palmy Days — PC
Paradine Case — Selznick
Partners of the Plains — SGP
Perfect Marriage — Para.
Perils of Pauline — Para.
Personal Column — UA
Personality Kid — Col.
Philo Vance's Gamble — PRC
Philo Vance Returns — PRC

Title	Company
Philo Vance's Peril	PRC
Philo Vance's Secret Mission	PRC
Piccadilly Incident	MGM
Pilgrim Lady	Rep.
Pirates, The	MGM
Pirates of Monterey	Univ.
Plainsman	Para.
Plainsman and the Lady	Rep.
Portrait of Jennie	SRO
Possessed	WB
Prince of Thieves	Col.
Prison Story	RKO
Private Affairs of Bel Ami	UA
Pursued	WB
Q	
Qu een of Burlesque	PRC
Queen of the Amazons	SGP
R	
Rage in Heaven	MGM
Raider	Misc.
Ramrod	UA
Razor's Edge	20th-Fox
Red House	UA
Rendezvous With Annie	Rep.
Renegade Girl	SGP
Repeat Performance	EL
Resistance	Misc.
Return of Monte Cristo	Col.
Return of Rin-Tin-Tin	PRC
Return of the Scarlet Pimpernel	FC
Riding the California Trail	Mono.
Riff-Raff	RKO
Road to Rio	Para.
Road Show	Favorite
Robin Hood of Monterey	Mono.
Rolling Home	SGP
Roll on Texas Moon	Rep.
Romance of Rosy Ridge	MGM
Root of All Evil	Misc.
Rupert of Hentzau	SRO
Rustlers Valley	SGP
Runaround	Univ.
S	
Saigon	Para.
San Demetrio, London	20th-Fox
San Quentin	RKO
St. Francis of Assisi	Misc.
Sarge Goes to College	Mono.
Scared to Death	SGP
Scarface	Astor
Scarlet Pimpernel, The	FC
School for Danger	Misc.
School for Secrets	Misc.
Scudda Hoo, Scudda Hay	20th-Fox
Sea Bandits	Favorite
Sea Hawk, The	WB
Sea of Grass	MGM
Sea Wolf, The	WB
Searching Wind	Para.
Second Chance	20th-Fox
Second Chorus	Astor
Secret Beyond the Door, The	U-I
Secret Heart, The	MGM
Secret Life of Walter Mitty	RKO
Secrets of Sorority Girl	PRC
Secrets of the Whistler	Col.
Seven Keys to Baldpate	RKO
Seven Were Saved	Para.
Shadow of a Woman	WB
Shadowed	Col.
Shadows Over Chinatown	Mono.
Shaggy	Para.
Shocking Miss Pilgrim	20th-Fox
Show-Off	MGM
Shoot to Kill	Screen Guild
Silent Voice	PRC
Silver Devil	Astor
Silver River	WB
Sinbad the Sailor	RKO
Singapore	Univ.
Singin' In the Corn	Col.
Sin of Harold Diddlebock	UA
Sister Kenny	RKO
Sky Devils	Astor
Slave Girl	Univ.
Slightly Scandalous	Univ.
Smash-Up	Univ.
Smoky	20th-Fox
Smoky River Serenade	Col.
So Dark the Night	Col.
So in Love	SRO
Something in the Wind	Univ.
Son of Rusty	Col.
Song of Love	MGM
Song of Scheherazade	Univ.
Song of the South	RKO
Song of the Thin Man	MGM
South of Monterey	Mono.
So Well Remembered	RKO
Specter of the Rose	Rep.
Spoilers of the North	Rep.
Spook Busters	Mono.
Sport of Kings	Col.
Springtime in the Sierras	Rep.
Stanrway to Heaven	Univ.
Stallion Road	WB
Stampede	UA
Stanley & Livingcston	20th-Fox
Stella Dallas	FC
Step By Step	RKO
Step-Child	PRC
Stolen Life	WB
Stork Bites Man	UA
Story of the Pope, The	Misc.
Strange Holiday	PRC
Strange Journey	20th-Fox
Strange Love of Martha Ivers	Para.
Strange Voyage	Mono.
Strange Woman	UA
Stranger, The	RKO
Stray Lamb	UA

RKO-RADIO (Continued)

Block No.	CURRENT 1946-'47		Run Time Mins.	Trade Shown	See Issue of
4	Devil Thumbs a Ride, The (D)A	Lawrence Tierney-N. Leslie	62	Feb.	b3/1/47
3	Dick Tracy vs. Cueball (D)F	Morgan Conway-Anne Jeffreys	62	Dec.	b11/9/46
3	Falcon's Adventure (D)F	Tom Conway-Madge Meredith	61	Dec.	b12/14/46
6	Falcon's Alibi (My)A	Tom Conway-Rita Corday	63	Apr.	b4/20/46
4	Farmer's Daughter, The (C-D)A	L. Young-J. Cotten-E. Barrymore	97	Feb.	b2/22/47
4	From This Day Forward (D)A	J. Fontaine-M. Stevens-A. Judge	95	Mar.	b3/2/46
2	Genius at Work (C)F	A. Carney-W. Brown-A. Jeffreys	61	July	b8/3/46
1	Great Day (D)F	Eric Portman-Flora Robson	68	July	b7/20/46
Sp.	Heartbeat (CD)F	G. Rogers-P. Pierre Aumont	102	Apr.	b4/27/46
Sp.	It's a Wonderful Life (D)	J. Stewart-D. Reed-L. Barrymore	128	Dec.	b12/21/46
1	Lady Luck (C)A	R. Young-B. Hale-F. Morgan	97	July	b7/20/46
3	The Locket (D)	Laraine Day-B. Aherne	86	Dec.	b12/21/46
Sp.	Make Mine Music *T (M)F	Walt Disney	75	Apr.	b4/20/46
2	Nocturne (D)A	George Raft-Lynn Bari	85	Oct.	b10/19/46
Sp.	Notorious (My-D)A	Cary Grant-Ingrid Bergman	101	July	b7/27/46
3	San Quentin (D)A	L. Tierney-M. Carr-B. MacLane	66	Dec.	b12/7/46
Sp.	Sinbad the Sailor T (F)F	D. Fairbanks, Jr.-M. O'Hara	117	Jan.	b1/18/47
1	Sister Kenny (D)A	R. Russell-A. Knox-D. Jagger	116	July	b7/20/46
Sp.	Song of the South *T (D-M)F	Luana Patten-Bobby Driscoll	95	Nov.	b11/2/46
1	Step by Step (D)F	Lawrence Tierney-Anne Jeffreys	61	July	b7/20/46
Sp.	Stranger, The (D)F	Ed. G. Robinson-L. Young-O. Welles	95	June	b6/25/46
1	Sunset Pass (W)F	Nan Leslie-James Warren	59	July	b7/20/46
5	Tarzan and the Huntress (D)F	J. Weismuller-B. Joyce	70	April	a3/22/47
6	Thunder Mountain	T. Holt-R. Martin-M. Hyer		Feb.	a1/25/47
6	Till the End of Time (D)F	Dorothy McGuire-Guy Madison	105	June	b6/15/46
4	Trail Street (W)F	R. Scott-R. Ryan-A. Jeffreys	83	Mar.	a3/1/47
3	Vacation in Reno (C)F	Jack Haley-Anne Jeffreys	60	Oct.	b10/12/46
	COMING			**Rel. Date**	
6	Bachelor and the Bobby-Soxer	G. Grant-M. Loy-S. Temple	95		a8/31/46
	Bishop's Wife, The	G. Grant-T. Wright-D. Niven			
	Crossfire	R. Young-R. Mitchum-G. Grahame			
	Desperate	Steve Brodie-Audrey Long			a1/25/47
6	Dick Tracy's Dilemma	Ralph Byrd-Kay Christopher			a3/15/46
	Dick Tracy vs. the Gruesome Gang	R. Byrd-B. Karloff-A. Gwynne			
	Fighting Father Dunne	P. O'Brien-M. Dell-D. Hickman			
Sp.	Fun and Fancy Free	E. Bergen-D. Shore			
	Fugitive, The	Henry Fonda-Dolores Del Rio			
5	Honeymoon (C)F	S. Temple-F. Tone-G. Madison	74	June	b4/19/47
	How Dear to My Heart *T	Luana Patten-Bobby Driscoll			
	If You Knew Susie	E. Cantor-J. Davis-A. Joslyn			
	Indian Summer	A. Knox-A. Sothern-G. Tobias			
Sp.	Long Night, The	Henry Fonda-Barbara Bel Geddes			a9/14/46
	Magic Town	James Stewart-Jane Wyman			
	Man About Town	Maurice Chevalier			
	Memory of Love	D. Andrews-M. Oberon-E. Barrymore			
	Mourning Becomes Electra	R. Russell-K. Paxinou-R. Massey			
	Out of the Past	Robert Mitchum-Jane Greer			a1/1/47
	Riff-Raff	Pat O'Brien- Anne Jeffreys			a6/1/46
	Secret Life of Walter Mitty, The *T	D. Kaye-V. Mayo-F. Bainter			a9/7/46
6	Seven Keys to Baldpate	Phillip Terry-Jacqueline White			a3/22/47
	So Well Remembered	M. Scott-J. Mills			
6	They Won't Believe Me	Robert Young-Susan Hayward	95		a9/7/46
	Tycoon *T	John Wayne-Laraine Day			
	Under the Tonto Rim	T. Holt-N. Leslie-R. Martin			
6	Woman on the Beach, The	J. Bennett-R. Ryan-C. Bickford	71		

REPUBLIC

Prod. No.	Current 1945-46				
520	Earl Carroll Sketchbook (M)F	C. Moore-W. Marshall	90	8/22/46	b6/17/46
528	G. I. War Brides (C)F	Anna Lee-James Ellison	69	8/12/46	b8/10/46
543	Heldorado (WM)F	Roy Rogers-Dale Evans-"Gabby" Hayes	70	12/15/46	b12/23/46
5542	Home in Oklahoma (W-M)F	R. Rogers-G. Hayes-D. Evans	72	11/8/46	b11/2/46
526	Inner Circle (My)F	Adele Mara-William Frawley	65	8/7/46	b12/7/46
529	Invisible Informer (My)A	Linda Sterling-William Henry	57	8/19/46	b8/24/46
527	Last Crooked Mile, The (My)A	D. Barry-A. Savage-T. Powers	67	8/9/46	b8/17/46
5541	My Pal Trigger (W)F	R. Rogers-D. Evans-G. Hayes	79	7/10/46	b6/22/46
523	Night Train to Memphis (CD)F	Roy Acuff-Allan Lane-Adele Mara	67	7/12/46	b8/3/46
521	One Exciting Week (C)F	Al Pearce-Arline Harris	69	6/8/46	b6/15/46
5503	Out California Way *U (WM)F	Monte Hale-Adrian Booth	67	12/5/46	b12/14/46
532	Plainsman and the Lady (W)F	W. Elliott-V. Ralston-G. Patrick	82	11/15/46	b11/9/46
525	Rendezvous With Annie (C)A	Eddie Albert-Gail Patrick	89	7/22/46	b8/10/46
542	Roll on Texas Moon (W-M)F	R. Rodgers-G. Hayes-Dale Evans	68	9/12/46	b9/14/46
524	Specter of the Rose (D)A	Michael Chekhov-Judith Anderson	90	7/5/46	b5/25/46
533	That Brennan Girl (D)A	James Dunn-Mona Freeman	95	12/23/46	b11/16/46
541	Under Nevada Skies (W)F	R. Rogers-Dale Evans	69	8/26/46	b8/31/46
	CURRENT 1946-'47				
603	Affairs of Geraldine (C-D)F	Jane Withers-Jimmy Lydon	68	11/18/46	b10/26/46
608	Angel and the Badman (W)F	J. Wayne-G. Russell-I. Rich	100	2/15/46	b2/15/46
641	Apache Rose *U (W-M)F	Roy Rogers-Dale Evans	75	2/15/46	b3/22/47
607	Calendar Girl (M)F	J. Frazee-W. Marshall	88	1/31/47	b2/8/47
604	Fabulous Suzanne (C)	Barbara Britton-Rudy Vallee	71	12/15/46	b12/21/46
605	Ghost Goes Wild, The (C)F	James Ellison-Anne Gwynne	66	3/8/47	b4/5/47
610	Hit Parade of 1947	Eddie Albert-Constance Moore	90	3/22/47	a2/22/47
601	I've Always Loved You *T (DM)F	Catherine McLeod-Philip Dorn	117	12/2/46	b8/31/46
606	Magnificent Rogue, The (C-D)A	L. Robert-W. Douglas	74	2/15/47	b11/23/46
602	Pilgrim Lady, The (C-D)A	Warren Douglas-Lynne Roberts	67	1/22/46	b1/25/47
612	Spoilers of the North	Paul Kelly-Evelyn Ankers	66	4/24/47	a10/5/46
611	Yankee Fakir (C)F	D. Frawley-J. Woodbury-C. Bevans	71	4/1/47	b4/12/47
	COMING				
642	Bells of San Angelo *U	Roy Rogers-Dale Evans	78		
	Bill and Coo *U	George Burton's Birds			
	Blackmail	W. Marshall-A. Mara-S. Bachelor			
	Complex	A. Dekker-L. Stirling-C. Drake			
	Flame, The	John Carroll-Vera Ralston			
	Northwest Outpost	Nelson Eddy-Ilona Massey			a3/8/47
	On the Old Spanish Trail *V	Roy Rogers-Tito Zuizar-Jane Frazee			
	Springtime in the Sierras *U	Roy Rogers-Jane Frazee-Andy Devine			
	That's My Gal *U	Lynne Roberts-Don Barry	66		a9/28/46
	That's My Man (D)A	Don Ameche-Catherine McLeod	104		b4/12/47
	The Trespasser	J. Martin-W. Douglas			
	Web of Danger	Adele Mara- Bill Kennedy			a11/16/46
614	Winter Wonderland	L. Roberts-C. Drake	71	5/17/47	a9/14/46

REPUBLIC (Continued)

Prod. No.			Run Time	Rel Mins	Date	See Issue of
	Wyoming	B. Elliott-V. Ralston				a3/8/47
		Westerns (Current)				
553	Cherokee Flash (W)F	Sunset Carson-Linda Stirling	55		12/13/46	a3/2/46
664	Homesteaders of Paradise Valley (W)F	Allan Lane-Bobby Blake	58		4/1/47	b4/12/47
5504	Last Frontier Uprising *U (W-M)F	Monte Hale-Adrian Booth	65		2/1/47	b4/12/47
558	Rio Grande Raiders	Sunset Carson-Linda Stirling	56		9/9/46	
661	Santa Fe Uprising (W)F	Allan Lane-Bobby Blake	57		11/15/46	b4/26/47
681	Sioux City Sue (W)F	Gene Autry-Lynne Roberts	69		11/21/46	b11/30/46
662	Stagecoach to Denver (W)F	Allan Lane-Bobby Blake	56		12/23/46	b1/4/47
682	Trail to San Antone (W)F	Gene Autry-Peggy Stewart	57		1/25/47	b2/1/47
683	Twilight on the Rio Grande (W)F	G. Autry-S. Holloway-Cass County Boys	71		4/1/47	b4/19/47
663	Vigilantes of Boomtown (W)F	Allan Lane-Bobby Blake	56		2/15/47	b2/15/47
		Westerns (Coming)				
	Along the Oregon Trail *U	Monte Hale-Adrian Booth				
	Marshall of Cripple Creek	Allan Lane-Bobby Blake				
665	Oregon Trail Scouts	Allan Lane-Bobby Blake	58		5/15/47	
	Robin Hood of Texas	Gene Autry-Lynn Roberts-Adele Mara				
	Rustlers of Devil's Canyon	Allan Lane-Bobby Blake				
	Saddle Pals	Gene Autry-Lynne Roberts				

SCREEN GUILD PRODUCTIONS

		CURRENT				
HC12	Bar 20 Justice	Wm. Boyd-R. Hayden-G. Hayes	65		5/1/47	Reissue
4614	Bells of San Fernando (D)F	Donald Woods-Gloria Warren	74		3/1/47	b4/5/47
4613	Buffalo Bill Rides Again (W)F	Richard Arlen-Jennifer Holt	70		2/15/47	b4/5/47
4616	Bush Pilot	R. Hudson-J. LaRue-A. Willis	65		4/1/47	
HC10	Cassidy of Bar 20	Wm. Boyd-H. Clark-R. Hayden	71		4/1/47	Reissue
4604	Death Valley *C	R. Lowery-H. Gilbert-N. Pendleton	72		7/15/46	a8/21/46
4605	Flight to Nowhere	E. Ankers-A. Curtis	75		8/15/46	a5/13/46
HC11	Heart of Arizona	Wm. Boyd-G. Hayes-R. Hayden	68		4/12/47	Reissue
4609	My Dog Shep	Flame (dog)-Tom Neal	60		12/1/46	
4606	'Neath Canadian Skies	R. Hayden-I. Cooper-L. Talbot	41		8/15/46	b8/24/46
4610	North of the Border	R. Hayden-I. Cooper	46		10/1/46	a8/24/46
HC09	Partners of the Plains	Wm. Boyd-H. Clark-R. Hayden	71		3/1/47	Reissue
4611	Queen of the Amazons (D)A	Patricia Morison-Robert Lowery	62		1/15/47	b3/29/47
4612	Renegade Girl (D)F	Alan Curtis-Ann Savage-Jack Holt	65		12/25/46	b3/29/47
4607	Rolling Home (D)F	J. Parker-R. Hayden-P. Blake	67		9/20/46	b2/8/47
HC07	Rustlers Valley	Wm. Boyd-G. Hayes-R. Hayden	60		2/1/47	Reissue
4608	Scared to Death *C	B. Lugosi-J. Compton	65		2/1/47	
4615	Shoot to Kill (D)A	R. Wade-E. MacDonald-S. Walters	63		3/15/47	b4/12/47
HC08	Texas Trail	Wm. Boyd-R. Hayden-G. Hayes	59		2/21/47	Reissue
		COMING				
	Dark Bullet	H. Wilcoxon-M. Brian-V. Dale				
	Hat Box Mystery	F. Neale-A. Jenkins-V. Sale	40			
	Hollywood Barn Dance	E. Tubb-L. Talbott-H. Boyce				
	Killer-Dill	Anne Gywnne-Frank Albertson				

SELZNICK RELEASING ORGANIZATION

		CURRENT				
	Duel in the Sun *T (WD)A	J. Jones-G. Peck-J. Cotten	138		4/17/47	b1/4/47
		COMING				
	Paradine Case, The	G. Peck-A. Todd-C. Laughton				
	Portrait of Jennie	J. Jones-J. Cotten				
	Rupert of Hentzau	Louis Jourdan-Valli				
	So in Love	Shirley Temple				

20TH-FOX

		CURRENT 1946-'47				
634	Anne and the King of Siam (D)F	I. Dunne-R. Harrison-L. Gargan	128		Aug.	b6/8/46
620	Behind Green Lights (D)A	Carole Landis-William Gargan	64		Feb.	b1/19/46
636	Black Beauty (D)F	Mona Freeman-Richard Denning	74		Sept.	b7/20/46
642	Bowery, The	Wallace Beery-Jackie Cooper	84		Oct.	Re-release
633	Centennial Summer *T (M)F	J. Crain-L. Darnell-C. Bennett	102		Aug.	b6/1/46
637	Claudia and David (D)F	Dorothy McGuire-Robert Young	78		Sept.	b7/27/46
648	Dangerous Millions (D)F	Kent Taylor-Dona Drake	69		Dec.	b12/7/46
635	Deadline for Murder (My)A	Sheila Ryan-Kent Taylor	65		Aug.	b6/22/46
640	Home Sweet Homicide (MyC)F	P. Ann Garner-R. Scott	90		Oct.	b7/20/46
638	If I'm Lucky (M)F	V. Blaine-P. Como-H. James	78		Sept.	b8/31/46
632	It Shouldn't Happen to a Dog (CD)F	Carole Landis-Allyn Joslyn	70		July	b6/1/46
646	Margie *T (C-D)F	Jeanne Crain-Alan Young	93		Nov	b10/19/46
645	My Darling Clementine (W-D)F	H. Fonda-L. Darnell-V. Mature	97		Nov	b10/12/46
631	Smoky *T (D)F	F. MacMurray-A. Baxter-B. Ives	87		July	b6/15/46
641	Sun Valley Serenade	Sonja Henie-John Payne	86		Sept.	Re-release
639	Three Little Girls in Blue *T (M)F	Haver-Blaine-G. Montgomery	90		Oct.	b9/7/46
649	Wake Up and Dream *T (M)F	John Payne-June Haver	92		Dec.	b11/30/46
644	Wanted for Murder (D)A	Eric Portman-Dulcie Gray	91		Nov.	b4/13/46
		CURRENT 1947-'48				
709	Alexander's Ragtime Band	T. Power-A. Faye-D. Ameche	106		Mar.	Re-release
711	Backlash (My)A	R. Travis-J. Rogers-L. Blake	66		Mar.	b3/22/47
706	Boomerang (D)A	Dana Andrews-Jane Wyatt	88		Feb.	b1/25/47
707	Brasher Doubloon, The (My)A	G. Montgomery-Nancy Guild	72		Feb.	b2/8/47
710	Carnival in Costa Rica *T (M)F	D. Haymes-C. Holm-C. Romero	96		April	b3/29/47
715	Ghost and Mrs. Muir, The	G. Tierney-R. Harrison-G. Sanders			May	
713	Homestretch, The *T (D)A	Maureen O'Hara-Cornel Wilde	99		May	b4/26/47
716	Jewels of Brandenburg (D)A	Richard Travis-Micheline Cheirel	64		May	b4/12/47
712	Late George Apley, The (D)A	Ronald Colman-Peggy Cummins	98		April	b2/3/47
704	Les Miserables	Fredric March-Chas. Laughton	109		Jan.	Re-release
701	Razor's Edge, The (D)A	T. Power-G. Tierney-J. Payne	146		Jan.	b11/23/46
714	San Demetrio, London (D)A	W. Fitzgerald-A. Young-R. Michael	76		April	b4/4/47
703	Shocking Miss Pilgrim *T	Betty Grable-Dick Haymes	85		Jan.	b1/4/47
705	Stanley & Livingstone	Spencer Tracy-Richard Green	101		Jan.	Re-release
708	Strange Journey (D)F	Paul Kelly-Osa Massen	67		Feb.	b9/14/46
702	13 Rue Madeleine (D)	Jams Cagney-Annabella	95		Jan.	b12/21/46
		COMING				
	Bob, Son of Battle *T	P. A. Garner-L. McCallister				a9/28/46
	Captain from Castile *T	T. Power-J. Peters-C. Romero				
	Crimson Key, The	Kent Taylor-Doris Dowling				
	Forever Amber *T	L. Darnell-C. Wilde-G. Sanders				
	Foxes of Harrow, The	R. Harrison-M. O'Hara-R. Haydn				
	I Wonder Who's Kissing Her Now *T	June Haver-Mark Stevens				a9/14/46
	Meet Me At Dawn (C-D)F	William Eythe-Hazel Court	99			b1/18/47
718	Miracle on 34th St	J. Payne-M. O'Hara	96		June	a2/15/47
717	Moss Rose	V. Mature-P. Cummings-E. Barrymore			June	a4/12/47
	Mother Wore Tights *T	B. Grable-D. Dailey-P. A. Garner				a11/16/46
	Off to Buffalo *T	N. Guild-D. Dailey-C. Winninger				
	Scudda Hoo, Scudda Hay *T	J. Haver-L. McCallister-A. Revere				
	Second Chance	K. Taylor-Louise Currie-D. Hoey				

Title	Company
Suddenly It's Spring	Para.
Susie Steps Out	UA
Summer Holiday	MGM
Sunset Pass	RKO
Sun Valley Serenade	20th-Fox
Suspense	Mono.
Swell Guy	Univ.
Sweet Genevieve	Col.
Sweetheart of Sigma Chi	Mono.
Swiss Family Robinson	Astor
Swordsman	Col.

T

Tarzan and the Huntress	RKO
Temptation	Univ.
Temptation Harbour	Misc.
Tenth Avenue Angel	MGM
Texas Trail	UA
That Brennan Girl	Rep.
That's My Gal	Rep.
That's My Man	Rep.
That Way with Women	WB
The Man I Love	WB
There Goes My Heart	Favorite
The Time, the Place & the Girl	WB
They Made Me a Killer	Para.
They Passed This Way	UA
They Won't Believe Me	RKO
Thief of Bagdad	PC
Thieves' Holiday	UA
13 Rue Madeleine	20th-Fox
Thirteenth Hour	Col.
This Happy Breed	Univ.
This Time for Keeps	MGM
Thrill of Brazil	Col.
Three Little Girls in Blue	20th-Fox
Three on a Ticket	PRC
Three Were Thoroughbreds	Col.
Three Wise Fools	MGM
Thunder in the City	Astor
Thunder Mountain	RKO
Till the Clouds Roll By	MGM
Till the End of Time	RKO
Time of Their Lives	Univ.
Time of Your Life	UA
Time Out of Mind	Univ.
To Each His Own	Para.
Tom Brown's Schooldays	Astor
Tomorrow You Die	PRC
Too Many Winners	PRC
Topper Returns	Favorite
Topper Takes a Trip	Favorite
Torment	Misc.
Tragic Symphony	Allied
Trail Street	RKO
Trap, The	Mono.
Treasure of the Sierra Madre	WB
Trespasser, The	Rep.
Trouble With Women	Para.
Two Blondes and a Redhead	Col.
Two Guys From Milwaukee	WB
Two Guys From Texas	WB
Two Mrs. Carrols	WB
Two Smart People	MGM
Two Years Before the Mast	Para.
Tycoon	RKO

U

Unconquered	Para.
Undercover Maisie	MGM
Undercurrent	MGM
Under Nevada Skies	Rep.
Under the Tonto Rim	RKO
Unexpected Guest	UA
Unfaithful	WB
Unfinished Dance	MGM
Unholy Garden	FC
Unsuspected, The	Warner Bros.
Untamed Fury	PRC

V

Vacation Days	Mono.
Vacation in Reno	RKO
Variety Girl	Para.
Vendetta	UA
Verdict	WB
Vigilantes Return	Univ.
Violence	Mono.
Voice of the Turtle	WB

W

Wake Up and Dream	20th-Fox
Wallflower	Warner Bros.
Wanted for Murder	20th-Fox
Web, The	Univ.
Web of Danger	Rep.
Welcome Stranger	Para.
Welldigger's Daughter	Misc.
Westerner, The	FC
Where There's Life	Para.
While the Sun Shines	Misc.
Whiplash	WB
Whispering Smith	Para.
White Cradle Inn	Misc.
White Tie and Tails	Univ.
Who Killed Doc Robin	UA
Wicked Lady	Univ.
Wild Beauty	Univ.
Wild Bill Hickok Rides	WB
Wild Harvest	Para.
Wild West	PRC
Winter Wonderland	Rep.
Wistful Widow of Wagon Gap	U-I
Woman Chases Man	FC
Woman in White	WB
Woman on the Beach	RKO
Wyoming	Rep.

Y

Yankee Fakir	Rep.
Yearling, The	MGM
Years Between	Univ.
You Can't Cheat an Honest Man	Univ.

TITLE CHANGES

"Destiny" (Col.) now
KEY WITNESS

"The Outcast" (Rep.) now
THE FLAME

"The Dark Web" (Univ.) now
THE WEB

NEW PICTURES STARTED LAST WEEK

COLUMBIA
Prince of Thieves—Principals: Jon Hall, Patricia Morison, Adele Jergens. Director, Max Nosseck.

MONOGRAM
Robin Hood of Monterey—Principals: Gilbert Roland, Evelyn Brent. Director, Christy Cabanne.

PARAMOUNT
Dream Girl—Principals: Betty Hutton, Macdonald Carey, Virginia Field. Director, Mitchell Leisen.

PRC
It's Moider—Principals: Alfalfa Switzer, Gas House Kids. Director, Edward Cahn.
Tomorrow You Die—Principals: John Ireland, Sheila Ryan, Hugh Beaumont. Director, Anton Mann.

REPUBLIC
On the Old Spanish Trail *U—Principals: Roy Rogers, Tito Guizar, Jane Frazee. Director, Wm. Witney.

20TH-FOX
Off to Buffalo *T—Principals: Nancy Guild, Dan Dailey, Charles Winninger. Director, Lloyd Bacon.

UNITED ARTISTS
They Passed This Way—Principals: Joel McCrea, Frances Dee. Director, Alfred E. Green.
Time of Your Life—Principals: Jimmy Cagney, Wm. Bendix, Jeanne Cagney. Director, H. C. Potter.
Intrigue—Principals: George Raft, June Havoc, Dan Seymour. Director, Edwin L. Marin.

UNIVERSAL-INTERNATIONAL
The Exile—Principals: Douglas Fairbanks, Jr., Maria Montez, Paule Croset. Director, Max Ophuls.

WARNER BROS.
Silver River—Principals: Errol Flynn, Ann Sheridan, Thomas Mitchell. Director, Raoul Walsh.

ADVANCE DATA
On Forthcoming Product

ARCH OF TRIUMPH (UA) *Drama. Principals*: Charles Boyer, Ingrid Bergman, Louis Calhern. *Director*, Lewis Milestone. *Plot*: In 1938, a refugee Austrian surgeon in France befriends a woman in distress. They fall in love, both of them homeless and exiled. The desire to wreak revenge on the Gestapo agent who killed his comrades has become a pervading obsession in the doctor's life. As he kills the agent, he learns that France and England have declared war on Germany. He knows he will be arrested as an alien in an enemy country. He has lost his freedom, and he loses the woman he loves when she dies in his arms from a bullet wound.

THE WEB (U-I) *Mystery. Principals*: Vincent Price, Ella Raines, Edmond O'Brien. *Director*, Michael Gordon. *Plot*: A wealthy industrialist hires a young lawyer as bodyguard to protect himself and his young private secretary. The lawyer shoots a would-be assassin and then is placed under suspicion of murder. The rich man tries to frame the two young people, to keep himself from being suspected, but is lured into a trap to convict himself.

UNITED ARTISTS

Prod. No.	CURRENT 1945-1946	Run Time Mins.	Rel. Date	See Issue of
	Caesar and Cleopatra *T (D)A.....Claude Rains-Vivien Leigh	126	8/16/46	b12/22/46
	Outlaw, The (D)A.....Jane Russell-Walter Huston	115	2/8/46	b3/23/46
	Thieves' Holiday .....G. Sanders-S. Hasso-C. Landis	100	7/19/46	b7/12/46
	CURRENT 1946-'47			
	Abie's Irish Rose (C)F.....Joanne Dru-Michael Chekhov	96	12/27/46	b11/30/46
	Angel on My Shoulder (C-D)A.....P. Muni-A. Baxter-C. Rains	100	9/16/46	b9/21/46
	Bachelor's Daughters, The (C)F.....G. Russell-C. Trevor-A. Dvorak	90	9/6/46	b9/14/46
	Chase, The (D)A.....Robert Cummings-Michele Morgan	85	11/22/46	b10/19/46
	Devil's Playground, The (W)F.....William Boyd-Andy Clyde	65	11/15/46	b9/21/46
	Fabulous Dorseys, The (M)F.....T. Dorsey-J. Dorsey-J. Blair	87	2/21/47	b3/1/47
	Fool's Gold (W)F.....William Boyd-Andy Clyde	65	1/31/47	b10/12/46
	Little Iodine (C)F.....Jo Ann Marlowe-Marc Cramer	57	10/11/46	b9/14/46
	Macomber Affair, The (D)A.....Gregory Peck-Joan Bennett	90	3/21/47	b1/25/47
	Mr. Ace (D)A.....George Raft-Sylvia Sidney	82	8/2/46	b8/31/46
	New Orleans .....Artruo DeCordova-Dorothy Patrick	89	4/16/47	
	Private Affairs of Bel Ami, The (D)A.....George Sanders-Angela Lansbury	115	3/7/47	b3/1/47
	Ramrod (W-D)A .....J. McCrea-V. Lake-D. DeFore	94	5/2/47	b3/1/47
	Red House, The (My)A.....Ed. G. Robinson-L. McCallister	98	2/7/47	b2/8/47
	Sin of Harold Diddlebock, The.....H. Lloyd-R. Walburn-J. Conlin	89	4/4/47	a2/9/46
	Strange Woman, The (D)A.....H. Lamarr-G. Sanders-L. Hayward	100	10/25/46	b11/2/46
	Susie Steps Out (C-D)F.....David Bruce-Cleatus Caldwell	65	12/13/46	b11/23/46
	Unexpected Guest, The (W)F.....Wm. Boyd-Andy Clyde	60	3/28/47	b12/14/46
	COMING			
	Atlantis .....Maria Montez-Jean Pierre Aumont			a4/5/47
	A Miracle Can Happen.....James Stewart-Henry Fonda			
	Adventure of Don Coyote *C.....Richard Martin-Frances Rafferty	65	5/9/47	a9/28/46
	Arch of Triumph.....Ingrid Bergman-Charles Boyer			
	Body and Soul.....John Garfield-Lillie Palmer			
	Carnegie Hall (D-M)A.....M. Hunt-W. Prince-M. O'Driscoll	134		b3/1/47
	Christmas Eve .....G. Raft-G. Brent-R. Scott-J. Blondell			a3/29/47
	Copacabana .....C. Miranda-A. Russell-G. Marx	92	5/30/47	
	Curly *C .....Frances Rafferty-Larry Olsen			a5/25/46
	Dangerous Venture (W)F.....A. Clyde-W. Boyd-B. Alexander	59	5/23/47	a2/22/47
	Dishonored Lady (D)A.....H. Lamarr-D. O'Keefe-J. Loder	89	5/19/47	b4/26/47
	Fabulous Joe .....Walter Abel-Margot Grahame			
	Fanny By Gaslight.....James Mason-Phyllis Calvert			
	Fun on a Weekend (C)A.....Priscilla Lane-Eddie Bracken	93	5/15/47	b4/12/47
	Heaven Only Knows.....Robert Cummings-Brian Donlevy			a1/4/47
	Henry the Fifth (D)F *T.....L. Olivier-R. Asherson	134		b4/27/46
	Here Comes Trouble.....William Tracy-Patti Morgan			a8/24/46
	Hoppy's Holiday .....William Boyd-Mary Ware			
	Intrigue .....G. Raft-J. Havoc-D. Seymour			
	Little Prince, The *T.....Feature-Length Cartoon			
	Marauders, The .....W. Boyd-R. Brooks-A. Clyde			
	Monsieur Verdoux (C-D)A.....Charles Chaplin-Martha Raye	123		b4/19/47
	Other Love, The (D)A.....Barbara Stanwyck-David Niven	96		b4/5/47
	Personal Column .....George Sanders-Lucille Ball			
	Stampede .....John Wayne-Walter Brennan			
	Stork Bites Man.....Jackie Cooper-Gene Roberts			a2/15/47
	Stray Lamb, The.....J. Cagney-S. Sidney-E. Bracken			
	They Passed This Way.....Joel McCrea-Frances Dee			
	Time of Your Life.....J. Cagney-Wm. Bendix-J. Cagney			
	Vendetta .....Hillary Brooke-Faith Domergue			
	Who Killed Doc Robin.....E. Janssen-L. Olsen-D. Belding			

UNIVERSAL-INTERNATIONAL

	CURRENT 1945-1946			
543	Black Angel, The (D)A.....D. Duryea-J. Vincent-P. Lorre	80	8/2/46	b8/3/46
541	Canyon Passage *T (D)F.....D. Andrews-B. Donlevy-S. Hayward	92	7/26/46	b7/20/46
542	Cuban Pete (M)F.....Desi Arnaz-Ethel Smith	60	7/26/46	b7/27/46
539	Danger Woman (D)A.....B. Joyce-D. Porter-P. Morison	60	7/12/46	b7/13/46
540	Dark Horse (C)F.....Phil Terry-Ann Savage	59	7/19/46	b7/20/46
547	Dead of Night (D)A.....Michael Redgrave-Googie Withers	77	8/23/46	b7/6/46
538	Her Adventurous Night.....Dennis O'Keefe-Helen Walker	76	7/5/46	b6/29/46
548	Killers, The (My)A.....Ava Gardner-Albert Dekker	102	8/30/46	b8/17/46
549	Little Miss Big (D)F.....Fay Holden-Beverly Simmons	61	8/30/46	b9/7/46
	Overlanders, The (D)F.....Chips Rafferty-John Hayward	91		b9/28/46
544	Slightly Scandalous (C-M)F.....Fred Brady-Paula Drew	63	8/2/46	b8/3/46
1065	They Were Sisters (D)A.....Phyllis Calvert-James Mason	108	9/20/46	b7/27/46
546	Time of Their Lives. The (C)F.....Abbott & Costello	82	8/16/46	b8/17/46
550	White Tie and Tails (C-D)A.....Dan Duryea-Ella Raines-William Bendix	77	8/30/46	b9/14/46
545	Wild Beauty (D)F.....Don Porter-Lois Collier	61	8/9/46	b8/17/46
	CURRENT 1946-'47			
612	Buck Privates Come Home (C)F.....Bud Abbott-Lou Costello	77	April	b3/15/47
	Dark Mirror. The (My)A.....O. DeHavilland-Lew Ayres	85	Oct.	b10/15/46
	Destry Rides Again.....Marlene Dietrich-James Stewart	94	Mar.	Re-issue
607	I'll Be Yours (C-M)F.....D. Durbin-T. Drake-W. Bendix	93	Jan.	b1/25/47
	I Stole a Million.....G. Raft-C. Trevor-D. Foran	78	April	Re-issue
602	Magnificent Doll (D)F.....G. Rogers-D. Niven-B. Meredith	94	Nov.	b11/23/46
	Magnificent Obsession .....Irene Dunne-Robert Taylor	101	May	Reissue
610	Michigan Kid *C (W)F.....John Hall-Rita Johnson	69	Mar.	b2/15/47
1066	Notorious Gentleman, The (D)A.....Rex Harrison-Lilli Palmer	106	Nov.	b2/16/46
	One Hundred Men and a Girl.....Deanna Durbin-Leopold Stokowski	84	May	Reissue
608	Song of Scheherazade *T (M)F.....Y. DeCarlo-B. Donlevy-J. P. Aumont	106	Mar.	b2/1/47
609	Smash-Up, The Story of a Woman (D)A...S. Hayward-L. Bowman-E. Albert	102	Mar.	b2/8/47
611	Stairway to Heaven *T (D)A.....David Niven-R. Massey	103	Mar.	b11/16/46
606	Swell Guy (D)A.....Sonny Tufts-Ann Blyth	86	Jan.	b12/14/46
604	Temptation (D)A .....M. Oberon-G. Brent-C. Korvin	98	Dec.	b12/14/46
614	Time Out of Mind (D)A.....P. Calvert-R. Hutton-E. Raines	88	May	b3/22/47
	Vigilantes Return *C.....Jon Hall-Margaret Lindsay		May	a7/13/46
	The Web .....Vincent Price-Ella Raines		May	
	When the Daltons Rode.....R. Scott-K. Francis-B. Donlevy	81	Mar.	Re-issue
605	Wicked Lady, The (D)A.....M. Lockwood-J. Mason-P. Roc	98	Jan.	b1/12/47
	You Can't Cheat an Honest Man.....W. C. Fields-Edgar Bergen	73	April	Re-issue
	COMING			
	A Lady Surrenders (D)A.....Margaret Lockwood-Stewart Granger	113		b10/12/46
	Brief Encounter (D)A.....Celia Johnson-Trevor Howard	86		b8/31/46
	Brute Force .....B. Lancaster-H. Cronyn-C. Pickford			a4/29/47
	Captive Heart, The (D)A.....Michael Redgrave-Mervyn Johns	87		b4/13/45
	Egg and I, The (C)F.....Claudette Colbert-Fred MacMurray	108		b3/23/47
	Exile, The .....D. Fairbanks, Jr.-M. Montez-P. Croset			
	For the Love of Mary.....D. Durbin-J. Dall-D. O'Connor			a4/19/47
	Great Expectations (D).....John Mills-Valerie Hobson	116		b12/21/46
	I Know Where I'm Going (D)F.....W. Hiller-R. Livesy-P. Brown	91		b1/5/46
	Ivy .....Joan Fontaine-Patric Knowles			
	Johnny Frenchman .....Francoise Rosay-Patricia Roc	104		

UNIVERSAL-INTERNATIONAL (Continued)

Prod. No.		COMING	Run Time Mins.	Rel. Date	See Issue of
	Lost Moment, The	S. Hayward-R. Cummings-J. Loring			
	Magic Bow, The (D-M)F	Stewart Granger-Phyllis Calvert	106		b9/28/46
	My Heart Goes Crazy *T (M)F	Sid Field-Greta Gynt	120		b9/7/46
	Odd Man Out (D)A	James Mason-Robert Newton	116		b2/15/47
	Oh Say Can You Sing	Sheila Ryan-Fred Brady			a5/25/46
	Pirates of Monterey *T	Maria Montez-Rod Cameron-P. Reed			a5/25/46
	Secret Beyond the Door, The	Joan Bennett-Michael Redgrave			
	Singapore	F. MacMurray-A. Gardner-P. Dorn			
	Slave Girl *T	Yvonne deCarlo-George Brent			a8/17/46
	Something in the Wind	D. Durbin-J. Hall-D. O'Connor			
	This Happy Breed *T (D)A	Robert Newton-Celia Johnson	110		b4/19/47
	Wistful Widow of Wagon Gap	B. Abbott-L. Costello-M. Main			
	Years Between, The	M. Redgrave-V. Hobson-F. Robson			

WARNER BROS.

CURRENT 1945-1946

523	Night and Day *T (BM)	C. Grant-A. Smith-J. Wyman	128	8/3/46	b7/13/46
522	Of Human Bondage (D)A	P. Henreid-E. Parker-J. Knowles	105	7/20/46	b7/6/46
521	Stolen Life (D)A	B. Davis-G. Ford-W. Brennan	107	7/6/46	b5/4/46
524	Two Guys From Milwaukee (C)F	Dennis Morgan-Joan Leslie	90	8/17/46	b7/27/46

CURRENT 1946-'47

613	The Beast With Five Fingers (H)	Robert Alda-Andrea King	88	2/8/47	b12/21/46
601	Big Sleep, The (My)A	Humphrey Bogart-Lauren Bacall	118	8/31/46	b8/17/46
603	Cloak and Dagger (D)A	Gary Cooper-Lilli Palmer	106	9/28/46	b9/7/46
605	Deception (D)A	B. Davis-P. Henreid-C. Rains	112	10/26/46	b10/19/46
612	Humoresque (D)A	J. Crawford-J. Garfield-O. Levant	126	1/25/47	b12/23/46
608	Kings Row	A. Sheridan-R. Cummings-R. Reagan	127	12/7/46	Reissue
620	Love and Learn (C-M)A	J. Carson-R. Hutton-M. Vickers-J. Paige	83	5/3/47	b3/29/47
606	Never Say Goodbye (C)F	Errol Flynn-Eleanor Parker	96	11/9/46	b10/26/46
614	Nora Prentiss (D)A	A. Sheridan-K. Smith-R. Alda	113	2/22/47	b2/8/47
604	Nobody Lives Forever (D)A	J. Garfield-G. Fitzgerald	100	10/12/46	b9/28/46
615	Pursued	Teresa Wright-Robert Mitchum	101	3/2/47	
616	The Sea Hawk	Errol Flynn-Claude Rains	109	4/26/47	Reissue
619	The Sea Wolf	E. G. Robinson-I. Lupino-J. Garfield	87	4/25/47	Reissue
602	Shadow of a Woman (D)A	Andrea King-Helmut Dantine	78	9/14/46	b8/17/46
617	Stallion Road (D)A	R. Reagan-A. Smith-Z. Scott	97	4/12/47	b3/2/47
616	That Way With Women (C)F	S. Greenstreet-M. Vickers-D. Clark	85	3/29/47	b2/15/47
611	The Man I Love (D)A	Ida Lupino-Robert Alda	97	1/11/47	b12/28/46
610	The Time, the Place and the Girl *T (CM)F	D. Morgan-J. Carson-J. Wyman	108	12/28/46	b12/14/46
607	Verdict, The (D)A	S. Greenstreet-P. Lorre-J. Lorring	86	11/23/46	b11/9/46
609	Wild Bill Hickok Rides	C. Bennett-B. Cabot-W. William	72	12/7/46	Reissue

COMING

622	Cheyenne (W-D)F	Dennis Morgan-Jane Wyman	100	6/14/47	b4/26/47
	Cry Wolf	Errol Flynn-Barbara Stanwyck			a9/7/46
	Dark Passage	H. Bogart-L. Bacall-A. Moorehead			
	Deep Valley	Dane Clark-Ida Lupino-Wayne Morris			a4/5/47
	Escape Me Never	E. Flynn-I. Lupino-G. Young			a3/8/46
	Life with Father *T	I. Dunne-W. Powell-E. Taylor			a9/14/46
	My Wild Irish Rose *T	Dennis Morgan-Andrea King			
	Night Unto Night	V. Lindfors-R. Reagan-B. Bennett			
	Possessed	J. Crawford-Van Heflin-R.Massey			
	Silver River	E. Flynn-A. Sheridan-T. Mitchell			
	Treasure of the Sierra Madre	H. Bogart-W. Huston-T. Holt			
	Two Guys From Texas *T	J. Carson-D. Morgan-D. Malone			
621	Two Mrs. Carrolls, The (D)A	H. Bogart-B. Stanwyck-A. Smith	99	5/24/47	b4/5/47
	Unfaithful, The	A. Sheridan-Z. Scott-L. Ayres			
	Unsuspected, The	Joan Caulfield-Claude Rains			
	Voice of the Turtle	R. Reagan-E. Parker-E. Arden			
	Wallflower	Robert Hutton-Joyce Reynolds			
	Whiplash	D. Clark-A. Smith-S. Z. Sakall			
	Woman in White, The	A. Smith-E. Parker-S. Greenstreet			a4/26/47

BRITISH PRODUCT (U. S. Distribution Not Set)

	Beware of Pity (D)A	Lilli Palmer-Albert Lieven	105	Rank	b6/29/46
	Carnival (D)A	Sally Gray-Michael Wilding	93	Rank	b10/26/46
	Green Fingers (D)A	Robert Beaty-Carol Raye	85	ABPC	b10/26/46
	Hue and Cry (D)F	Alastair Sim-Valerie White	82	Rank	b2/22/47
	Hungry Hill (D)A	Margaret Lockwood-Dennis Price	109		b1/18/47
	Laughing Lady *T (M)F	Anne Zeigler-Webster Booth	90	ABPC	b10/26/46
	The Man Within *T (D)A	Michael Redgrave-Jean Kent	85	Rank	b4/12/47
	Men of Two Worlds *T (D)A	Phyllis Calvert-Eric Portman	109	Rank	b7/27/46
	Nicholas Nickelby (D)F	Cedric Hardwicke-Sally Howes	105	Rank	b3/22/47
	Root of All Evil (D)A	Phyllis Calvert-Michael Rennie	110	Rank	b2/22/47
	School for Secrets (D)F	Ralph Richardson-Pamela Matthews	108	Rank	b11/16/46
	Temptation Harbour (D)A	Robert Newton-Simone Simon	110	ABPC	b3/29/47
	While the Sun Shines (C)A	Barbara White-Ronald Howard	89	ABPC	b2/8/47
	White Cradle Inn (D)F	M. Carroll-I. Hunter-M. Rennie	83	London	b3/29/47

MISCELLANEOUS

	A Dairy for Timothy (Doc)F	Documentary	40	Eng. Films	b12/28/46
	Adventure For Two (D)F	Laurence Olivier-Penelope Ward	89		b12/22/45
	Angel and Sinner (D)A	Micheline Preslie-Louis Salou	86	A.F.E.	b3/1/47
	A Yank in Rome (D)F	Valentina Cortese-Leo Dale	97	Film Rights	b3/22/47
	Barber of Seville (Opera)	F. Tagliavini-T. Gobbi	110	Excelsior	b4/19/47
	Battle for Music (Doc)F	London Philharmonic	74	Four Conts	b10/30/45
	Before Him All Rome Trembled (D-M)A	Anna Magnani-Gina Sinimberghi	105	Superfilm	b3/1/47
	Bellman, The (D)A	Lucien Coedel-Fernand Ledoux	95	Mage	b4/5/47
	Carmen (D)A	Viviane Romance-Jean Marais	101	Superfilm	b12/7/46
	Clandestine (D)A	Constant Remy-Suzy Carrier	89	W. Hem.	b1/18/47
	Courtneys of Curzon St. (D-M)	Anne Neagle-Michael Wilding	120	Wilcox	b4/19/47
	Devil's Hand, The (D)A	Pierre Fresnay-Josseline Gael	80		b11/16/46
	Francis the First (C)A	Fernandel-Mona Goya	90	Vog Films	b1/25/47
	Ivan the Terrible (D)A	N. Cherkassov-L. Tselikovskaya	96	Artkino	b3/15/47
	Journey Together (D)F	Ed. G. Robinson-Bessie Love	80	Eng. Films	b3/9/46
	Laughing Lady *T (M)F	Anne Zeigler-Clifford Booth	90		b10/26/46
	Love on the Dole (D)A	Deborah Kerr-Clifford Evans	89	Four Conts	b10/20/45
	Les Miserables (D)A	Henry Baur-Charles Dullin	193	Dis. Films	b12/21/46
	Man from Morocco, The (D)F	Anton Walbrook-Margaretta Scott	89	Eng. Films	b11/30/46
	Queen for a Night (O)A	Gurlie Lemon Bernhard-G. Bjoerling	89	Saga Films	b1/4/47
	Raider, The *T (Wa)F	Documentary	70		b10/5/46
	Resistance (D)A	Lucien Coedel-Yvonne Gaudeau	80	VOG	b7/6/46
	St. Francis of Assisi (D)F	Jose Luis Jimenez-Alicia DePhillips	119	Simplex	b4/5/47
	School for Danger (Doc)F	Capt. H. Ree-J. Nearne	60	Eng. Films	b2/22/47
	The Story of the Pope (Doc.)F	Documentary	60	Chap Films	b12/21/46
	Swing, Cowboy, Swing (W-M)F	C. Shrum-D. Weston-A. Lee	57	Westernair	b9/7/46
	Torment (D)A	Alf Kjellin-Mai Jetterling	95	Oxford	b4/19/47
	Welldigger's Daughter, The (C)A	Raimu-Fernandel	122	Siritsky	b10/5/46

NATIONAL REVIEWING COMMITTEES' CLASSIFICATIONS

DARK DELUSION (MGM)

MATURE—National Board of Review

CLASS A—SEC. II—National Legion of Decency.

ADULT—Gen. Federation of Women's Clubs.

KING OF WILD HORSES (Col.)

FAMILY—National Board of Review

CLASS A—SEC. I—National Legion of Decency.

FAMILY—Gen. Federation of Women's Clubs.

EGG & I, THE (Univ.)

FAMILY—National Board of Review

CLASS A—SEC. II—National Legion of Decency.

ADULT—Gen. Federation of Women's Clubs.

CALCUTTA (Para.)

FAMILY—National Board of Review

CLASS A—SEC. II—National Legion of Decency.

ADULT—Gen. Federation of Women's Clubs.

SAN DEMETRIO, LONDON (20th-Fox)

FAMILY—National Board of Review

CLASS A—SEC. I—National Legion of Decency.

TARZAN & THE HUNTRESS (RKO)

FAMILY—National Board of Review

CLASS A—SEC. II—National Legion of Decency.

The authorities quoted in this column are as follows:

GENERAL FEDERATION OF WOMEN'S CLUBS. The motion picture committee is headed by Mrs. Arretus F. Burt, chairman, of St. Louis. Two reviewing committees are maintained—Mrs. Harry Lilly, New York, Eastern Committee chairman; Mrs. John Sterns Thayer, Los Angeles, Western Committee chairman. Designations used: FAMILY—8 years and up; MATURE FAMILY—14 years and up; ADULTS—Senior High School Students and Adults; **—indicates pictures is rated as "Exceptional."

NATIONAL BOARD OF REVIEW: Founded in 1909 "to represent the interest of the motion picture public." The reviewing committee consists of some 300 men and women of all ages, "representing a cross-section of public taste." Designations used: FAMILY—14 years of age and up (recommendations for age groups under 14 are by Schools M. P. Committee of the National Board); MATURE—15 years old up; *—indicates picture "especially worth seeing."

NATIONAL LEGION OF DECENCY: Committee of International Federation of Catholic Alumnae reviews pictures and publishes its classifications for guidance of members of the Legion—composed of those members of the Catholic Church who join the Legion. Designations used: Class A—Section I — Unobjectionable for General Patronage: Class A—Section II—Unobjectionable for Adults; Class B—Objectionable in Part; Class C—Condemned.

SHORT Booking GUIDE

Short subjects are listed by series under headings of companies distributing them. Numerals in parenthesis following series title indicate number of releases in that group announced for, or sold for, the season. Numerals at left of titles is production or release number. Films reviewed are indicated by reviewers' ratings following titles. Third column gives running time of the subject and final column refers to date on which review of the subject was published.

COLUMBIA
1946-'47

ALL-STAR COMEDIES (10)

8431	Society Mugs	Fair	16	..12/28/46
8432	So's Your Antenna	Juvenile	17	..11/18/46
8433	Slappily Married	Nonsense	16½	..12/ 7/46
8434	Moron Than Off	Fair	18	.. 2/ 8/47
8435	Andy Plays Hookey	Fair	18	.. 3/15/47
8436	Meet Mr. Mischief		17½	
8437	Scooper Dooper		18	
8438	The Good Bad Egg		17	
8439	Bride and Gloom		16	
8440	Two Jills and a Jack		18	

ASSORTED 2-REEL COMEDIES (6)

8421	Pardon My Terror		16½	
8422	Honeymoon Blues	Dull	17	..11/16/46
8423	Rene-vated		17	
8424	Hot Heir	Funny	18	.. 4/ 5/47
8425	Cupid Goes Nuts			

THREE STOOGES COMEDIES (10)

8401	G. I. Wanna Home		15½	
8402	Rhythm and Weep	Fair	17½	..11/ 2/46
8403	Three Little Pirates	Funny	18	..3/15/47
8404	Half-Wit's Holiday	Funny	17½	.. 3/29/47
8405	Fright Night		17	
8406	Out West		17½	

COLOR RHAPSODIES—Technicolor (10)

8501	Loco Lobo	Cute	6	..12/ 7/46
8502	Cockatoos for Two		6	
8503	Big House Blues		7	
8504	Mother Huba-Huba-Hubbard		6	

COLOR PHANTASIES (12)

8701	Fowl Brawl	Funny	6	.. 4/ 5/47
8702	Uncultured Vulture		6	
8703	Wacky Quacky		6	
8784	Leave Us Chase It		6	

COMMUNITY SINGS (12)

8651	No. 1 (Leibert) The Gypsy		9½	
8652	No. 2 (Bakers) It's a Pity to Say Goodnight	Entertaining	10½	..11/ 2/46
8653	No. 3 (Leibert) Surrender	Good	10½	..11/16/46
8654	No. 4 (Baker) Pretending			
8655	No. 5 (Leibert) Rumors Are Flying	Singable	9½	.. 3/15/47
8656	No. 6 (Baker) Ole Buttermilk Sky		10	
8657	No. 7 (Leibert) The Coffee Song & Open the Door, Richard			
8658	No. 8 (Baker) I'll Close My Eyes			
8659	No. 9 (Leibert) For Sentimental Reasons			

THRILLS OF MUSIC (12)

8951	Jerry Wald & Orch.		10	
8952	Machito & Orch.	Good	10½	..11/16/46
8953	Les Elgart & Orch.	Fair	10	.. 1/25/47
8954	Ray McKinley & Orch.		9½	
8955	Shorty Sherock & Orch.		8½	
8956	Buddy Morrow & Orch.		9½	
8957	George Towne & Orch.			
8958	Ray Anthony & Orch.			

SCREEN SNAPSHOTS (12)

8851	No. 1 (Radio Characters)		10	
8852	No. 2 (Looking Down on Hollywood	Good	10	..11/16/46
8853	No. 3 (Rodeo)	Very Good	10	.. 2/ 8/47
8854	No. 4 (Skolsky Party)		9½	
8855	No. 5 (Movie Columnists)	Interesting	9	.. 3/15/47
8856	No. 6 (Behind the Mike)	Fair	9	.. 3/29/47
8857	No. 7 (Holiday in Las Vegas)		10	
8858	No. 8 My Pal Ringeye (Smiley Burnette)		10	
8859	No. 9 Famous Hollywood Mothers			

SPORTS REELS (12)

8801	Army Football Champions	Excellent	11	..11/ 2/46
8802	Ten Pin Magic	Fair	10	..11/16/46
8803	Hi-Li	Interesting	9½	..12/28/46
8804	Best in Show (Dogs)		9	
8805	Polo			
8806	Cue Tricks			
8807	Tennis Wizards			
8808	Goofy Golf			
8809	Wrestling			

SERIALS

8120	Son of the Guardsmen	15 Chaps. 26		.10/26/46
8140	Jack Armstrong	15 Chap. 20-25		3/ 1/47
8160	The Vigilante	15 Chaps.		

METRO-GOLDWYN-MAYER
1946-'47

MGM TECHNICOLOR CARTOONS (16)

W-831	Henpecked Hoboes			
W-832	Cat Fishin'		8	

PETE SMITH SPECIALTIES (10)

S-851	Football Thrills of 1945		10	
S-852	Sure Cures	Excellent	10	..10/ 5/46
S-853	I Love My Husband But			
S-854	Playing By Ear			
S-855	Athletiquiz			
S-856	Diamond Demon	Amazing	10	.. 3/ 1/46
S-857	Early Sports Quiz		9	

TWO REEL SPECIALS (4)

A-801	Luckiest Guy in the World			

PASSING PARADE (6)

K-871	A Really Important Person			

TRAVELTALKS

T-811	Glimpses of California			
T-812	Calling on Costa Rica		10	

TOM & JERRY CARTOONS

W-833	Part Time Pal		8	

PARAMOUNT
1946-'47

NOVELTOONS—Technicolor (65)

P6-1	Spree for All	Good Start	7	..10/26/46
P6-2	Stupidstitious Cat			
P6-3	Enchanted Square			

PACEMAKERS (6)

K6-1	Brooklyn I Love You	Superb	10	..10/26/46
K6-2	Love in Tune	Different	9½	..11/16/46
K6-3	Radio, Take It Away	Swell Satire	11	.. 3/ 1/47
K6-4	Try and Catch Me		9	

POPULAR SCIENCE—Magnacolor (6)

J6-1	No. 1	Average	11	..11/16/46
J6-2	The Sponge Divers	Fair	11	.. 1/25/46
J6-3	Air-Borne Pastures	Good	11	.. 2/ 8/47
J6-4	Marine Miracles			

SPORTLIGHTS (10)

R6-1	Race Horses Are Born	Good	9	..10/26/46
R6-2	Dive-Hi Champs	Good	10	..11/16/46
R6-3	Queen of the Court	Very Good	10	.. 1/25/46
R6-4	Like Father—Like Son	Interesting	10	.. 1/25/46
R6-5	Jumping Jacks	Excellent	9½	.. 3/15/47
R6-6	Selling the Sun	Excellent	10	.. 2/ 8/47
R6-7	Under White Sails		9	
R6-8	Iced Lightning			

UNUSUAL OCCUPATIONS—Magnacolor (6)

L6-1	No. 1	Average	10	..11/16/46
L6-2	Swedish Glass Makers	Interesting	10	.. 2/ 5/47
L6-3	G.I. Hobbies		11	

SPEAKING OF ANIMALS (6)

Y6-1	Stork Crazy	Very Good	10	.. 1/25/47
Y6-2	Pooch Parade	Good	10	.. 1/25/47
Y6-3	Country Life		9	
Y6-4	They're Not So Dumb		8	

MUSICAL PARADES (6)

FF6-1	Sweet and Low		19	

GEORGE PAL PUPPETOONS—Technicolor (6)

U6-1	Wilbur the Lion		9	

POPEYE (6)

E6-1	Abusement Park		7	

TWO REEL SPECIAL

	37 Two Decades of History		22½	

LITTLE LULU

D6-1	Loose in the Caboose			

RKO RADIO
1946-'47

EDGAR KENNEDY (6)

73401	I'll Build It Myself	Hilarious	15	..10/26/46
73402	Do Or Diet	Good	18	.. 3/15/47
73403	Social Terrors		18	

FLICKER FLASHBACKS (8)

74201	No. 1	Excellent	9	..10/25/46
74202	No. 2	Good	9	..11/16/46
74203	No. 3		8	
74204	No. 4		10	
74205	No. 5		8	
74206	No. 6		9	

RAY WHITLEY MUSICALS (4)

73501	Bar Buckaroo		16	
73502	Cupid Rides the Range		18	
73503	Bandits and Ballads		17	
73504	A Buckaroo Broadcast		18	

SPORTSCOPES (13)

74301	Skating Lady	Smooth	8	..10/26/46
74302	Hail Notre Dame		9	
74303	Bowling Fever	Fair	8	..12/26/46
74304	Kentucky Basketeers	Excellent	8	.. 1/25/46
74305	College Climbers		8	
74306	Ski Champion	Excellent	8	.. 8/15/47
74307	Ice Skippers		8	
74308	Wild Turkey		8	

THIS IS AMERICA (13)

73101	Beauty for Sale	Interesting	17	..12/ 7/46
73102	Germany Today	Informative	16	.. 1/25/46
73103	A Nation is Born		20	
73104	Campus Boom	Timely	16	.. 3/15/47
73105	San Francisco—Pacific Gateway	Excellent	16	.. 3/22/47
73106	Forgotten Island		18	

MUSICAL FEATURETTES (4)

73201	Melody Time	Very Good	16	.. 1/25/47
73202	Follow That Music		16	

SPECIAL

73901	Football Highlights of 1946		20	

LEON ERROL

73701	Borrowed Blonde	Fair	16	.. 3/29/47
73702	Wife Tames Wolf		17	

WALT DISNEY

64116	Rescue Dog		7	
64117	Straight Shooters		6	
64118	Figaro and Frankie	Good	7	.. 3/29/47

20th CENTURY-FOX
1946-'47

MOVIETONE ADVENTURES—Technicolor (12)

7201	Fantasy of Siam	Excellent	8	.. 2/ 8/47
7202	Royalty of the Range	Interesting	9	.. 3/29/47
7203	Harvest of the Sea	Interesting	8	.. 3/29/47
7251	Sons of Courage		8	
7252	Jamaica	Excellent	8	..10/26/46
7253	Historic Capetown	Excellent	8	.. 8/21/46
7254	Girls and Gags		8	
7255	The Cape of Good Hope			
7256	Zululand	Interesting	8	.. 3/29/47
7257	Gardens of the Sea			
7258	Romance of the Fjords			
7259	Sweden			

SPORTS REVIEWS—Technicolor (6)

7301	Football Fanfare	Good	8	.. 3/14/46
7302	Style of the Stars	Good	10	.. 3/29/47
7303	Tanbark Champion			
7304	Riding the Winds			
7351	Winter Holiday	Good	8	.. 8/21/46
7352	Summer Trails	Beautiful	8	.. 1/25/46
7353	Playtime's Journey		8	

TERRYTOONS—Technicolor (20)

7501	Winning the West	Good	7	.. 8/14/46
7502	The Tortoise Wins Again	Good	7	.. 8/17/46
7503	The Eltetronic Mouse Trap	Very Good	7	.. 2/ 8/47
7504	The Jail Break	Fine	7	..10/ 5/46
7505	The Snow Man		7	
7506	The Housing Problem	Funny	7	.. 8/21/46
7507	The Crockpot King	Wonderful	7	.. 1/25/46
7508	The Uninvited Pests		7	
7509	Mighty Mouse and the Hep Cat	Very Good	7	.. 1/25/47
7510	Beanstalk Jack		7	
7511	Crying Wolf		7	
7512	McDougal's Rest Farm	Very Funny	7	.. 8/28/47
7513	Dead End Cats		7	
7514	Happy Go Lucky		7	
7515	Mexican Baseball		7	
7516	Aladdin's Lamp		7	
7517	Cat Trouble		7	
7518	Sky Is Falling		7	
7519	The Intruder		7	
7520	Mighty Mouse Meets Deadeye Dick		7	

MARCH OF TIME (18)

1	Is Everybody Happy		18	
2	World Food Problem	Excellent	17	..10/ 5/46
3	The Soviets' Neighbor	Revealing	18	..11/ 2/46
4	The American Cop	Good	18	..12/ 8/46
5	Nobody's Children	Excellent	17	..12/28/46
6	Germany—Handle With Care	Excellent	18	.. 2/ 8/47
7	Fashion Means Business	Excelent	17½	.. 3/ 1/47

DRIBBLE PUSS PARADE

7901	Monkey-Tone News	Amusing	9	.. 2/ 8/47
7951	Fisherman's Nightmare	Entertaining	8	.. 3/15/47

UNITED ARTISTS
1946-'47

DAFFY DITTIES

	Choo Choo Amigo	Excellent	8	.. 8/ 7/46
	The Lady Said No		8	
	Pepito's Serenade		7½	

MUSICOLORS (7)

	Toccata and Fugue	Intriguing	10	..10/26/46

UNIVERSAL

1946-'47

NAME BAND MUSICALS (13)

2301	Frontier Frolic	Good	15	12/28/46
2302	Champaigne Music	Good	15	1/25/47
2303	Tumbleweed Tempos	Very Good	15	12/28/47
2304	Moonlight Melodies	Excellent	15	12/28/46
2304	Moonlight Melodies		15	
2305	Tex Beneke & the Glenn Miller Orch.		15	
2306	Melody Maestro		15	

SING AND BE HAPPY (8)

2381	A Bit of Blarney	Good	11	10/12/46
2382	The Singing Barbers		10	

TECHNICOLOR CARTUNES (13)

2321	Fair Weather Fiends	Funny	7	12/28/46
2322	The Wacky Weed	Good	7	12/28/46
	Musical Miniatures			
	Well Oiled			
	Overture to William Tell			

THE ANSWER MAN (8)

2391	No. 1	Interesting	10	10/26/46
2392	Nature's Atom Bomb	Interesting	10	12/28/46
2393	The Jungle Gangster		10	

VARIETY VIEWS (8)

2341	Bear Facts		9	
2342	Pelican Pranks			
2343	Wild West Chimp			

JUVENILE JURY SERIES (8)

2361	Juvenile Jury No. 1		10	

SERIALS (1)

Mysterious Mr. M.

VITAPHONE-WARNER BROS.

1946-'47

BLUE RIBBON CARTOONS—Technicolor (18)

3301	Fox Pep		7	
3302	Wacky Worm		7	
3303	You're an Education		7	
3304	Have You Got Any Castles		7	
3305	Pigs is Pigs		7	

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3101	Okay for Sound	A Stunner	20	7/23/46
3102	Minstrel Days		20	
3103	Alice in Movieland		20	
3104	Dog in the Orchard		20	
3105	Keystone Hotel		18	

MELODY MASTERS (6)

3601	Desi Arnaz & Orch.		18	
3602	Melody of Youth	Very Good	10	3/ 1/47
3603	Big Time Review	Fair	10	3/29/47
3604	Stan Kenton & Orch.	Fair	10	4/ 5/47

MERRIE MELODIES—Technicolor (20)

2701	Kitty Kornered	All Right	7	7/28/46
2702	Hollywood Daffy	Very Good	7	8/ 3/46
2703	Eager Beaver	Very Good	7	8/14/46
2704	Great Piggy Bank Robbery	Good	7	9/14/46
2705	Bacall to Arms	Novel	7	9/14/46
2706	Of Thee I Sting	Very Good	7	9/ 7/46
2707	Walky Talky Hawky	Excellent	7	9/ 7/46
2708	Fair and Wormer	Fast	7	10/12/46
2709	Mousemerized Cat	Fair	7	11/18/46
2710	Mouse Menace	Good	7	12/28/46
2711	Roughly Squeking		7	
2712	One Meat Brawl		7	
2713	Goffy Gophers		7	
2714	Gay Antics		7	
2715	Scent-imental Over You		7	

SPORTS PARADE—Technicolor (13)

3501	King of the Everglades		10	
3502	Lazy Hunter	Good	10	11/16/46
3503	Battle of Champs		10	
3504	American Sports Album	Interesting	10	4/ 5/47
3505	Let's Go Swimming	Good	10	3/ 1/47

TECHNICOLOR ADVENTURES (6)

3801	Star Spangled City	Excellent	10	11/16/46
3802	Rubber River	Fair	10	12/28/46

TECHNICOLOR SPECIALS (8)

3001	Cinderella's Feller		20	
3002	The Last Bomb	Tremendous	20	9/21/46
3003	A Boy and His Dog		20	
3004	Saddle Up		16	

VITAPHONE VARIETIES (6)

3401	So You Want to Keep Your Hair	Fair	10	12/28/46
3402	So You Want to Play the Horses	Funny	10	11/ 2/46
3403	So You Think You're a Nervous Wreck	Fair	10	3/29/47

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THE SERVICE PAPER OF THE MOTION PICTURE INDUSTRY

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MAY 10, 1947

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CHARLES E. 'CHICK' LEWIS
Editor and Publisher

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John J. Jones (See Page 4)

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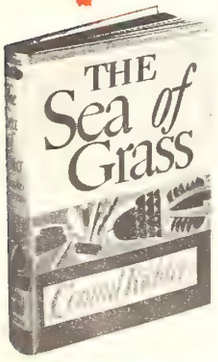
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THE EDITORIAL PAGE

SPEAKING OF SHOWMANSHIP

MR. LAW AND MR. SHOWMAN. An observer of the current scene in the film industry might well wonder whether the feeling that box-office returns are on the skids is due to actual business conditions at the box-offices or to that fog of uncertainty which seems to be thickening as final decisions on the decisions of the New York statutory court are awaited.

For our part we'll string along with those who feel that now there are two fundamentals to be observed. One is that the famous F.D.R. admonition as to Fear being the only thing to fear applies now in the film industry as precisely as it did generally when it was pronounced to a nation badly in need of direction, decision and encouragement. The other is that you can't get away from the fact that showbusiness prospers just so much as its leading exponents practice true Showmanship. That means showmanship right from the studios on through into the final day's run at the last-run theatres of the land.

Where good showmanship has been applied, the results have been fine and dandy—before the war, during the war, and since the end of the war. And we can be sure of this: no matter how trade practices are altered and changed by new selling systems imposed by a decree, or even if "divorcement" is ordered by the Courts, there will still be the motion picture—remember?—to be produced and presented for the enjoyment of a public that will pay money for the kind of recreation it wants.

And what could be a surer guide to a future success formula than the examples of successful showmanship of the immediate present and very recent past? For example:

* * *

KEEPING A HOT ONE HOT. The RKO Radio home office staff has been demonstrating how to make a good thing better with a brisk, uninterrupted, punchy campaign in New York to capitalize on the swell newspaper reaction and audience reception given to "The Farmer's Daughter" during its immensely successful run (now in the seventh week) at the Rivoli Theatre.

The wrong kind of showbusiness would have been to consider "The Farmer's Daughter" really "in" after the rave reviews and big initial week and just sit back and count up the house periodically. The RKO Radio boys did the right kind of thing and punched away with lively, generously proportioned advertising to keep their picture hot through every unreeling at the Rivoli.

Then you can look at a case of:

* * *

BUILT-IN SHOWMANSHIP. When Columbia showed their "Jolson Story" to the trade, it was the consensus that here was a "natural." Of course, it took no great perception or showbusiness know-how to arrive at such conclusions regarding "The Jolson Story." Here was a picture that just "clicked" in every department and gave the distinct impression that every last detail was pre-tested for its screen values before the film was shot. Well, there's something to that. But at the same time, Columbia didn't let this one just coast along on its own momentum.

The result of "built-in showmanship" that is a characteristic of "The Jolson Story," is a series of very unusual performances at all types and classes of theatres. Indeed, "The Jolson Story" is setting a precedent few people in this business ever expected to see happen at all. That is the return-engagement stunt that is sending it around the circuit for a second time. In the New York metropolitan area "The Jolson Story" has been out of circulation for only three days since its premiere at the Music Hall, on October 10. It is now in its second week of the "encore" engagement on Broadway, and will go from the Victoria on a second round of the Loew houses and neighborhood theatres around the city. In other sectors of the country, the picture also has played "encore" engagements.

* * *

PRE-SELLING. Another form of showmanship recently demonstrated in terms of high achievement and ingenuity and vigor is that of advance selling a title to the public. One of the most sensational and effective of recent times is that given to "The Egg and I" by Universal-International.

This campaign, also, can be used to point the moral this industry must never forget. It is that all this fine work and great investment is lost in those particular runs where an exhibitor fails to follow through. The lazy kind who run their showbusiness along the lines of letting a picture go along on the momentum given it by a great advance campaign just aren't showmen—any more than are those producers and those distributors who fail to put selling punch behind every picture they handle.

—"CHICK" LEWIS

WHAT'S NEWS
In the Film Industry This Week

EXHIBITION—Strong appeals for a united exhibitor front were voiced as the Pacific Coast Conference of Independent Theatre Owners held its first convention since 1941 this week in Los Angeles. The pleas came from individual exhibitors, Allied and the Motion Picture Theatre Owners of America. The PCCITO also took a dig at local checkers but acknowledged it could do nothing about it legally and listened to Donald Nelson warn that costs must be cut so admissions could also be reduced. (P. 5).

Percentage pictures, which you can be sure interested the PCCITO meet also, were in for another attack this week in Kentucky with exhibitors there considering the possibility of a state trade practices law to be administered by an exhibitor committee. Meanwhile the exhibitors were urging each other not to buy high percentage films. This sentiment was echoed in Omaha where the Independent Theatre Owners of Iowa and Nebraska pledged themselves not to buy 50 per cent films and took a side punch at "Duel in the Sun" and "The Best Years of Our Lives."

In Ohio exhibitors faced the possibility of municipal admission taxes, which might be as high 10 per cent, as elements in the state moved to rescind the state's present three per cent sales tax. However, a small exhibitor group seemed to favor killing the state law, figuring that if municipalities passed a 10 per cent tax, it would be carried over to the public whereas the present three per cent is usually absorbed in the admission.

On the national front the National Concert Artists Corporation denied reports that it planned to establish a series of one-night stands in concert halls to play pictures—presumably foreign films and art pictures. Locally Ted Gamble acquired the Portland Circle Theatre for his chain while in San Francisco, the 357-seat Vogue Theatre is using its matinee time to exhibit 16-mm. business, educational and religious films.

* * *

GENERAL—Paramount and its theatre-owning partners met at Arrowhead Springs this week to discuss further the means by which Paramount would or would not acquire the 95 per cent ownership it needs in some of the theatres it now owns in partnership. The move, a result of the recent decree, seems complicated, though hints heard before the meeting indicated that it actually had been simplified and that several deals were in the offing. (P. 5).

The decree incidentally had Paramount reportedly in a snarl with Fanchon and Marco in Los Angeles this week over the Paramount Theatre. Paramount seemed to claim that since franchises were now illegal it should cancel the one it had with F&M and take over the house. FM replied that it has a lease with 15 years to go. To date no settlement is reported.

Defendants in Chicago's Jackson Park Theatre case filed an answer in their appeal this week which attacked the suspended injunction granted by Federal Judge Igoe and made appeal for unrestricted first-runs, double featuring and other trade practices which the decree would prohibit were it in force. The appeal is to be argued this month.

As to the New York Statutory Court decree, appealed to the Supreme Court, this week saw only technical activities in the filing of records and agreement upon points that are to be made.

Censorship in Missouri got killed after a united front—made up of exhibitors, film lovers, etc.—opposed it. Censorship in Memphis continued its way but a defender of the films spoke out again. Judge Camille Kelly of the Juvenile Court who said "I found out over the years that if you get the wrong idea from one picture that the next one along will set you right."

In St. Joseph, Mo., the Dickinson Circuit has started day-and-date policies in two of its houses with product bought on bids from RKO; In Chicago exhibitors are seeking to get reduced insurance rates on the basis of excellent fire protection, but in New York state exhibitors got a 25 per cent rate rise based on increased fire damage since 1944.

* * *

LABOR—In Washington American Federation of Labor President William Green, one-time Baptist minister, came out with a formula which some thought might end the Hollywood jurisdictional strike. After months of internal dissatisfaction in the AFL over a situation which was giving labor a black eye, Green came out with an interpretation of the jurisdictional awards which previously had been made by a committee studying the matter. To the Carpenters Green gave the right to construct sets; to the International Alliance of Theatrical Stage Employes Green gave the right to assemble sets.

The only fly in the ointment was that this was the trouble which caused the carpenters to walk out originally and precipitated the Conference of Studio Unions Strike. The IATSE claims the right to erect sets, which, reduced to understandable English, is the right to build sets within the studios. Green's interpretation immediately met with the statement of IATSE President Richard Walsh that it was unacceptable and that Green did not have the right to change the original jurisdictional award by interpretation.

In New York the local operators' union, which has a fight with National Theatre Supply over maintenance men, ordered their members not to handle NTS product. So far no effect has been noticed by theatres.

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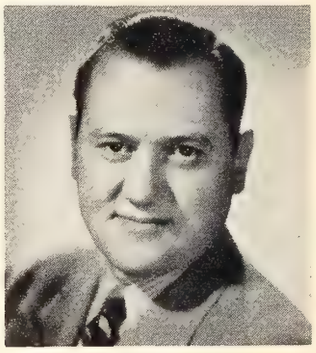
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The News Spotlight



DORE SCHARY . . . he wants the screen to develop a viewpoint and avoid being mere escapism; wants to use B pictures to experiment and thinks that films make a high percentage of fine product when compared with the publishing industry or the New York stage. (P. 5).



WILLIAM HEINEMAN, general sales manager for J. Arthur Rank product handled through Universal-International, who was this week elected to the directorate of the J. Arthur Rank Organization. He's happy over the fact that "Great Expectations," which he thinks is a great family picture is going to play the greatest family theatre of the nation—Radio City Music Hall.

John J. Jones

(The Man on the Cover)

President of Screen Guild Productions, Inc., and leading light in its organization, he came to the production end of the business after years of experience in exhibition when he was (and still is as a matter of fact) a working partner of Jones, Linick and Schaefer, Chicago exhibitors who built up a chain of theatres from the ten-cent days to a strong series of houses today. As an exhibitor he hates cats in a bag, he says, and one of his mottoes is that anyone dealing with the new Screen Guild organization has "never had to buy a cat in the bag." Since Screen Guild is made up of franchise holders who put their own money in the pot to produce, his policy of screening pictures in each exchange area before they are bought has become standard operating procedure. This week—May 12—Screen Guild opens a stockholders' meeting which will also serve as a five-day business session for district managers, franchise holders, sales and branch managers.

NATIONAL NEWSREEL

Jackson Park Defendants Attack First-Run Limit

Specific attack on the injunction clauses which would limit the length of Chicago's loop first-runs to a two weeks' maximum and would prohibit double featuring was made in the Seventh United States Circuit Court of Appeals this week as attorneys for defendant distributors and exhibitors filed their clients' answer in an appeal against the injunction which Federal Judge Michael Igoe had issued in the Jackson Park Theatre case.

The attack on the injunction by the defendants—Balaban and Katz, Warner Bros. Theatres, Vitagraph, Paramount, RKO, 20th Century-Fox, Loew's (MGM)—says that there is no basis for the claim made by Jackson Park that they manipulated first-run loop playing time and regulated the flow of film to subsequent-run houses. Jackson Park had won $360,000 damages already on the grounds that it had suffered loss through the defendants' trade practices. The injunction against which the appeal is made is an outgrowth of the suit. Another suit seeks $600,000 additional damages.

In their answer the defendants claim: 1) That the length of a first-run is determined by the public; 2) that a two-week limit on first-run is harmful since there is not a sufficient amount of quality product for loop runs; 3) that double features are a lawful method of doing business; 4) that there is no artificially-produced scarcity of film in Chicago and that films can play subsequent-runs without waiting until they clear an alleged loop bottleneck.

The appeal is to be heard this month. Judge Igoe had suspended his injunction pending appeal.

Tain't So

National Concert Artists Corporation is not considering entering the motion picture business to roadshow films for one night stands in concert halls or auditoriums across the country, a representative of that organization told Showmen's Trade Review this week. A report to the effect that the concert organization, which acts as agents for artists appearing in motion pictures, was studying a plan to get general distribution for foreign films by booking them over a concert circuit to pre-sold audiences, somewhat along the line that concert series are sold, had been circulating in the foreign film trade.

Paramount and Partners Meet on Theatre Ownership Deals

Indicated Company Won't Seek to Buy Theatres in Smaller Communities

Paramount was reported set to close its series of meetings with theatre partners at Arrowhead Springs, Calif., late this week as the trade wondered what progress the film company had made toward acquiring the 95 per-cent or more ownership it needs to keep a number of theatres which it presently holds in partnership.

While the circuit meeting was a matter of executive sessions, reports on the outside were to the effect that Paramount would emerge with a well-defined blueprint by which it would acquire some of its large houses in the larger communities across the nation within the two-year period which the court provided for such transfers.

The report indicated that Paramount would not seek to buy up houses in smaller communities, possibly viewing these operations as uneconomic for a large circuit.

Complex Solution?

The solution to the problem [illegible] out of the clause in the statutory court decree that a distributor may engage in exhibition but to do so must own 95 per cent or more of the theatres he operates, is complex. The great bulk of the Paramount Theatre operations have been phenomenally successful under the partnership plan which developed out of the Paramount bankruptcy years ago. The partnership plan, it was pointed out, was successful because it broke down the circuits into smaller units which were for the most part locally operated by experienced showmen who had developed theatres in the territories they operated.

One report, wholly unconfirmed, was to the effect that one deal was virtually set with Paramount-Richards, a partnership of Paramount and E. V. Richards, which operates over 70 theatres in Alabama, Arkansas, Florida, Louisiana, Mississippi and Texas, whereby Paramount would take over the large houses in the bigger cities.

News to Him

A Paramount-Richards executive in New Orleans, who said that he did not know where Richards or his general manager, Norman L. Carter, could be reached, was asked: (1) if the deal was consummated, (2) whether it would apply to all the theatres or just the key houses in key centers, (3) whether some Para-

(*Continued on Page* 18)

Reaction to 'Born to Kill' Will Affect New RKO Product—Schary

Reaction against "Born to Kill" will "definitely" affect coming RKO production plans, Production Chief Dore Schary said upon his arrival in New York this week to discuss 1947-48 product with home office executives.

Schary said that in addition to the product furnished by its affiliated producers, RKO planned to make at least 12 major productions and as many B's "as we find that are good." The company does not plan to drop its westerns at the moment, he added, but may in the future if they do not receive the proper reception.

"Our approach to B product," Schary declared, "is going to be the same as our approach to A product. I think they should be used as an experiment."

In line with this policy of experiment, RKO, which, he estimated, produced 12 B's last year, would include on its forthcoming program a fantasy ("The Boy with the Green Hair"), a prize-fight story with continuous action and no dissolves ("The Set-Up") and the first of

(*Continued on Page* 18)

Schary Says . . .

On foreign films:

"I think there is an exaggeration of the quality of foreign films. If we were submitted to a steady diet of English picture we'd find some awful stinkers." On the whole British films are good, though, he finds.

On American films:

"I think he—Samuel Goldwyn—made the best picture of the year with the 'Best Years of Our Lives'."

On universal popularity of American films:

"The proof is that our pictures still go on a world market and do better than the foreign films."

Strong Exhibitor Organization Urged By PCCITO; Checkers Attacked

Strong plea for strong exhibitor organization, voiced from several different sources, highlighted the opening sessions of the Pacific Coast Conference of Independent Theatre Owners in the Ambassador Hotel at Los Angeles this week.

The convention, first held by the PCCITO since 1941, was attended by over 380 delegates. It formally and bitterly attacked local checking with the open acknowledgment that the PCCITO could do nothing legally on the subject.

First plea for organization came early in the meet when Sam Gillette, president of the Interational Theatres Association of Montana, Utah and Idaho declared:

"Lots of theatremen don't think organization is necessary, but I can tell them it is. If we stick together, we will get results."

Following Gillette, C. J. Severson, president of the Montana Theatres Association declared that his territory had been considered an "easy touch" by distributors.

"In 30 years as an exhibitor," he told the delegates, I have been getting tired of this attitude. So, along with my fellow exhibitors in Montana, we want to see how the Pacific Coast people handle it."

(*Continued on Page* 7)

NATIONAL NEWSREEL

IATSE Rejects AFL Stand On Jurisdictional Award

Hollywood's studio jurisdictional strike appeared as far away as ever from settlement this week as the International Alliance of Theatrical Stage Employes rejected an interpretation which American Federation of Labor President William Green gave to a jurisdictional award made over a year ago by an AFL committee which had studied the subject.

The Green interpretation appeared to back the claim taken by the Conference of Studio Unions-affiliated United Brotherhood of Carpenters and Joiners, which insists upon the right to construct sets. It was the IATSE quarrel with this view which led to the carpenters' strike, suported by other CSU unions.

The IATSE claims the original award gives it the right to erect sets—by which it means in effect the right to build sets from the ground up when they are within studios. Sets built on location would, by this interpretation, belong to the carpenters. This view seemed to be backed by the arbiters who had studied the matter. Green in his rule gives the right to construct to the carpenters and the right to assemble to the IATSE, an interpretation which would bar the IATSE from any studio set building.

In refusing to accept this ruling IATSE President Richard Walsh declared that Green had no power to "change the wording of the original jurisdiction award."

Won't Handle NTS

Members of the New York motion picture projectionist unions Local 306, IATSE have been ordered not to handle any National Theatres Supply products as a result of a negotiation collapse on wages and working conditions which had been going on between the two. No New York theatres seemed to be affected.

Preferred Theatres Take Over Five FWC Houses

Five Southern California theatres were recently divorced from Fox West Coast circuit. Last week Sidney R. Weider, who recently resigned his job as city manager for FWC's San Diego district, took over the five houses as general manager. The quintet will be known as Preferred Theatres Corporation, with Russell Rogers as president.

Independent operation of the five houses divorced from pooling arrangements with FWC will begin July 1. Theatres involved are Nile, Bakersfield; Aztec, Plaza, Mission, all in San Diego; and Palace, Long Beach. Weider will headquarter at San Diego.

Rites for Russell Shields

Funeral services for Russell Shields, 55-year-old short subjects film editor for 20th Century-Fox, were held in New York from the Mizpah Presbyterian Chapel this week with interment at Babylon, N. J. Shields, a veteran of the industry who started with the Lubin Motion Picture Company, introduced sound cutting for RCA, had been ill at his home for several months. Shields came to Fox originally to edit Mr. and Mrs. Martin Johnston's "Congorilla." He remained to work Lawrence Stalling's "First World War" and Clyde Elliott's "Double Tiger," after which he joined Producer Edmund Reek as editor of 20th Century-Fox's short subjects.

Insurance Rates

Chicago exhibitors were represented this week before the insurance rate hearings at Springfield through attorneys who told the rate makers that Chicago had rates from 20 to 40 per cent higher than smaller cities which did not have the same fire protection.

In New York the state insurance department raised theatre rates 25 per cent based on an experience which shows a marked increase in fire loses within the industry since 1944.

Eagle-Lion Ups Pickman To Asst. Ad-Publicity Head

Eagle-Lion this week announced that Jerry Pickman, who has been publicity manager for that organization since it was founded last Fall, had been promoted to the new post of assistant director of advertising, publicity and exploitation.



Jerry Pickman

Pickman assumed his new duties on May 5. According to Eagle-Lion Director of Advertising, Publicity and Exploitation Max E. Youngstein, the new post was necessitated by increased activities in the various ballyhoo departments to keep up with the increased distribution facilities of Eagle-Lion. It also anticipated an increased effort in advertising and publicity fields.

Pickman will remain publicity head assisted by the recently appointed Leo Brody.

More Amusement Taxes Loom in Mississippi

Warning was sounded in Mississippi this week that additional amusement taxes were in the offing.

Mayor Allen D. Saffold, of Greenwood, decrying the current financial status of municipalities, said plainly that "the cities of Mississippi cannot adequately provide essential municipal services with their present revenue sources," and placed amusement taxes high on his list of remedies.

He asked state-wide suport for his program which included the suggestion that the state waive its right to collect amusement taxes, passing this authority over to the individual municipalities. He also asked municipalities be given the right to levy and collect a sales tax and suggested abolition of state ad valorem taxes on vehicles, and the substitution therefor of a municipal tag tax.

"The voice of individual citizens of municipalities must be heard above that of corporations and businesses," Mayor Saffold said, adding, "Our schools must be maintained, and constantly improved. Sewerage systems, garbage disposal service, police, fire and health protection must be adequate and promptly available. Local ad valorem taxes should not be raised to meet the increased cost in dispensing such service."

His remarks had particular significance now when candidates are preparing platforms for a new election covering all state officers and both houses of the legislature.

Downeasterners in Vermont are noted for the fact that they don't open their mouths to say too much or to waste any tongue exercise on praise. But when United Artists' J. Arthur Rank production of "Henry V" opened in Burlington, Vt., the Burlington News gave it front page space for a three-column play despite the fact that it was a hot news day, as witness the banner heads atop the paper and the two-column yarns spotted elsewhere on the front page.



BRIEFING THE NEWS

Rutland RR Co-op to Oppose ICC Plan

DAILY NEWS

BURLINGTON WINOOSKI

AN INDEPENDENT NEWSPAPER FOR ALL THE PEOPLE

ARABS HIT U. S. ZION STAND

Crisis Group Ready to Act On Proposal

Heiringer Sees Plan as Only 'Reshuffling'

Funds for Vets Soon Available, Aiken Wires

Phone Union Leaders See Strike's End

Predict Wage Settlement to Come at 3 P.M.

JUDGE GETS DURDCHER DAY CASE

Laraine's Hubby Matchmaker?

Take Fight To Full UN Assembly

Middlebury Plans College Air Meet

That Will Be $5.93, Please'; No Argument

Steel Plates Smash Train; Four Killed

Yet Firings Probe Delayed, Boye Reveals

Frank Deming New Probation Officer in Area

Mud Lands Man in Jail

Band Leader's Daughters Threatened

Four Tornados Kill 25; Many Are Homeless

Henry V' Superb Film

AAF Plans $14 Million Base In Maine for B-29 Bombers

Mussolini's Son Turns Up in Argentina

Right to Choose Employment Must Be Saved, Rucker Says

NATIONAL NEWSREEL

Adopt Boycott Resolution On 50% Rental Pictures

A resolution pledging its members not to buy pictures for which 50 per cent rental is demanded and especially condemning "Duel in the Sun" and "The Best Years of Our Lives" for such alleged demands, was passed Tuesday at the convention of the Independent Theatre Owners of Iowa and Nebraska which was attended by more than 200 delegates as it met in Omaha.

Other resolutions wanted equalization of the time in which a contract can be accepted or rejected, and denying distributor representatives the privilege of speaking at future conventions unless invited. Use of local checkers was criticized.

The convention decided to meet next year at Des Moines on May 7-8 and elected the following: Leo F. Wolcott, board chairman; Howard Brookings, president; George March, vice-president; Tim Evans, secretary; Mel Kruse, assistant executive secretary; Charles Niles, Caravan chairman. Directors are: Robert Hutte, John M. Ladue, Earl Kerr, William Horstman, J. H. Warts, H. E. Rehfield, Elmer Hunke, George Hall, Wallace Solum, Carl Mansfield, Schuyler Mansfield, M. Bremond, John Grabenstein.

Theatre Television Now Ready, Ryder Declares

Television engineers are now ready to give the motion picture theatre whatever it wants in the way of theatre television and it is up to exhibitors to decide whether they want it and to use it, Loren Ryder, president of the Society of Motion Picture Engineers, declared in New York last Friday.

In a press conference, Ryder declared that in his opinion the limitation still existing on projecting television images to a distant screen would be overcome. (At present a separate projection booth for television is required in the middle of the auditorium).

The SMPE chief also described an infra-red photocell which, when mass produced, will eliminate the greatest single cause for sound system interruption in the theatre. Ryder explained that the presently-used exciting lamp frequently fails but with the new cell that responds to infra-red light, the exciting lamp filament can be burned at such a low temperature the one lamp will last for the life of the sound equipment.

$10,000,000 RKO Credit

RKO this week announced it had completed arrangement to get a credit of $10,000,000 which, according to the offices of President N. Peter Rathvon, "permits the picture company to maintain a suitable inventory of produced but unreleased feature pictures which the management considers necessary for orderly marketing, careful exploitation and maximum results for distribution." Loan was fixed by Treasurer William H. Clark and General Counsel Gordon E. Youngman with Bankers Trust of New York, First National of Boston and Security-First of Los Angeles, participating.

Missouri Defeats Censor Bill

Missouri this week had defeated the Schendel censorship bill which would have established state censorship following a public hearing at which Mrs. A. F. Burt, founder of the Better Films Councils of Greater St. Louis, Mrs. Robert E. Collyer of St. Louis, representing the Legion of Decency, Fred Wehrenberg, president of the Motion Picture Theatre Owners of America, St. Louis Exhibitor Representatives James Arthur and Joe Ansell had appeared against the measure.

Arthur Cole, appearing for Kansas City exhibitors, branded censorship "as un-American as Hitler," while Wehrenberg said that movies did not glorify crime and added: "There are more convictions in the movies than in the courts."

Strong Exhibitor Organization Urged By PCIITO; Checkers Attacked

(Continued from Page 5)

The plea for strong organization continued as Dr. J. B. Fishman, president of Allied of Connecticut outlined national Allied's fight for theatre divorcement and increased product.

"Today we face a sellers' market," Dr. Fishman declared. "The problem is to increase the production of pictures because there are not enough being made now. Monopoly has been doing this purposely to put the exhibitor at a disadvantage. That is why Allied is fighting for divorcement. If this could be achieved, the producer would have to make better pictures and it would also encourage smaller independent producers to make films. We wouldn't have to accept inferior product on bad terms."

Morris Lowenstein, subbing for Motion Picture Theatre Owners President Fred Wehrenberg, who is ill, added his voice to the organization theme.

No Fondling

"The big fellow," he declared, "isn't going to fondle the little man on his lap. Many problems can be solved at a roundtable. That is why MPTOA is pushing the forum idea. We must be honest and put our cards on the table. Exhibitors need a united front on such matters as the 20 per cent tax. In this and many other such things, MPTOA wants to extend the hand of fellowship to all theatre organizations." He also warned exhibitors to get ready for the decision of the Supreme Court on the decree and to plan to meet any of its contingencies.

(Lowenstein later told SHOWMEN'S TRADE REVIEW that nothing in his speech referred to forming a new exhibitor national organization but that he favored state units which would permit circuits and independents into their membership on an equal representational basis, affiliating with national bodies such as MPTOA.)

Hits Local Checks

The local check angle came out also early in the conference when the PCCITO issued a proclamation declaring it had "been an evil ever since the advent of percentage pictures" adding that distributor-appointed checkers had always caused trouble, and that "Confidential Reports is causing the most trouble of all." The proclamation attacked one Confidential Reports official in San Francisco vehemently calling him "Little Caesar" and asserting that he ran his office without regard to the wishes of exhibitors or exchange managers, bringing in local checkers "to save a few bucks per engagement." The PCCITO agreed that nothing could be done legally but urged exhibitors to refuse to allow local checkers.

Donald Nelson, president of the Society of Independent Motion Picture Producers, pointed out to the delegates that there is "amazingly little" contact between the industry and customers and pleaded for a closer personal relationship.

Cut Costs, Admissions

"The price that your customer can afford to pay is vital. Costs must be brought down all along the line so that prices of tickets to your theatre can be accordingly reduced."

The SIMPP chief declared that monopoly must be fought and warned:

"When competition is controlled either in making pictures or in the theatre end, this inevitably means government regulation — and that is incompatible with the American system!"

Ohio Exhibitors Facing City Amusement Taxes

Ohio exhibitors this week faced the possibility of municipal admission taxes on amusements as the House Taxation Committee of the state legislature approved a bill which would repeal the state's present three per cent tax and enable communities to inaugurate local taxes if they wish.

Greatest danger here is that if the towns can pass a municipal admission tax, they may not keep it at three per cent but raise it as high as 10 per cent.

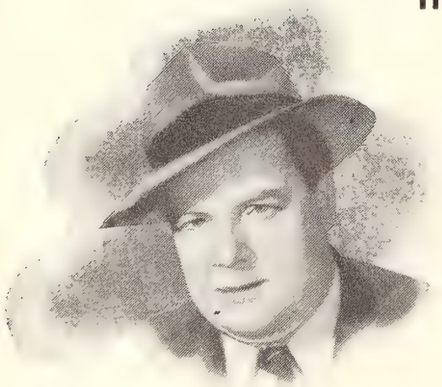
While the majority of exhibitors were marshaling to keep the measure from becoming law by backing another bill — House Bill 250 — which would continue the present state tax and give the proceeds to communities of origin, there was a minority exhibitor group which favored letting the individual communities put on the tax. They argue that if the towns take to a 10 per cent tax, this could be passed on to the public, whereas the three per cent generally is absorbed by the exhibitor.

Gamble Acquires the Circle

The Ted Gamble interests announced from Portland this week that they had acquired the Circle Theatre of that city to add to the Pacific Northwest chain. The house, one of the oldest on the coast, had been operated by Col. G. T. Woodard, who after 35 years of exhibition retired. More recently it was operated by Ralph Wood. The property is to be improved by Gamble.

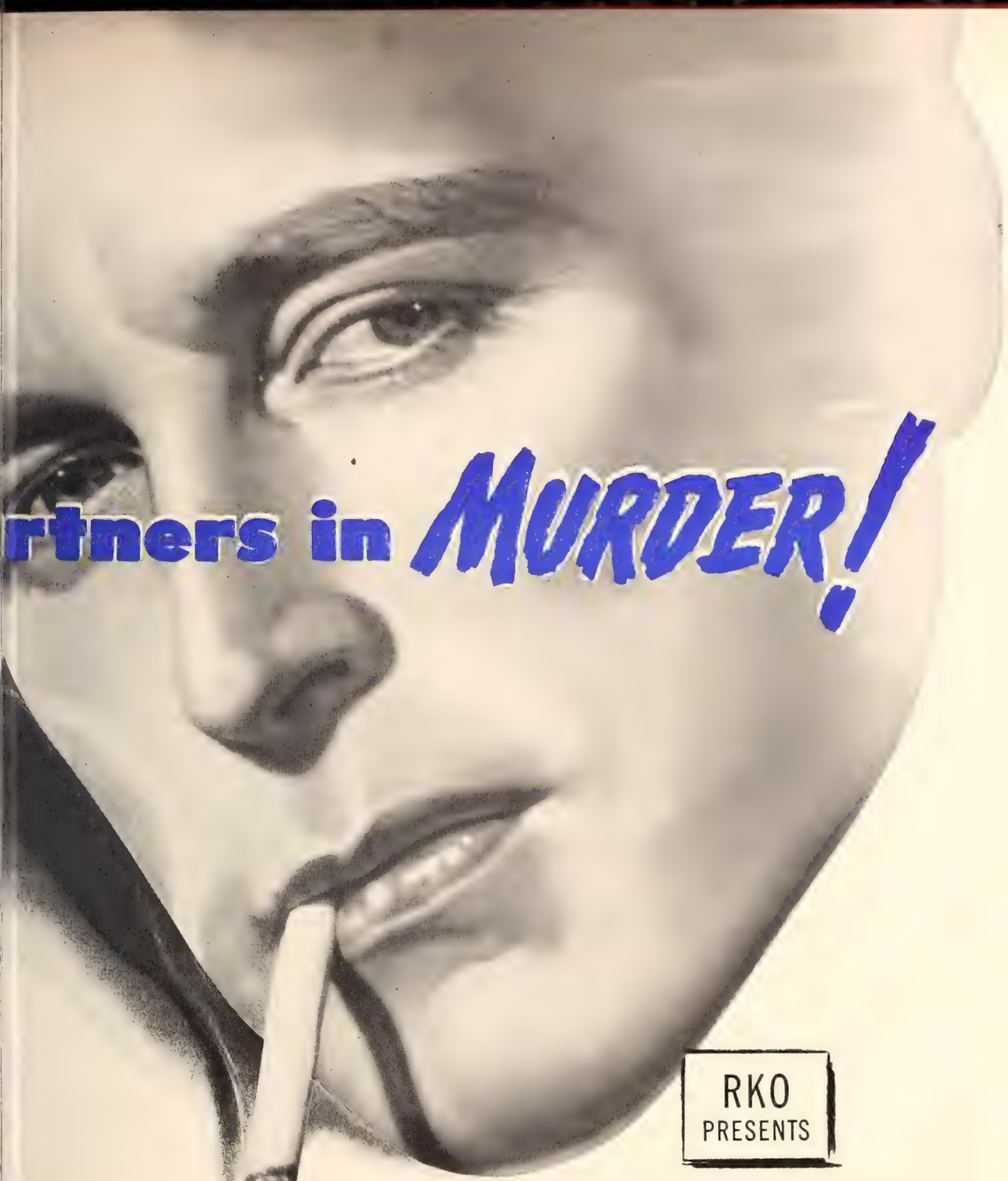
Look by Look...
Kiss by Kiss...
They became

HARD-BOILED REALISM THAT MAKES YOU GASP—THIS SAVAGE DRAMA OF LIFE IN THE RAW, WITH THE SCREEN'S "DILLINGER" AS THE COLDEST KILLER A WOMAN EVER LOVED, AND BEAUTEOUS CLAIRE AS A FEMALE EVEN "DEADLIER THAN THE MALE."





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RKO
PRESENTS

LAWRENCE TIERNEY · CLAIRE TREVOR · WALTER SLEZAK

in

"BORN TO KILL"

with

PHILLIP TERRY • AUDREY LONG

Produced by HERMAN SCHLOM • Directed by ROBERT WISE
Screen Play by EVE GREENE and RICHARD MACAULAY

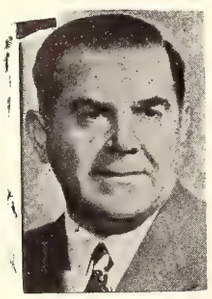
RKO RADIO PICTURES

NATIONAL NEWSREEL

Variety Activities Fit Needs of Communities—O'Donnell

Chief Barker Cites Range Of Services as Delegates Assemble on West Coast

Local tents of the Variety Club operate their humanitarian activities in connection with the needs of the community they serve, Robert J. O'Donnell declared in Los Angeles this week as delegates to the Variety Clubs International Convention began to arrive for the meeting which opens in the Ambassador Hotel, May 13 and which is scheduled to close May 17.



Charles P. Skouras
Chief Barker of Tent Hosting Convention

"The Variety Clubs activities in the humanitarian field are individual affairs," O'Donnell said. "Each Tent studies its localities. Each Tent plans its activity. And then each Tent raises its own money and spends it in its own way to further the humanitarian ideals of the Variety Clubs.

Individual Attention

"In this way," he continued, "you have individual attention to the particular needs of the community. Further, you have a specialized series of humanitarian affairs which reflect the community's needs and which do not overlap with the work that is being done in other fields by organized charity.

"The charities range from small activities, done on small budgets to giant plans carried on by the bigger Tents. In Memphis, for instance, you have a Mothers Milk Bank which cost the members $4,500 a year. That isn't a vast sum when you think of money in terms of today. But it filled a real need for that community which otherwise would not have been satisfied.

"In Minneapolis you have the Heart Hospital which represents $325,000. But both the little and the big represents a searching effort to do good, good which is needed and good which might not be done if the Variety Tents did not go out and do it.

"Variety efforts are based on the knowledge of individuals who live in a community on what that community needs to have done."

Johnston Predicts

"Predictions are hazardous things to make," said Motion Picture Association President Eric Johnston during a brief stop last week in Spokane, Wash., "but, in my opinion, we will have price correction. Processed foods and soft goods, such as textiles, clothing and so on will be decreased in varying amounts. But there will be very little decline in hard goods, such as autos and refrigerators; maybe an increase. There will be some bankruptcies and some unemployment (which will not be so good for the box-offices of the country). But I don't look for any such depression as we had in '29 or '37. There are too many underlying factors to prevent it. The farmers make up one factor. They have money and haven't speculated wit hit. They will get good prices for another two years. . . . Building costs will be lower. Not from labor but from a better coordination of material and labor, more skilled labor, a greater flow of materials and a decrease in cost of some materials."

Variety Clubs Heart of Show Business—Johnston

Motion Picture Association President Eric Johnston's greeting to Variety Clubs International follows:

"To me, the Variety Clubs are truly the heart of show business. There is no heart more generous than the Heart of Variety. They have devoted themselves wholeheartedly to a multitude of charities, asking nothing but the chance to serve in good causes and bring a greater measure of happiness to the underprivileged, the distressed and the unfortunate. They have particularly enriched the lives of children, and in so doing have helped to build a brighter, better country for us all.

"The warm heart of Variety is a shining symbol of the traditional generosity of show business.

"To the members of Variety, I want to say this:

"Hollywood is the heart of motion picture production. It creates the pictures which you, as showmen, present to the public. We need one another. Your Convention, is an opportunity for all of us in the industry to become better acquainted and to understand and appreciate better one another's work and problems."

First Tents to Reach Coast

The Indianapolis and Cincinnati tents of the Variety Clubs International were to be the first to arrive for the convention in Los Angeles.

Allyn Butterfield Forms Own Producing Company

Allyn Butterfield, former newsreel editor, who has been engaged in production of "Woman Speaks," currently in general release, this week formally announced that he had organized Allyn Butterfield Productions with offices in Hollywood to produce shorts and features. The first of the pictures in the new lineup is a documentary built around Purdue University.

Reduce 'Best Years' Prices

The Astor Theatre in New York Wednesday reduced prices on "The Best Years of Our Lives," with morning week-day scale set at 95 cents, afternoons at $1.20, nights $1.50. Weekend tops at nights will be $1.80. Reason for the slash was said to be to meet summer conditions.

National Officers



R. J. O'Donnell
National Chief Barker



John H. Harris
"Big Boss"



Carter Barron
1st Asst.
Nat'l Chief Barker



C. J. Latta
2nd Asst.
Nat'l Chief Barker



William K. Jenkins
Propery Master



Marc Wolf
Dough Guy



C. E. (Chick) Lewis
Publicity Director



James G. Balmer
Ceremonial Barker



William McCraw
National Executive Director



John J. Maloney
Heart Committee Chairman

SELLING THE PICTURE

British Circuit Exhibitors Active in Showmanship

Gaumont British theatremen are maintaining an active pace in exploitation and are not lacking in inspiration for good show-selling ideas, according to Jimmy Forsyth's house organ for the circuit's 252 cinemas.

"The Jolson Story" inspired many neat ideas. Len Chant of the New Victoria, Preston, Lancashire tied in with a local restaurant which offered the following menu:—

Julienne Soup or
Onion Soup.
Lemon Sole or
Shepherds' Pie or
Omelette Tomato
Nesselrode Tart

A. H. Stobie placed a number of bundles of string in the lobby of the Chadwell Heath Gaumont, with cards worded: "Take a piece and tie it round your finger to remind yourself to see....."

Johnny Wakeman persuaded a local dancing school to do a show on the stage of the Troxy in London's East End the week before playdate, as a finale to a "Jolson Singing Contest."

Faced with Rank's French release "Symphonie Fantastique" for a Sunday show A. M. Edwards of the Regent, Stamford Hill, London, realized it needed careful handling. This was achieved by special press advertisements, throwaways and an editorial in the local paper. Each patron on leaving was given a card to ask their opinion of the film and whether they would like a Sunday Season of Continental pictures. The "ayes" won.

For "13 Rue Madeliene" at the Gaumont, Barnstaple, A. M. Carpenter and his assistant H. J. Speller persuaded 13 prominent shopkeepers to display an article, which they do not stock, in their window, and organized a contest, with prizes to contestants who identified the items. Some 1,200 entries were received.

To put over "Night in Casablanca," D. B. Wilkins erected a poster on the foreshore at Crosby—a disused part of the beach which belongs to no man. It read: "Isn't this a crazy place to have a poster? But the Marx Bros. are in crazier places at the Corona—all next week." Curiosity drew many to read it and sent them away laughing.—J.M.

Changes in Paramount Field Force Revealed

A number of changes in Paramount's field exploitation force were announced last week by Sid Mesibov, assistant exploitation manager.

Everett Olsen, special representative formerly working out of Minneapolis, has been transferred to the southern territory, with headquarters in Charlotte. He will be in charge of the territory serviced by the New Orleans as well as the Charlotte branch.

Leonard Allen, who has been covering the Charlotte, New Orleans and Atlanta branches, will limit his jurisdiction to the Atlanta area in the future.

E. G. Fitzgibbon has had the Minneapolis branch added to his territory, which already includes Chicago and Milwaukee. He will continue to make his headquarters at the Chicago branch.

'Duel' All Night

For the benefit of the Derby visitors, Loew's Louisville scheduled an all-night Derby evening showing of "Duel in the Sun." It was a continuous run from 10 A. M. Friday morning until 5:30 A. M. Saturday when the last show finished. It was the first time in Louisville's history that an all-night showing of a motion picture was given.

Promotions, Additions in E-L Ad, Publicity Depts.

A series of promotions in Eagle-Lion's advertising, publicity and exploitation departments was announced last week by Max E. Youngstein, E-L's director of those departments, before his departure to join A. W. Schwalberg, vice-president and sales manager, on a tour of company exchanges and a visit to E-L's Hollywood studios.

Jonas Arnold, press book editor, has been made assistant advertising manager under Advertising Manager Hal Danson. Lige Brien, home office exploitation representative, becomes assistant exploitation manager under Exploitation Manager Arthur Jeffrey, while Leo Brody, publicity department magazine contact, becomes assistant publicity manager under Publicity Manager Jerry Pickman. In addition to their new duties, Arnold, Brien and Brody will continue in their present capacities.

Staff additions during the past two months include Bob Young and Milton Skolsky to the press book staff; Marilyn Baum to the art department; Bob Condon to the publicity department as news and feature writer, and Marie Lowenthal as assistant to Bob Schwartz, advertising production manager.

Ties Up On Song

For the recent successful run of Columbia's "Dead Reckoning" at the Colonial, Harrisburg, Pa., Manager Jack O'Rear had a tieup in most of the music stores, based on the song Either It's Love Or It Isn't. He arranged for a large number of music co-ops over local radio stations WHGB and WKBO, as well.—HBG.

'Cheyenne' Dates Build, Premiere Plans Advance

An all-time record in [illegible] of Warner Bros. picture has been established on "Cheyenne" which already has nearly 40 playdates set although it does not go into general release until June 14.

Approximately 150 of these dates are part of the Rocky Mountain Empire Preview which will follow the May 22 world premiere at the Lincoln, Paramount and Princess Theatres in Cheyenne, Wyoming.

More than 60 Fox-Intermountain and Gibraltar Enterprises houses have booked the picture for Sunday opening, May 25, while other circuits and independent exhibitors will open "Cheyenne" in about 90 additional spots throughout that area within the same week.

Empire Preview Spreads

The Rocky Mountain Empire Preview, originally intended to embrace about 100 theatres in the Denver-Salt Lake City region, has spread to borderline states as far west as the Pacific Coast and eastward to Nebraska, lifting the total number of participating theatres to 150 already set, with others still being added.

One of the events planned in connection with the "Cheyenne" premiere in Cheyenne is an Intercollegiate rodeo. Bareback bronc riding, bull riding, calf roping, team roping, wild cow milking and novelty races will be staged on Cheyenne's downtown streets.

Dennis Morgan and Janis Paige, two of the "Cheyenne" stars, and Jack Carson are coming from Hollywood to take part in the premiere festivities.

Delivery Truck Tieup

Trucks of a Minneapolis delivery service carried this banner on their bumpers "For fast service we're just a 'Devil on Wheels'. Gopher Theatre starting Thursday." Stunt was promoted by Larry Stewart, manager of the theatre, on the PRC picture.



SELZNICK STARS GREETED AT 'DUEL' PREMIERE. Amarillo's Mayor Hagy and the press greeted Selznick stars Gregory Peck, Joseph Cotten and Guy Madison at a luncheon in connection with the Southwestern Premiere of David O. Selznick's "Duel in the Sun." Shown here are (l-r) Clay Bailey, Dallas Times Herald; Jeanne Carroll; Guy Madison; Ida Belle Hicks, Fort Worth Star Telegram; Joseph Cotten; Mayor Hagy; Fairfax Nesbett, Dallas News, and Gregory Peck. The picture opened this week in 50 Loew and Reade houses in New York, and in 25 houses in Los Angeles. On May 16 it opens in Chicago at the Chicago and State-Lake theatres for one week at advanced prices.

BOOKED SOLID..

8 in a row

At the World

TWO

LOS ANGELES an



1 Angel and the BADMAN

2 the Pilgrim Lady

3 Hit Parade of 1947

4 Calendar Gir

KEEP YOUR BOX OFFICE EY

WEEK AFTER WEEK!

for Republic

INEST THEATRES, the
ARAMOUNTS
OLLYWOOD • DAY & DATE



5 THAT'S MY MAN

6 SPOILERS of the NORTH

7 NORTHWEST OUTPOST

8 THE Fabulous SUZANNE

N SKY-ROCKETING REPUBLIC!

SELLING THE PICTURE

Veterinarians Aid Campaign

Breeders and trainers of horses, veterinarians, members of riding clubs, and horse lovers in general in Lexington, Ky., could not be unaware of the coming of Warner Bros. "Stallion Road" to the Kentucky Theatre in that city following the exploitation campaign conducted for the feature by Bob Cox, city manager for the Schine circuit.

First step in his promotion was to get Hagyard & Hagyard, leading Kentucky veternarians, to write and send letters to all breeders, veternarians, riding clubs and members of the home chapter of the Thoroughbred Club of America, endorsing the picture. As a follow-up he induced Owen Williams of the Williams Drug Co., which supplies drugs and equipment to veternarians, to send another letter praising the film to the same mailing list.

Heralds with a special appeal to horse lovers and race track followers, which in Lexington includes the entire population, were distributed throughout the city. Radio station WKLX conducted the Horse Sense Quiz outlined in the press book. This was also printed in the Kentucky Kernel publication of the University of Kentucky. Book store and other window display tieups were arranged.

Costa Rican Trips, Racing Trophy 'Carnival' Stunts

Free vacation trips to Costa Rica and presentation of a race track trophy highlighted the expolitation campaigns on 20th-Fox's "Carnival in Costa Rica" in Denver and Baltimore, respectively.

The Paramount and Esquire theatres in Denver effected a tieup with the Denver *Post* which staged a contest, with two prizes of free airplane vacation trips to Costa Rica to the writers of the best letters on why they would like to make such a trip. Hundreds of replies were received. The newspaper gave the contest and the picture plenty of space and pictorial layouts, and radio station KOA plugged both contest and film. Stores throughout Denver also devoted windows to the contest and the film.

The prize, one of the largest ever offered in a Denver tieup, included a 6,000-mile air trip to San Jose, with hotel accommodations and stopovers. Cost of the awards was estimated at more than $1,000.

Manager of the New Theatre in Baltimore based his campaign on the presence in town of Louella Parsons, newspaper and radio commentator on films, who presented a trophy to the winner in Bowie's "Carnival in Costa Rica" handicap, so named in honor of the picture. The Baltimore *News-Post* played up the stunt in advance and during the film's run. Presentation of the two-foot-high trophy at the race track was filmed by Movietone News, and brought the picture's engagement to the attention of the thousands of track spectators.

London Trip Prize in 'Expectations' Tieup

A lucky American girl will be given an opportunity to take a free trip to England as a result of a tieup between the Universal-International release of J. Arthur Rank's "Great Expectations," and the Mutual Broadcasting System's network radio program, "Queen for a Day."

The visit, which will be made by one of the "Queens" to be selected on the radio program in California within the next two weeks, will be tied in with the American preimere of "Great Expectations" at Radio City Music Hall.

While in London, the lucky "Queen" will be entertained by Valerie Hobson and John Mills, stars of the picture, and will be feted at the Rank studios where it was produced. She will send daily cables to the program about her experiences while in London.

$600,000 Budgeted for Ads On 2 Paramount Releases

"Welcome Stranger" and "The Perils of Pauline" will benefit by advertising budget of $600,000 in advertising expenditure, according to an announcement by Paramount.

"Welcome Stranger" has been withdrawn from the 1946-47 release schedule for special handling, with an announced policy of releasing it individually in each situation with special advertising and exploitation camapigns.

"The Perils of Pauline," Betty Hutton starrer, will go into general release the first week in July.

'They Won't Believe Me' Magazine Campaign Set

RKO Radio is putting on an extensive national advertising campaign behind "They Won't Believe Me," starting with the current issue of *Look*. Full-page ads will also appear in *Life, Saturday Evening Post, Collier's, American, True Story* and *True Confessions*. The schedule includes *Screen Romances, Motion Picture, Movie Story, True Confessions, Photoplay, Movie Life, Movie Stars Parade* and *Movies. The American Weekly* (Judy 13) and *This Week* (July 20) Sunday supplements will also be used to pre-sell the picture.

Twin Kids Contest Hypos 'Abie' Showing at Strand

The "Twin Kids" contest which has been successful in many spots in connection with the showing of United Artists "Abie's Irish Rose" also was used successfully by Manager Ed Foley of the Strand, Manchester, N. H. Publicity Manager Bill Hickey and UA's Phil Engel worked with Foley in whipping the campaign into shape.

Stories on the contest were set with the *Union* and *Leader*, the city's leading newspapers, in which eligibility rules and details were outlined. Twins from two to 14 years of age were invited to compete, with a set of commercial photographs as first prize, monthly passes to all Shea theatres as second prize and a monthly pass to the Strand as third prize.

A dozen sets of twins were on the stage of the Strand on opening day for judging with the entire stunt tied in with the appearance of the famous twins of the picture. The contest was heralded by radio spot announcements, cooperative advertising and a special trailer and lobby display. Newspaper theatre ads also plugged the contest.

The telephone book was canvassed for every Levy and Murphy in town who were contacted by telephone with an announcement of the picture's opening at the Strand. Several department and other stores used tieup displays on the picture.

Holt Gewinner, Jr. Heads Georgia Theatre Publicity

Appointment of Holt Gewinner, Jr., as publicity director of the Georgia Theatre Co., was announced this week by William K. Jenkins, president. Gewinner, who was formerly the company's publicity director in Macon, succeeds Harvey Smith, who resigned recently. His appointment is a promotion from within the company's ranks.

Gewinner's Atlanta duties will include editing the circuit's magazine, *The Spotlight*.



GAVE THEATRE AN IRISH FRONT. Taking advantage of the fact that the Eagle-Lion Picture, "I See a Dark Stranger" (released in the United States as "The Adventuress") was filmed in Ireland, Manager Al Mitchell of the Plaza Theatre, Vancouver, B. C., gave his theatre an Irish front, decorated with green shamrocks and small green diamonds on a white background below the line of shamrocks. On the false front was painted information about the picture. Business for the week was above average.

LADD'S IN CALCUTTA . . . AND "CALCUTTA" IS A

"100% GOOD MOVIE"... "THAT WILL MAKE A LOT OF MONEY!"

— Say Trade Critics



Engagement Extended At N. Y. Paramount After It Beat "Brunette"!

ALAN LADD
GAIL RUSSELL
WM. BENDIX
in
CALCUTTA
with
JUNE DUPREZ
Lowell Gilmore • Edith King
Directed by JOHN FARROW
Produced and Written for the Screen by Seton I. Miller

Paramount's
Greatest LADDventure

SELLING THE PICTURE

'13 Rue Madeleine' Stunt Stopped Newspaper Press

Insertion of an apartment for rent ad in the classified section of a Fresno, Calif., newspaper as an exploitation stunt for 20th-Fox's "13 Rue Madeleine," caused so many persons seeking an apartment to telephone the newspaper that it was necessary to stop the presses and kill the ad. It was a promotion idea concocted by Managers George Sharp and Robert Retzer of the day-and-date Fox Wilson and Tower theatres. and was worded as follows: "Apartment for rent. Spacious, airy and inexpensive —13 Rue Madeleine." The hundreds of phone calls were answered with film's title, theatres and playdate.

Downtown offices, oil stations and hotels were covered with cards reading "13 Rue Madeleine." A large matboard door was built in front of the Fox Wilson box-office, carrying the title, well in advance. A huge number 13 was placed inside the auditorium, directly below the boxes, and just before the trailer was run at each performance, the operator flashed a spot around the auditorium, coming to rest on the number.

Ryan's Auditorium, where fights and wrestling matches are held twice a week, was tied in with stills and other advertising media. Front windows of taxis were placarded with "This vehicle stops at 13 Rue Madeleine." The Fresno County Sheriff's office and the police department permitted a display of confiscated weapons, with advertising material on the picture, which proved a very effective attention-getter.

'Wild West' Ballyhoo in N. Y. for 'Trail Street'

A "wild west" atmosphere was created around the RKO Palace Theatre in New York City for the showing of RKO Radio's "Trail Street." The box-office was decorated to resemble the rear end of a prairie schooner. A barker in cowboy costume helped to carry out the wild west idea. Both attracted much attention and added to the theatre's "take."

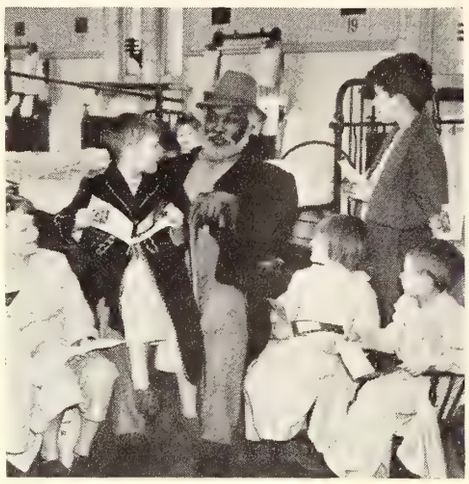
The lobby was dominated by a large showcase containing a handsome silver hand-wrought saddle, contributed for the engagement by a well-known restaurant owner. In many communities there are men of means who collect such saddles and would be glad to lend them for display.

As an extra opening-day attraction, a western version of a "Gay 90s" revue was staged, talent being recruited from a local night club. Four mounted "cowboys" paraded near the theatre at intervals.

Hank Howard, of the RKO Radio home office publicity staff, worked with the theatre on details of the campaign.

Famous Addresses

Sid Baker, manager of Century's 43rd Street Theatre, Long Island City, L. I., has a permanent tieup with a haberdashery shop where he can spot window displays whenever he likes. For 20th Century-Fox's "13 Rue Madeleine" he used in the window a 30-inch circle with "Famous Addresses." Underneath, to the left, was the name and address of the haberdashery, and to the right title of the picture with playdate and still.



UNCLE REMUS, of "Song of the South" fame tells some of his Brer Rabbit stories to wide-eyed youngsters in a hospital in one of Great Britain's provinces. Uncle Remus toured several cities as a feature of Walt Disney's traveling exhibition, under the direction of David Jones, RKO's British director of publicity.

10,000 Calling Cards Plug 'Bedelia' in Philadelphia

Ten thousand calling cards highlighted the Philadelphia exploitation campaign for the showing of Eagle-Lion's "Bedelia" at the Aldine Theatre, with Max Miller, Eagle-Lion exploiteer, handling the stunt. On the face of the cards was the name Bedelia, Philadelphia, Pa., with the words "beguiling, bewitching, bedeviling" in one corner.

The cards were distributed around hotels, in bars, cafes and office buildings. Hotel clerks and bartenders would slip a card to some man and whisper, "Some girl asked me to give you this."

On the back of the card, in simulated feminine handwriting, was printed this message: "Darling! Just stopped in to say hello and tell you to meet me at the Aldine Theatre on Wednesday, March 19. How can you forget me? You know the kind of girl I am. Love. Bedelia," with a P.S. saying, "Call me in the meantime."

Ten thousand bookmarks carrying a picture of the heroine of the picture and a plug for its engagement at the Aldine were circulated among the city's leading lending libraries, with "Read the Book—See the picture" printed above the portrait.

Air Force Tied in With 'Beginning Or End' Stunt

The Fourth Air Force headquarters in San Francisco sent a special army plane with a full crew up to Salem, Ore., to drop circulars promoting the showing of MGM's "The Beginning Or the End" at the Elisnore Theatre on the opening day.

Manager Joe Kelly of the Elisnore gets credit for the stunt. He went down to San Francisco to conclude arrangements which were initiated through the Portland, Ore., recruiting offices.

Salem's leading newspaper, the *Capitol* Journal, gave the event a three-column photograph with complete story coverage.

Film Given Top Campaign By Jones in Great Britain

Walt Disney's Uncle Remus of "Song of the South" fame visited stores and hospitals in Great Britain's provinces as the highlight of an extensive tour of a traveling exhibition arranged by RKO's British director of publicity, David Jones, with the cooperation of shop owners and civic officials.

In big centers RKO publicity men, working under Jones, arranged for the exhibition to be housed in big stores, with Uncle Remus entertaining shoppers with songs from the film and a teaser story about Brer Rabbit.

At Gateshead a special "Uncle Remus Week" was run in aid of the local hospital. The Mayor was personally interested in the scheme and Uncle Remus, after visiting various hospital wards, presented a check representing the funds raised, to the matron.

In Glasgow, Lewis' Store gave full-hearted cooperation. Practically all windows and departments had displays and plugs for the film.

In Manchester and Birmingham, Lewis' store also cooperated and Uncle Remus' appearance in the latter led to a broadcast on the BBC's Midland Regional Service in which the songs and stories were featured.

In every case wide use was made of the cut-out displays of the key characters for shop window and lobby decoration.

The music has been featured on countless BBC programs and the Sun Music Publishing Company reports heavy sales of sheet music. Arrangements were also made for the music together with plugs for the film to be relayed over the public announcement systems at main line railroad stations. — J. McG.

Newspaper Information Quiz Plugs 'Dark Mirror'

An information quiz on film matters in a Hartford, Conn., newspaper was the unusual exploitation angle used by Manager Jim McCarthy of the Warner Strand for Universal-Internationals "The Dark Mirror." Between the questions and the answers was copy on the theatre, the attraction and the playdate. The following questions were asked in the quiz:

"Just to give you something to think about, how about answering these? 1. What was Lew Ayres' first major film role? 2. What color makes the best white in black and white films? 3. What two actors wear a beaver on and off the set? Don't look now, but the answers are at the bottom of the column."

At the bottom of the column were these lines: "Quiz answers: 1. Garbo's leading man in 'The Kiss'; 2. Light (tattle-tale) grey; 3. Monty Woolley and George (Gabby) Hayes."

Horror Film Gag

Theatre managers continue to top each other on exploitation gags for Warners' "The Beast With Five Fingers." Latest was pulled in Santa Barbara when the California Theatre distributed thousands of 3x5 cards to which were attached miniature candles. Card imprint explained: "For those who will be afraid to go home in the dark after seeing 'The Beast With Five Fingers.' Presented as a public service."

SELLING THE PICTURE

Horror Poll Proves That People Do Scare Easily

That horror pictures do scare moviegoers was revealed in a Peter Lorre Horror Poll conducted by Manager James Tobin of the Warner Theatre, Bridgeport, Conn., in connection with Warners' "The Beast with Five Fingers." And men, the "stronger sex," seem to scare just as easily as women, according to the tabulated results—event a bit more easily.

Manager Tobin arranged to take the poll at a special morning showing of the picture (its first performance in the city) before an audience of men and women from all walks of life. The newspapers played up the poll in advance and again after the results had been announced. A card was given to each of the 878 patrons stating that the poll was to discover whether men or women scare the easiest at horror films. Replies were received from 565 persons, approximately 64 per cent of the audience.

Breakdown of the poll showed that 189 men admitted to being scared by "The Beast with Five Fingers" while 71 said they were not. Of the women, 201 confessed to being scared, with 104 saying they were not—not even by a single goose pimple. More men than women answered the card questionnaire by 260 to 205.

Sid Baker Plugs Candy Along with Feature Film

Plugs for the sweets on sale at the theatre's candy counter are neatly tied in with plugs for his feature attraction by Sid Baker, manager of Century's 43rd St. Theatre, Long Island City, L. I. He has made up a series of small semi-circular display cards which groove into a recess on top of his candy stand. The copy on the cards, for a sample or two, reads: "There is no deception about the quality of merchandise sold at this stand. Try a bar and convince yourself when you see 'Deception'" followed by cast and playdate; "It's sweet when you enjoy a bar of candy and when you're told . . . 'I'll Always Love You'."

Baker has a small directional arrow at the box-office window calling attention to the fact that there is a candy bar inside.



PROMOTES JEEP. Head usher John Roche, of Century's Bellerose, Long Island, promoted this specially fitted jeep from a local agency and Manager Mel Aronson spotted it in the rear orchestra to plug 20th-Fox's "13 Rue Madeleine." Roche and Aronson enjoy the comport (?) of the vehicle for the purpose of this photo.

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Search for Girl Tops 'Adventuress' Campaign

Liberal newspaper space and radio time were garnered by the intrepid exploitation campaign set up for the New York premiere of Eagle-Lion's "The Adventuress" at the Victoria Theatre on Broadway.

Every New York newspaper carried large space art and feature stories, and every Hollywood and amusement commentator devoted air time to the picture and its star, Deborah Kerr.

Highlights of the advance campaign included visits to all press contacts by "The Adventuress," a lovely girl dressed in a costume patterned after Miss Kerr's outfit as worn in the film. "The Adventuress" left behind her at all stops a little black book, which is one of the important prop clues in the picture, and has been elaborately featured in all advertising and poster paper. These visits paid off with plenty of publicity space for the stunt.

In a tieup with Maggi McNellis of the National Broadcasting Company, "The Adventuress" was sent around town, and listeners to the McNellis show were invited to try to identify her, then write a letter to Miss McNellis describing "The Adventuress" and relating where she had been spotted. Cash prizes were paid. On this contest, the Whelan Drug Stores were tied in for poster and placard displays giving full credit.

"The Adventuress" received full picture and story coverage from all local New York newspapers and wire services on a stunt which started with "The Adventuress" leaving Columbus Circle and walking, in a complicated pattern, through the city's streets. Ten minutes after she left Columbus Circle, she was followed by a pair of blue-ribbon winning bloodhounds who had been given her scent by means of a stocking which she had worn. The bloodhounds, followed by newspaper and syndicate photographers who photographed them at practically every crossing, followed the trail perfectly down Fifty-Ninth Street to Fifth Avenue, south on Fifth Avenue to Radio City, around the ice-skating plaza and west to Broadway, then down to the front of the Victoria Theatre, where "The Adventuress" waited for them. The stunt got liberal newspaper space.



ANIMATED displays like this one designed by Roland Kutnik, Wisconsin Theatre, Milwaukee, attract plenty of attention. The record turned and the arm moved at intervals, attracting the eye to the big display on MGM's "It Happened in Brooklyn."

NATIONAL NEWSREEL

Paramount and Partners Meet on Theatre Deals

(*Continued from Page* 5)

mount-Richards executives would form another circuit to take over the houses in the smaller cities.

To all questions he replied: "It's all news to me. But I'm certainly not qualified to answer questions on such pertinent matters as that."

Reported as attending the Paramount partner meet at Arrowhead Springs are: President Barney Balaban, Production Vice-President Harry Ginsberg and Vice-President Y. Frank Freeman. Besides these, New York's home office sent Leonard Goldenson, Edward L. Hyman, Robert M. Weitman. The partners attending, with their executives, are:

Partners Present

M. J. Mullin and Sam Pinanski, M. & P. Circuit, Boston; Sam Goldstein, Western Massachusetts Theatres, Inc., New Haven and Springfield; Harry Royster, Netco Theatres Corp., Poughkeepsie, N. Y.; Frank Walker, Comerford Circuit, Scranton, Pa.; Earl Hudson, United Detroit Theatres; John Balaban, Walter Immerman, Dave Wallerstein and Henry Spickelmeier, B. & K. and Great States Theatres, Chicago; Harry French and Charles Winchell, Minnesota Amusement Co.; A. H. Blank, Myron Blank and Ralph Branton, Tri-States and Central States Theatres of Iowa and Nebraska; M. A. Lightman, Malco Theatres, Memphis; E. V. Richards, N. L. Carter, Gaston Dureau and A. H. Higgenbottom, Paramount-Richards Circuit, New Orleans; R. B. Wilby, H. F. Kincey, James Harrison, Roy Smart and Richard Kennedy, Wilby-Kincey Circuit, North and South Carolina, Tennessee and Atlanta; Fred Kent, Florida States Theatres; Karl Hoblitzelle and R. J. O'Donnell, Interstate Theatres, Texas; Julius Gordon, Sam Landrom and S. L. Oakley, Jefferson Amusement Co., Beaumont, Tex.; Hunter Perry, Charlottesville, Va.; Harry Nace and Harry Nace, Jr., Publix-Richards-Nace Theatres, Arizona; Tracy Barham and Ray Hendry, Intermountain Theatres, Salt Lake City; William Jenkins, Fred Storey and John Stembler, Lucas & Jenkins, Georgia; Jack Keegan, Northio Theatres, Ohio; John Fitzgibbon, Famous Players Canadian Corporation, Ltd.

Bidding Gets Dickinson 'Wonderful Life' Day-Date

Competitive bidding has enabled the Dickinson Operating Company to buy "It's a Wonderful Life" for a day-and-date run in two of its St. Joseph, Mo., houses, Glen Dickinson, head of the circuit which operates houses in Missouri and Kansas, announced this week.

The film has been booked for the Joe and King theatres there and inaugurates a day-and-date policy for other bookings, among which are "Song of the South," "The Farmer's Daughter" and "Trail Street," Dickinson said. All are RKO. Dickinson added that he had been able to bid for some product from other companies for its outstate Missouri houses. The first of such product will probably be 20th Century-Fox's "Boomerang" scheduled for Macon, Mo.

Zermac's the Name

Paul Zerilla and Joe Maceri, who recently pulled their Rialto, Capital and Joy theatres out of the L & L Theatres, which was a partnership with M. A. Lightman, Sr., have chosen the name Zermac Theatre Co. as the operating name for their four theatres. The split with Lightman left him only two suburban Memphis houses, the Memphian and Linden Circle, although not affecting his three downtown houses.

Picture People

Times Square rumor had another candidate for the post of United Artists President this week. It's white-haired, **Bob O'Donnell,** the fair-haired boy of Texas Interstate circuit.

Samuel N. Burger, general sales manager for Loew's International has been elected to the directorate of that company.

Warner Bros. Theatres Ad and Publicity Director **Harry Goldberg** had a few of the boys in this week to talk over policies. They included: **Charles A. Smakwitz, Dan Finn, Everett Callow, George Kelly.**

Mexico's President Miguel Aleman saw RKO's "The Pearl" at a private screening held at a party in his honor by RKO President **N. Peter Rathvon** and **Mrs. Rathvon** this week.

J. Arthur Rank, accompanied by his wife, was due in New York this week for a brief visit.

Charles C. Moskowitz, vice-president and treasurer of Loew's is back and tanned from the time he spent in Florida.

Central Sales Manager **William C. Gehring** dropped in at the home office of 20th Century-Fox; another visitor was **James V. Pattinson,** sales-director for Great Britain, who arrived with Mrs. Pattinson to talk things over with International President **Murray Silverstone.** The latter incidentally made three appointments this week in Latin America. They are **Ed Cohen,** who now is supervisor for all Latin America, with offices in Buenos Aires; **William W. Sullivan** who from managing director of Argentina is district manager for that country, Brazil, Chile, Peru, Bolivia, Paraguay and Uruguay; **J. Carlo Bavette** who takes over Mexico, Panama, Central America, Puerto Rica, Dominican Republic, Cuba and Trinidad, after being managing director for Brazil.

Film Classics Assistant Sales Manager **Jules Chapman** is on his way back from Atlanta where he visited John Mangham.

Twentieth Century-Fox President **Spyros Skouras** was a visitor at the White House this week where he conferred with President Truman. Skouras said he had discussed his recent trip to the Latin Americas with Mr. Truman.

Schary Wants to Use B Films for Experiments

(*Continued from Page* 5)

what he sees as a new cycle of films ("Cross Fire"), a plea for tolerance based on anti-Semitism.

"If authors and agents begin to think you will make a change," Schary continued, "they'll come to you with new material."

Asked about "Born to Kill," and whether it would affect RKO's future plans, Schary said:

"I think so, very definitely. I think this kind of picture is . . . doomed. I think it is a reflection of what you saw years ago when there were gangster pictures. They (the public) wanted them . . . and then they got tired of them."

The present cycle of violence in pictures, Schary believes, grew out of the war, and the public shifted from that now and wants "sweetness and light."

Cites Story Value

"I think," he added, "from our point of view, we're going to see the dawn of a new era," which he believes will be based on story value.

"I think the screen has to begin to grow up," the RKO production head said, "and develop a point of view about things. Any art . . . as it becomes more articulate, gets better." Pictures that deal only in "terms of escapism," he warned, will become artificial.

Schary also pointed out that the percentage of fine work done in films, is high when compared to stage and publishing. He believes that censorship does not hamper sincere writers from mature themes but thinks some themes—sodomy and incest among them—are not fit screen subjects.

Long Off

Pictures of the war, he believes, are a long way off and will have to wait on the public recovery from the impact of this struggle. Such pictures, according to Schary, should picture war as "ghastly" but should not minimize the causes which brought about the war or the necessity to fight it.

"Evil," Schary said, "is an awful thing. We must never allow evil. When it sticks its head up, bat it."

The production head believes that production costs have reached their peak.

Para., F & M in Snarl Over L. A. Paramount Theatre

The New York federal statutory court decree apparently this week had snarled the Los Angeles Paramount Theatre situation into a confused series of disagreements involving both Paramount and Fanchon and Marco which operates the house.

Paramount owns the house, largest in the city, and uses it as a first-run showcase for its product. The company claims that since franchises have been outlawed, the franchise it has given F&M is to be canceled and that Paramount should reassume control of the house. F&M claims that its lease, which is says has 15 years to run, is still legal. To date no agreement has been reached.

Now Detroit and Minneapolis Verify "Variety's" Estimate That It

"WILL PAY OFF!"



Paramount
teams stars of the two latest Academy Award hits, in

"The Imperfect Lady"

Starring

RAY MILLAND · TERESA WRIGHT

with

SIR CEDRIC HARDWICKE · VIRGINIA FIELD · REGINALD OWEN · ANTHONY QUINN · MELVILLE COOPER

PRODUCED BY KARL TUNBERG · DIRECTED BY LEWIS ALLEN

Screen Play by Karl Tunberg

THEATRE MANAGEMENT



The Brass Tacks of Efficient Picture Theatre Management*

CUT PRICES? THINK BEFORE YOU DO IT

By Jack Jackson

From what I've been reading in the tradepress—as well as a lot of personal conversation with exhibitors—there seems to be some kind of a fifth column movement afoot to stampede motion picture theatre owners into reducing admission prices. Well, my opinion probably doesn't amountto much and you are at liberty to take it or leave it! But I would like to ask you a question: How many of you managers and owners have every experienced an instance where the dropping of prices—without a change of policy or an interval of closed operation—did anything other than reduce grosses?

I make this statement—and fully expect confirmation from the vast majority of readers—despite the fact that Bob Weitman of the Paramount, New York and the powers that are guiding Charlie (or should I say Charles?) Chaplin's "Monsier Verdoux" at the Broadway seem to have been successful in hiking the gross by dipping the price. That happened in New York where there are more people looking for some place to go walking past the White Way houses every day than most exhibitors could find in the neighborhood of their theatres in a week—yes a month in a lot of places. And, I'll bet the sugar off my morning doughnuts that most of the increase shows in the morning hours when the big city's immense army of unemployed—because they don't want to work, of course—have just left the employment compensation office and looking for some convenient place to loaf, drift up to the box-office. Only big cities have this element in the numbers necessary to duplicate the Broadway Paramount's success with a price reduction policy.

So, as a veteran of many experiments in price cutting, let me advise that you count ten at least ten times before you even start sharpening your shears.

Forget Price Cuts, Hunt 'Show Sugar'

Just get yourself off in some quiet corner where you can hold serious conference with Old Lady Experience and she'll quickly convince you that the best interests of your business will be served if you forget all about the cutlery and start hunting for the "show sugar" that brings attendance. After all there is not now, nor has there ever been, anything wrong with show business that a good program, plus good advertising and good service and presentation will not cure. While there exists no panacea that will dispel the numerous gnomes and gremlins taking occasional pot shots at theatre box-office returns, each and every one of them will scamper if the therapy of good old "show sense" and energetic selling effort are promptly and persistently applied.

Last year I made a long trip and visited with many of you discussing prices and encouraging their placement on an elevator that would carry them to some position equitable with the sky high levels of other commodities. Those I talked with are well aware of the temerity with which the job of lifting admissions is always approached. The job requires tact, diplomacy and suavity of a calibre that would qualify for a place at a United Nations conference. On the other hand the job of lowering prices can be capably handled by any lame brain or town clown. As I remember it the road to present profitable levels was mighty rugged and required considerable expenditure in the way of courage—so much so that many theatremen are still stalled at the lower levels—before "price hypsophobia" was conquered.

The picture theatre admission never did get in stride with other common needs of the common man (and our theatres are a need and not a luxury) some of which really got to perching on the apex. I don't believe there exists a single exhibitor who ever dreamed of hiking prices to comparative levels attained by canned soup,

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Reade Circuit Cultivates Goodwill of Residents

Theatre circuits and individual managers alike place a high value on the theatre's relations to the public it serves. Walter Reade Theatres are outstanding in this respect. Getting and maintaining the goodwill of residents in cities where the chain has theatres is fostered by the managers under the direction of circuit executives and the public relations department.

Various means are used to make the theatre serve the community, circuit executives believing that the successful theatre is one that is on friendly terms with its patrons. Some of the recent activities of Reade city and house managers in maintaining public goodwill are of a kind that managers in most situations can practice with benefit to themselves and their houses.

For instance, there is City Manager Julius Daniels in Perth Amboy. Working hand in glove with the Perth Amboy School Patrol, an organization that sends underprivileged children to summer camps and on summer outings, he recently played host to 2,300 children at the Majestic Theatre in that city. The staff and services were donated by the theatre, and Daniels facilitated the collection of funds by the School Patrol.

City Manager Bob Case in Kingston, N. Y., displayed good showmanship in winning public appreciation by getting a picture of the Kingston Theatre's cancer drive lobby display on the front page of the Kingston *Daily Freeman*. Under the caption, "Wishing Well for Cancer Victims," the illustration showed the wishing well used for collecting funds and, incidentally, the lobby display for MGM's "Sea of Grass" which stood next to the well.

For another goodwill breeder, there was a talk before the graduating class of the Bernardsville, N. J., high school by City Manager Guy Hevia who spoke on "The Motion Picture Industry as a Career." Hevia also, on two occasions, went to the aid of Kiwanians Ladies Night of Morris County. When its loud speaker system broke down, Hevia telephoned to Manager Barney Feld of Reade's Park Theatre and the latter rushed the theatre's portable system to the meeting. And then, when a member of a cast to appear in a script which was to be put on during Ladies Night was called out of town, Hevia substituted for the absent player

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Matinee for Six

Percy Long, manager of the Webster Theatre at Webster City, Ia., received credit for doing a bit of extra work one afternoon recently. The manager noticed a group of five school children and their teacher in front of the house and upon inquiring found out the teacher had brought the kids from Dayton, Ia., for a movie as a result of their good work in school. The teacher had not realized there was no matinee. Long hurriedly found an operator and put on a special matinee for the five children and the teacher. Afterwards he found out that only one of the five kids had ever seen a movie before. His deed rated him a story in the Des Moines newspaper.

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20th CENTURY-FOX

THEATRE MANAGEMENT

Geographical Quiz Technique Confounds Bad-Check Artists

Method Evolved in Canada Seen Reducing Theatre, Other Business Losses

By ERNEST A. DENCH

The bad check artist who makes a quick and efficient clean-up of your area is usually an out-of-towner who is well aware that human nature is the same everywhere, and knows *how* to utilize that knowledge to his profit.

What he does *not* know so well is local geography. If he has looked over the ground before commencing his crooked operations, such quickly acquired knowledge is superficial. It can, with the *right* questioning, be easily revealed.

Bad check artists are by-passing Vancouver, British Columbia, in the course of their circuitous travels because Chief Constable D. Mackay, convinced that the majority of local business and professional men were themselves to blame for being victimized, evolved a technique to make his Canadian city such an unproductive rendezvous for members of the check-passing fraternity, that they would leave faster than they had planned.

The Mackay technique, since widely adopted by Vancouver business and professional men, is to throw the bad check-tenderer off his guard by means of a local geography quiz. Only a bonafide resident of several years standing is capable of passing it.

Let's assume a well-dressed, suave stranger walks up to the box-office and wants to reserve a substantial block of seats for a certain alleged club on one of your quiet nights. You or your box-office girl are naturally pleased at the unexpected opportunity to fill the house. Momentarily your bars are down. Then the stranger produces a check. "To protect the reservations," he says. You look it over and find it for a greater amount than for the required seats. "I wasn't sure of the amount," he further explains, "and as I do not have a blank check with me, you can give me the change." You closely study the check for the endorsements on the back, and also the front for verification. Endorsements and other details appear to be in perfect order—but are they in actuality? You will soon know after your "third degree" quiz of the stranger gets under way.

Suppose the address written on the back of the check is 1320 Blenheim Street. This is your cue to remark, "So your home address is 1830 Blenheim?" If, instead, the check bears a telephone number, Springfield 2-1632, you try to trick the check tenderer with "Is your 'phone number Springfield, 2-1236?" Not being suspicious at this early stage, the tenderer will quickly answer "yes." A complete give-away, since you are aware that an honest person will be able to memorize his correct street or telephone number.

If he passes this initial quiz with flying colors, you may stump him by asking the health of a "fictitious friend," and he may reply that he knows him or her and that he or she is in good health. Granted that the check-tenderer is too slick to rise to this bait, you might remark that his street has been closed to traffic and ask if he can drive his car over it now. If he still has the right answer, you also have a few aces up your sleeve. One is: "You are located near the Bender School, aren't you?" The school you name does not exist.

With the check-tenderer showing signs of restlessness under your verbal inquiries, you can ask if he has a local library card, and if he explains that he reads only newspapers and magazines, you can perhaps trap him by referring to a fictitious newsdealer.

Should it become necessary, you still have another potential tripper-upper in reserve: "Are you a registered voter here?" If the answer is "yes," follow through with "For whom did you vote in the last municipal election?"

By this time the potential check-passer, having met his Waterloo, will try to make an exit.

Major advantage of the Mackay technique is that it detains the fraudulent check-passer longer than is comfortable for him. The longer he faces you, the better you can appraise him, and each question increases his nervous tension. On the other hand, an honest person will rarely show signs of haste or nervousness when wishing to have a check cashed. If anything, he may appear either embarrassed or indignant; an attitude, unfortunately, that may sometimes also be the fraudulent check-passer's "stock in trade," and which you can detect as being either sincere or a sign of fear by pointing out that you are not questioning the person's honesty, only being careful: "If you were in my place, you would do the same."

Reade Circuit Cultivates Goodwill of Residents

(*Continued from Page* 20)

and appeared in the role of Philip Morris's "Johnny."

And, finally, City Manager Murry Meinberg in Plainfield invited 25 members of the YMCA boxing classes who had staged an exhibition at the Paramount Theatre on a Wednesday night to be his guests on the following Friday evening. Write-ups of the event broke in all the Plainfield daily and weekly papers. Also, a WAAT-Reade Theatres Talent Quest was held on the stage of the Paramount Theatre at which Singer Charles P. Claye won an audition over CBS radio station WAAT.

Careful With Oil

If your cleaning crew has been instructed to oil seat hinges to eliminate squeaking, be sure that they also are instructed to be careful that none of the oil can get on patrons' clothing.

Movie to Books

"Seeing good movies encourages the reading of good books among juveniles," John Hall Jacobs, city librarian in New Orleans, told the Council of Parent-Teacher Associations at its meeting in that city. "Good books go out much faster from the library when there's a good movie in town," he said.

Barnes Turns Graduation To Theatre's Advantage

Graduation time at grade and high schools can be expected to turn the attention of a sizable segment of theatre patrons, the juvenile following, from their regular movie diets. On the other hand it is a time for honoring the young graduates, and some work along this line may be turned to a theatre's advantage.

A plan worked out by Charles Barnes, Jr., manager of the Granada Theatre, Kansas City, Kansas, has a pattern which may well fit other theatres. Barnes' plan ties up the graduates with a cooperating merchant and the theatre, and was originated with the 1946 graduating classes of Wyandotte and Ward High Schools in his city.

Sponsor of the plan is the Mace-Jones Co., Kansas appliance and clothing store. The attraction for the graduating seniors is a contest in which they select the most popular senior in their respective high schools. The seniors are contacted direct by mail with a letter giving the details of the election, the night set for announcing the winners, and the part of Mace-Jones and the Granada in staging the contest.

The winning seniors are then presented on the stage of the theatre on a mid-week night prior to the height of the graduating activities. Each winner receives a gift bond worth $25 in the Mace-Jones store, and $20 in merchandise also is offered as prizes in a quiz staged in the theatre on that night.

As a special inducement Mace-Jones also offers a free admission ticket to the Granada to each senior. This is done as a means of advertising and Mace-Jones pays the Granada full admission for each senior who takes advantage of the offer. Of the 700 who graduated last year, approximately 50 per cent took advantage of this offer. Barnes is expecting a similar turnout this year for his "Senior Night" some time this month.

Miss FitzGibbons Rings Institutional Bell Again

Mildred A. FitzGibbons, manager of the Skouras Roosevelt Theatre, Flushing, Long Island, has come up with another contest for the youngsters of Flushing and vicinity that has taken on the tinge of a civic enterprise, which is exactly what Miss FitzGibbons had in mind when she started the affair.

Children under 16 years of age attending public and parochial schools have been invited to write a letter of 50 words or less in a "Mother Knows Best Contest" listing reasons "Why You Think Your Mother Knows Best."

A committee from Queens Branch, American Association of University Women will be judges today (10th) with awards being made from the theatre's stage.

Prizes, suitable for a gift to the mothers of the children winning, are a 17-jewel, 14-karat gold wrist watch, a 17-jewel ladies wrist watch and a 14-karat gold-point fountain pen, all of which have been donated for the affair by a cooperating local jeweler.

The contest opened April 17th with the distribution of explanatory heralds to youngsters, and closed May 7th, with awards being made from the stage today (10th).


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MONOGRAM PICTURES

THEATRE MANAGEMENT

Think Before Cutting Prices, Jackson Warns

(*Continued from Page 20*)

flour, lard, soap and other commodities that climbed the cost escarpment to heights 100 to 700 per cent above normal value. A goodly portion of the advances in theatre admissions were brought about by the addition of state and federal taxes which forced a "convenience increase" to avoid carrying a preponderance of change. It is comparably safe to estimate that the average increase—to the bank account of the exhibitor—will average well under 40 per cent.

Now lets take a peek at the costs of theatre operation. I don't know about you, but my projection salaries are 15 per cent higher. Newspaper ad rates have bounced up 20 to 25 per cent. Soap powders, cleaning and disinfecting compounds, mops, brooms, etc. have hit 70 per cent above old means. Machine and motor oils, Freon (when you can get it), repair parts for cooling, heating, sanitary and projection equipment have zoomed and the cost of labor to do essential electrical, plumbing and engineering is in the stratosphere. The cost of shorts and features from all distributors keep going up. More taxes are threatened. Accessories, light bulbs, carbons locally executed front displays, special signs, staff uniforms, stationery (printed forms of all kinds) and practically every unit of needed merchandise for theatre operation are all passengers on the "cost dirigible" that has been moving higher and higher.

Ability to Pay

I think that just about daubs up the picture so far as the theatreman's "ability to absorb" price reductions is concerned. Now lets roll over and scan the picture showing the customer's "ability to pay":

Reports on the national economy from such acknowledged experts as Beardsley Ruml, Roger Babson and others go to show that wage earners savings are at an all time high and—taking into consideration the HCL—somewhat above the par set in the best years of previous so-called prosperity. They also show a high inventory record of merchandise on hand and, while cautioning against inflation, indicate that such is not in the immediate offing and, barring unwarranted and unexpected developments, not to be expected. Pay hikes to labor are the order rather than the exception and the daily press indicates a general acceptance on the part of business management to agree to this 15 cents per hour raise formula in dealing with the rank and file of their employes. Many staples that go to make up the American Way of Life have, after a sojourn in the upper altitudes, started downward and it is generally intimated that this trend will become more and more fashionable in the months ahead. This latter fact presages an epidemic of mumps for the dollars that are already straining at the seams of the "pokes" carried and held by Mr. and Mrs. Worker—that's the people who become Mr. and Mrs. Ticket Buyer after the day's labor is over.

I want to frame this "ability to pay" picture with one dominating fact before going on to further argument for the maintaining of current price levels. Here 'tis; Contrary to expectations, the American worker is not cashing in his War Bonds to go on a spending spree and the 1946 records show sales of "E" bonds a full 30 per cent above and "cash-ins" 70 to 80 per cent below anticipations.

We all have to admit that our box-offices, generally speaking, have experienced a recession from the "highs" of the war and reconversion years. At this writing many theatres are feeling a marked drop in business due to a frame of public mind that can best be described as "worry about high prices" and a reluctance to pay the exorbitant tariff demanded for clothing, better cuts of meat, dairy products, etc. This coupled with the downward trend of some staples mentioned above, has brought on a period of "watchful waiting" to be able to take advantage of the occasion when the descending commodity prices drop to the lower floors and bargain basements. I believe this period of "worry about high prices" is transient. That the theatres are not and never have been any part of the general scheme of high prices that brought about the period. That the period will pass quickly when the price comet gets closer to the customer's goal of "value received." And finally, I believe, that with its passing we will again experience good business at our box-offices. Not "boom" business but "good" business. The current stay-home spree is the result of a natural fear of being "taken" for more than merchandise is really worth and theatres—while never categoried by their customers as asking for more in money than they delivered in service and entertainment—are suffering in the reflection of other "fears."

Theatre Prices Fair

President Truman's plea for price reductions, the results of the Newberryport plan, and other factors all point to an early dissipation of the present frame of public mind. His remarks were not directed to or intended for merchandisers or manufacturers who had not been taking an unfair advantage of the material and labor shortage. Theatres were never guilty so it naturally follows that theatres were not considered as being subject to the requested reductions. If there should happen to be any of the showman this happens to reach who happen to be guilty of unwarranted price increases to levels that impose a hardship on their customers I would suggest immediate compliance with the president's request in the interest of theatre good will and future patronage. The great majority can, I'm sure, consider themselves as being on price grounds that can and will pass the most intensive scrutiny by any and all seekers of fair and square customer relations.

I'm not saying that every exhibitor should not square away for an expected business recession that holds every indication of permanency. I emphatically recommend that expense sails be trimmed as much as possible without interfering with the 100 per cent operation of theatres everywhere. But, don't be "penny wise and pound foolish" about the cuts you make and study long and feverishly before you even think about swinging the ax that will cut your price anchor away. Just hold your head, contemplate clearly and spend some time reflecting about your previous experiences in the field of price cutting and I'm sure you'll toss the clippers in the trash can.

Fox Wis. Cuts Prices

Fox Wisconsin, operating 30 houses in Milwaukee, lowered its prices on April 30 by 10 cents for afternoon admissions to adults and at all times for children at its three downtown theatres, the Wisconsin, Palace and Strand, all on the city's main street within two blocks of each other. Admissions up to 5 P. M. will be 55 cents, including a nine-cent tax, as against 65 cents including an 11-cents tax. Evening prices remain the same, 95 cents. Children's prices are reduced from 35 cents to 25 cents. On Saturdays from 10:30 P. M. until 1 P. M. Sundays, the 55-cent rate will be in effect.

Miklos Peps Up Staff on Courtesy

Manager Joe Miklos of the Warner Embassy Theatre in New Britain, Conn., is a stickler for courtesy on the part of his staff. To keep his ushers pepped up on this important feature of theatre management he has written, and posted on the bulletin board in the ushers' dressing room, this message under the heading, "It Pays Off":

"Every act of courtesy and kindness in your daily work sooner or later pays off in your contacts outside the theatre.

"By being courteous, obliging, and kindly, you sell yourself as well as you sell your theatre.

"It does pay off! You satisfy yourself, your patron, and your employer! And it's the fellow with the ticket who pays you off!"

Century Visual Education Experiment Ends June 21

The experiment in visual education which Century Theatres undertook three months ago in cooperation with the New York Board of Education will reach its conclusion on June 21 when a report of the program's value will be made and subjected to study.

In the meantime, the third phase of the project was completed recently at the Rialto Theatre, Brooklyn with the showing of "Huckleberry Finn" to more than 1,000 seventh and eighth grade Brooklyn school children.

Following study of the final report on the project by the Board of Education and Century theatres, decision will be reached on whether to extend the experiment to include more schools and more Century theatres.

Protect the Patrons

If there is a fuse box in any lavoratory or anywhere else in the theatre than can be reached by a curious patron, be sure it is tightly locked. Any shock or other damage to patrons is your responsibility, and it may be a costly one.





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THE BOX OFFICE SLANT

Sarge Goes to College

Monogram **Comedy** **63 mins.**

AUDIENCE SLANT: (Family) This latest Teen-Ager is not up to standard, mainly due to lack of story material. But it does have plenty of entertainment for all those who enjoy the music of Russ Morgan's and Jack McVea's orchestras, and the singing of Freddie Stewart.

BOX-OFFICE SLANT: Though not as good as others in the series, this has enough popular music to appeal to the average moviegoer.

Cast: Freddie Stewart, June Preisser, Frankie Darro, Warren Mills, Noel Neill, Arthur Walsh, Alan Hale, Jr., Russ Morgan, Monte Collins, Frank Cady, Margaret Brayton, Selmer Jackson, Earl Bennett, Margaret Burt, Harry Tyler, Pat Goldin, William Forrest, Irwin Kaufman, Russ Morgan and his Orchestra, Jack McVea and his Orchestra. **Credits:** Produced and directed by Will Jason. Screenplay by Hal Collins. Original story by Henry Edwards. Photography, Mack Stengler.

Plot: A veteran who requires an operation is sent to a school for a rest. There he runs into the Teen-Agers and his presence causes trouble between two of the boys. When the veteran hears of the dispute, he helps the young folks patch it up.

Comment: Such popular songs as Open the Door, Richard, Penthouse Serenade and Somebody Else Is Taking My Place, as sung by Freddie Stewart, and the music of the Russ Morgan and Jack McVea orchestras, are the highlights in this latest Teen-Ager picture. The story is incidental and there is little of the class-room routines, as used in previous offerings in the series. Main thread of the story concerns Alan Hale, Jr., as Sarge, a Marine whose predicament is supposed to be the concern of all hands; but even this theme is only incidental to make room for as much music as the tale can hold. This latter ingredient, however, should appeal to all those who find entertainment in the type of music dispensed by the two orchestras. The regulars, Freddie Stewart, June Preisser, Frankie Darro, Warren Mills and Noel Neill, again have the leading roles. Alan Hale, Jr., does a good job in the role of the Marine. Balance of the cast is adequate. Entire production was handled by Will Jason, who also directed.

Miracle on 34th Street

20th-Fox **Comedy** **96 mins.**

AUDIENCE SLANT: (Family) This uproarious, breezy comedy with undertones of warm, human interest, and a background of whimsical fantasy amid the mad antics of New York's Christmas shoppers, proves that there really is a Santa Claus. Everyone is certain to be delightfully and most thoroughly entertained by it.

BOX-OFFICE SLANT: Good box-office names plus the certain word-of-mouth approval with which this will be greeted should lift it into the top business brackets. Every exploitation trick in the book should be used by exhibitors to get the best out of it. Any superlatives can be used in advertising. The picture will bear out any claims made for it.

Cast: Maureen O'Hara, John Payne, Edmund Gwenn, Gene Lockhart, Natalie Wood, Porter Hall, William Frawley, Jerome Cowan, Philip Tonge, James Seay, Harry Antrim and others. **Credits:** Written for the screen and directed by George Seaton. Story by Valentine Davies. Photography, Charles Clarke, Lloyd Ahern. Produced by William Perlberg.

Plot: An old man with a remarkable resemblance to Santa Claus is hired by Macy's department store to portray the fabled St. Nicholas for visiting children. He really believes he is Santa Claus, and his remarkable ability to make friends for Macy's eventually has Macy telling Gimbel, and starts an insurgent spirit of goodwill from every big New York store toward their customers. A hearing in New York's Supreme Court to decide upon the old man's sanity eventuates in a decision by the Court that he really is the one and only Santa Claus. At a Christmas party in the Home for Old People where the old man resides, except during the Christmas season, the skeptical girl who had hired him for Macy's and the attorney who had defended him successfully, decide that the future will best be served with them together. They see the house of their dreams, enter and find resting against the fire-place the cane which the old man had always carried.

Comment: Here is the type of picture that has proved to be "what the public wants." A bright, amusing comedy, "Miracle on 34th Street" has universal appeal for all-age moviegoers, who will enjoy it so much that their word-of-mouth should help ballyhoo it into one of the season's top grossers. It is a whimsical fantasy—this tale about Santa Claus—with charm and lots of fun and hilarity throughout its 96 minutes of running time. This may not seem possible for a picture of that length, but the story has been so well contrived that it holds one completely absorbed till the "wondering-what-the-end-will-be" finish. There are few among us who have not visualized Santa Claus at one time or another in our lives and when we did he certainly couldn't have been one bearing a closer resemblance to the famous Kris Kringle than Edmund Gwenn. He is the personification of all the Santas ever conceived. This is a tremendous credit to Gwenn's outstanding acting ability, for many is the sceptical soul he must sell, both in and out of the picture . . . and he succeeds in winning them over with his heart-touching, convincing, human delineation. Next in line for fine acting honors are the portrayals of Maureen O'Hara, John Payne and little Natalie Wood. Porter Hall interprets the role of a psychologist very well and Jerome Cowan is good as the prosecuting attorney. Besides Gwenn, one of the most outstanding parts in the picture is Gene Lockhart's comic interpetation of the Judge. Top production values have been given the film by William Perlberg. For the excellence of the screenplay and the skillful direction, this should be rated one of George Seaton's best, and he says so in a new type of trailer the studio previewed. This trailer should be of considerable help in putting the picture across, for it is an excellent bit of psychological selling, in that it shows the director getting name-stars' reaction to the film.

Spoilers of the North

Republic **Drama** **66 mins.**

AUDIENCE SLANT: (Adult) Fairly entertaining story with a background of Alaska and the salmon fishing industry.

BOX-OFFICE SLANT: Good as a supporting feature on double-bill programs.

Cast: Paul Kelly, Adrian Booth, Evelyn Ankers, James A. Millican, Roy Barcroft, Louis Jean Heydt, Ted Hecht, Harlan Briggs, Francis McDonald, Maurice Cass, Neyle Morrow. **Credits:** Associate producer, Donald H. Brown. Directed by Richard Sale. Original screenplay by Milton M. Raison. Photographed by Alfred Keller.

Plot: Philandering Paul Kelly obtains a large loan through the company headed by Evelyn Ankers, mortgaging his salmon fishing equipment and cannery. He promises to marry Miss Ankers. When his salmon catch is insufficient to pay off his loan he starts illegal fishing out of season. A half breed girl (Adrian Booth), also in love with him, helps him in his poaching. Kelly's brother, James A. Millican, falls in love with Miss Ankers when she comes to Alaska. The half-breed, learning of Kelly's impending marriage, kills him, and Miss Ankers leaves with Millican for the States.

Comment: A modestly produced, fairly well directed picture, "Spoilers of the North" moves very slowly, mainly because it is padded with stock shots of the salmon fishing in Alaska and inside a modern cannery. These scenes are interesting enough but impede the story's progress. The acting is well handled by the competent cast. Good as a supporting feature on double bills.

Laugh, Pagliacci

(Italian Dialog, English Titles)

Continental **Drama with Music** **82 mins.**

AUDIENCE SLANT: (Family) Well produced Italian-made picture embodying the music of the opera, "Pagliacci."

BOX-OFFICE SLANT: Should do well at theatres playing foreign product, as well as those occasionally using an "arty" film. Has special appeal to Italian-American groups and music-lovers everywhere. Names of Valli and Gigli may mean something.

Cast: Alida Valli, Beniamino Gigli, Paolo Hoerbiger, Carlo Romano, Dagney Servaes, Carlo Martel, Adrian Perris. **Credits:** An Itala Films Production. Director, Giuseppe Fatigati. Screenplay, Cesar Guilo Viola. Music, Leoncavello. Musical director, Luigi Ricci.

Plot: When he is released from a long prison term on a parole basis, a former circus clown returns to find his daughter and ask forgiveness for the crime of killing her mother and her mother's lover. The daughter knows nothing of her father, having been adopted as an infant by a wealthy woman; the girl is getting ready to be married to a count. Through the writing of "Pagliacci," the story of the old man's sad life, the girl is able to sense what has transpired and grants forgiveness.

Comment: This Italian-made picture, based on the great opera by Leoncavello, is well produced. The scenario skillfully weaves the story of how the historic music came to be

(*Continued on Page 28*)

11th Annual Convention

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HOST: TENT 25, LOS ANGELES

BOX-OFFICE SLANTS

Laugh, Pagliacci

(*Continued from Page 26*)

written. By American standards, the photography and general technical standards are below par, but the acting and splendid singing are well above average, Alida Valli, brought to America by David O. Selznick for his "Paradine Case," shows by her beauty and acting talent why she was imported. Gigli is a matchless operatic tenor, while Paolo Hoerbiger delivers his part of the tragic ex-clown in fine style. "Pagliacci" will be meat and bones for opera lovers, and foreign-film fans. It definitely has a place in houses catering to those people.

Hoppy's Holiday

United Artists **Western** **60 mins.**

AUDIENCE SLANT: (Family) Another Hopalong Cassidy adventure tale for the followers. Should also please other patrons who like less action and more story.

BOX-OFFICE SLANT: Quality and story make this latest Hoppy film suitable for almost any bill besides a western program.

Cast: William Boyd, Andy Clyde, Rand Brooks, Andrew Tombes, Leonard Penn, Jeff Corey, Mary Ware, Donald Kirke, Hollis Bane, Gil Patric, Frank Henry. **Credits:** Produced by Lewis J. Rachmil. Directed by George Archainbaud. Executive producer, William Boyd. Original story by Ellen Corby and Cecile Kramer. Screenplay by J. Benton Cheney, Bennett Cohen and Ande Lamb. Based on characters created by Clarence E. Mulford. Photography, Mack Stengler.

Plot: While on a holiday, Boyd and his two pals become involved with a gang of crooks trying to fleece the townspeople. They are selling them a new waterway and everything looks honest and above-board, until Boyd's pal, Andy Clyde, is accused of stealing some money. Clyde is jailed and it's up to Boyd to get things straightend out—which he does.

Comment: Another Hopalong Cassidy picture for the followers of this series. It should be readily and enjoyably accepted by his tremendous following, for it has the established ingredients they seek. For those among his fans who want plenty of action and excitement, the film may not live up to their expectations, because there is less action than is customarily found in western fare. Replacing it is a quality of story that will entertain many other folks besides the regular following. And this makes the picture suitable as a second feature on almost any bill besides a western program. William Boyd, Andy Clyde and Rand Brooks all handle their regular roles with ease. Leonard Penn heads the group of villains satisfactorily. Direction credit goes to George Archainbaud and Lewis Rachmil produced.

Thunder in the Hills

(Czech Dialog—English Titles)

General Film Prods. **Drama** **78 mins.**

AUDIENCE SLANT: (Adult) Excellently produced, acted and directed story of the indomitable spirit of the Czechoslovakian people and of the Partisan underground, during the German occupation.

BOX-OFFICE SLANT: Probably best for art and studio type theatres. But it might very well be used in other situations as part of a double-bill program. Its entertainment value will stand up.

Cast: J. Prucha, J. Kacer, V. Nasova, E. Lenova, C. Hilman, M. Homola, V. Repa, Th. Pistek, B. Zahorsky and others. **Credits:** Scenario by Joseph Mach, from an original story by Frantisek Gotz. Musical score by Dalibar C. Vackar, played by the Czechslovakian Film Symphony Orchestra, conducted by Otakar Parika. Photography by J. Strecka and J. Holpuch. Produced by O. Sedlack. Presented in America by Harry A. Kapit. Directed by Vaclav Kubasek. Produced by the Czech State Film Productions, State Film Studios, Prague.

Plot: There is tense, unrelenting pressure on Czech villagers by its German occupying forces, under the direction of a vicious S.S. Troops Commander. The Partisans are active in the vicinity, harassing the Germans at every turn. A Czech flyer is forced down near the village and is hidden by the village tailor and his daughter. The tailor leads the Germans to believe he is collaborating with them in order to divert a search from his premises. The villagers also believe he is a collaborator, and threaten him. As Allied troops are on the march toward the village, every man takes arms from a hidden cache; the Partisans have been reached and assist in the raid which destroys the German occupying troops. The old man is vindicated and the villagers look forward hopefully to complete liberation by the approaching Allied armies.

Comment: "Thunder in the Hills" is marked by some excellent, restrained acting. near-perfect direction, fine production values, good photography and excellent music. All of which add up to a tense, thoroughly entertaining story of the indomitable spirit of Czech people during the time their country was over-run by the German armies. How the Partisans became a harrassing army, and how they were given every assistance from villagers in the vicinity of their operations, and how the German S.S. troops, viciously enforced their will on these people make a thoroughly absorbing 78 minutes. Although the dialog is Czechoslovakian, the action itself, plus thoroughly clear English subtitles, leave nothing that is not understood. Probably the picture is best suited to art and studio-type theatres. But it might very well be used in some other situations as part of double bill programs. The judgment of the individual exhibitors, based on their knowledge of audience tastes in their own vicinity, will be the deciding factor here. In any event, if it is booked, its entertainment value is good enough to stand up strongly.

Northwest Outpost

Republic **Operetta** **91 mins.**

AUDIENCE SLANT: (Family) Good music, by Rudolph Friml, songs by Ilona Massey and Nelson Eddy, plus a story with overtones of comedy and romance, add up to pleasing entertainment for most audiences.

BOX OFFICE SLANT: The Friml music, the names of Eddy and Miss Massey, plus heavy exploitation should deliver fairly good business.

Cast: Nelson Eddy, Ilona Massey, Joseph Schildkraut, Elsa Lanchester, Hugo Haas, Lenore Ulric, Peter Whitney, Tamara Shayne, Erno Verebes, George Sorel, Rick Vallin, Countess Rosanska, Dina Smirnova, Antonina Barnett, Lola DeTolly, Myra Sokolskaya, George Blagoi, Sam Savitsky, Igor Dolgoruki, Nestor Eristoff and the American G.I. Chorus. **Credits:** Associate producer and director, Allan Dwan. Screenplay by Elizabeth Meehan and Richard Sale. Adapted by Laird Doyle from an original story by Angela Stuart. Photography, Reggie Lanning. Special effects, Howard and Theodore Lydecker. Art direction, Hilyard Brown. Original musical score composed by Rudolf Friml. Musical direction, Robert Armbruster. Lyrics by Edward Heyman.

Plot: At a Russian fort in California in the early 19th century, an American falls in love with a beautiful woman who is fleeing from Russia where her father has been imprisoned by the Czar. Her husband has been sent to the fort as a convict. The husband tries to escape, forcing his wife to use the American as a foil, by threatening harm to her father. In his attempt, he is killed. The girl is free to marry the American and start a new life in America.

Comment: This is a story of little known American history with a locale of Northern California in the early part of the 19th Century when Czarist Russia, with dreams of empire, settled the section before the American nation had felt its growing pains and migrated to that vicinity. It is essentially an operetta, following the format of that type of presentation, and is nicely but not opulently produced and directed with a firm hand by Allen Dwan, also associate producer. The singing by Nelson Eddy and Ilona Massey is pleasing, with the background choral work by the American G.I. group exceptionally good. Comedy touches are smoothly added, particularly by Elsa Lanchester, whose portrayal of the understanding wife of Hugo Haas (Royal governor of the Fort set up by the Russians) and who constantly gets him out of his dilemmas caused by his indiscreet flirtations, is probably the outstanding characterization of the picture. Haas' comedy too is deftly intertwined with some sterner moments as the governor. The others are well cast and perform adequately. Music by Friml, which indicate early popularity are: Nearer and Dearer, Raindrops on a Drum, Tell Me With Your Eyes, One More Mile to Go, Weary, and Love Is the Time. With heavy exploitation "Northwest Outpost" should do fairly good business in most situations.

The Queen's Necklace

(In French—English Titles)

Siritzky Int'l **Drama** **105 mins.**

AUDIENCE SLANT: (Adult) This builds slowly up to the most horrifying, terrible climax seen on any screen in many a moon. It is so terrifying as to leave audiences limp. Not suitable for children or adolescents, but average adult audiences should find it entertaining.

BOX-OFFICE SLANT: The Viviane Romance name has become important in art and studio-type theatres. This fine example of her art should do better than average in such houses, but it is probably not suitable for general audiences.

Cast: Viviane Romance, Marion Dorian, Maurice Escande, Jacques Dacqmine, Jean Hebey, Pierre Dux, Pierre Bertin, Pierre Palau, Michel Salina. **Credits:** Scenario and dialog, Charles Spaak. Music, Maurice Thiriet. Orchestra conductor, R. Desormiere. Produced by Ile de France Films. Directed by Marcel L'Herbier. Photography, Roger Hubert.

Plot: During the reign of Louis XVI and Marie Antoinette in France, Cardinal de Rohan is in the court's disfavor and thus is amenable to a scheme by which a famous necklace is to be purchased clandestinely for the Queen. The purchase is really a swindle upon the Cardinal by an impoverished gentle-

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REGIONAL NEWSREEL

HARRISBURG

The Elton, Steelton, eleventh in the Chetco chain of theatres owned by Harry Chertcoff, opened Saturday, May 3, with a gala celebration, reception and general inspection. Steelton borough, Dauphin county and State officials were present for the opening, as were other theatre managers and exhibitors, film salesmen and the press. The adjoining borough of Steelton is the only municipality in central Pennsylvania to show Sunday movies, and with the new and modern house, is expected to draw large crowds. R. E. Miller, former manager of the Standard and Strand, will now take over managerial duties at the Elton, continuing at the Strand. The Standard closed with the official opening of the new house, all Chertcoff theatres. Miller's staff, a number recruited from the other Steelton houses, includes: Mrs. Ann Lively, cashier; Frank Cribari, doorman; Russell Carlson, projectionist; Harold Nicholson and Joseph Chambers, ushers; and Betty Bell, candy counter.

Mrs. Charles J. Jones, wife of the projectionist at the Senate, is now in Hollywood, working with Paramount as technical adviser for the "humanettes," a variation of marionette entertainment, which the company is screening. Mr. and Mrs. Jones formerly were known on the stage and screen as Colta and Colta, magicians and entertainers. Mrs. Jones was accompanied west by her sister.

Slowly returning to its old policy of boys as ushers instead of the girls used during wartime, Loew's Regent has hired four lads, Richard Flora, Peter Ward, Charles Bell and Lewis Parkton. Three girls remain as aides.

New at Loew's is Charles Martin, retired railroader, who succeeds the late Daniel Barr as doorman.

Mrs. Gilman, wife of Sam Gilman, Loew's Regent manager, has returned from Cleveland, where she visited her husband's family. Bob Westerman, new assistant manager at the Regent, is searching for an apartment or a house so he can bring his wife and 11-months-old son from Richmond.

Lou Schiffman, manager of the Rialto and National, said a new ticket register has been installed at the latter, and one purchased for the former house. William Campbell is new at the National.

Jack O'Rear, Colonial manager, and Mrs. O'Rear; opened their summer home along the Susquehanna River, with a house-warming.

DETROIT

The first film to stay more than three weeks at the Fox Theatre in the past five years is "The Egg and I," now in its fourth week.

Earl J. Hudson, head of United Detroit Theatres, has been named vice-president of Detroit's Civic Light Opera Association.

John Gregg Paine, 57, general manager of ASCAP, died suddenly in Harper Hospital here.

Bing Crosby was in town recently for a couple of days to sing at the 25th wedding anniversary of Radio Station WJR's owner, Dick Richards. A round of golf was, naturally, included in the visit.

Comedian Mischa Auer headed the opening bill of the Casino at Walled Lake Friday (May 2).

Manny Pearson flew in from Cleveland in connection wtih promotion for "Ramrod," due soon at the Broadway Capital, and "Abie's Irish Rose" plus "Fabulous Dorseys," double bill scheduled for early showing at the Palms Theatre.

United Detroit's Earl Hudson left Friday, (May 2), to attend the meeting of Paramount executives at Arrowhead Springs, Calif.

Formation of a new film company, Mercury Pictures, has been announced in Detroit. Heading the organization are Tom Thomas, M. L. Barnes, Ray Kelley and Henry Rockwell.

Area panel of Michigan motion picture leaders, chosen last week in Variety Club at a representative meeting of allied crafts, met in Detroit April 28, and elected Earl J. Hudson of United Detroit Theatres, Michigan trustee for the Motion Picture Foundation, and C. L. Buermele of General Theatres Service as chairman. Hudson will represent Michigan in New York at meeting this month of the national trustee group, subsequently reporting back to the area panel which will then meet to elect vice-chairman, secretary and treasurer.

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16-mm. Day Policy

San Francisco Theatres 375-seat Vogue in that city has adopted a new policy whereby it will show 16-mm. industrial, advertising, religious and educational films during daylight hours, presumably on a lease basis, for special groups, District Manager Irving M. Levin announced this week. At night the house will revert to a regular entertainment policy with 35-mm. film.

COLUMBUS

A preview of the new Hippodrome Theatre in the swank Bexley-Eastmoor section of Columbus was staged by owner Leo Yassenoff the night before its opening. House is finished in Columbus limestone and has a seating capacity of 1,000. Robert Little has been named manager. It's the second new house opened here since the end of the war with Japan.

Paramount Ad and Publicity Representative in Cleveland James Levine renewed old acquaintances here and recalled old times, particularly his visit here in 1935 as advance man for a Major Bowes unit of amateurs.

Robert Sokol, formerly assistant manager of Loew's in Harrisburg, Pa., and student assistant at the Palace and Columbia in Washington, now assistant manager of Loew's in Toledo, stopped here en route to report in Toledo for a visit with Loew Central Division Manager Martin C. Burnett.

Charles Harper, treasurer at the Hartman Theatre, ill for the past six months, is undergoing treatments at a local hospital.

Floyd Gooding has been named chairman of the Variety Club committee in charge of its Heart Fund drive to raise funds.

"Tomorrow, Inc.," the film planned to awaken interest in the conservation and restoration of Ohio's natural resources, will be made available to schools, churches, civic organizations, etc., upon completion. Campaign to raise funds to produce it has been started in Franklin County under the sponsorship of the League of Ohio Sportsmen.

The remodeled World Theatre, formerly the Olentangy, will be opened this week by Lee Hofheimer and Al Sugarman with "Brief Encounter" as the attraction. Regular downtown first-run prices will prevail. English, Australian and other foreign-language pictures have been lined up for the house.

Eddie Cantor, Mitzi Green and Edna Ferber were among those stranded here for a few hours when the New York-bound Constellation from California was forced to make an emergency landing.

The Grand, Ohio and Broad Theatres played hosts to the Central Ohio spelling champions.

The 980-seat Da-Bel Theatre in Dayton, O., owned by Maurice White and Nick Shafer, both of Cincinnati, has been opened. Bob Tucker is the manager. [illegible]

OMAHA

Irvin E. Deer, field representative of Motion Picture Association, was in town.

Tri-States Theatres District Manager William Miskell has been approved for another year on the board of public welfare by the city council.

Universal Western Division Manager Charles Feltman and District Manager E. Heiber from Kansas City arrived in town on the same day.

MGM Branch Manager G. E. McGlynn and Fred Fejfar, head booker, attended a company meeting in New York.

Carol Kearns Dixon, formerly with Warners [illegible]

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REGIONAL NEWSREEL

(Continued from Page 29)

here, has rejoined the exchange in place of Dorothy Munson, booking clerk who resigned.

Byron Hopkins, exhibitor at Sidney, Ia., has entered the Mercy Hospital, Council Bluffs.

Mary Whalen, United Artists inspectress, married Lyle Hein, Omaha.

Twentieth-Fox District Manager M. A. Levy from Minneapolis, spent a day here.

The Ballantyne Company was visited by N. P. Christensen, Fraser and Hansen, San Francisco, handlers of the Omaha firm's export business.

Seventy-seven theatres of the area holding children's matinees for benefit of the Children's Memorial Hospital were joined in the effort by the following local houses: North Star, Minne Lusa, Avenue, Dundee, Military, Roseland, Benson, Berkley, Corby, Lothrop, Circle, Beacon and Admiral.

Columbia District Manager B. C. Marcus from Kansas City, was here for the exhibitors' meeting.

Mary Leary, United Artists cashier, will marry Winky Boise, Canadian hockey player who starred with the Omaha Knights last winter.

Bill Gordon of the Bush Theatre Supply, St. Louis, and Bob Butler, owner of the Butler Theatres with headquarters at West Plains, Mo., were in town.

Tri-States Theatres General Manager G. Ralph Branton was in town with other circuit officials for a meeting on the "Back to Okoboji" sales drive. All managers in the Omaha territory were called in.

NEW YORK

Allen Grant, who runs the Patio in Brooklyn for the Century circuit, was advised last week by the War Department that the Italian Government has bestowed on him the Order of the Crown of Italy, rank of Knight for "meritorious service" performed by him as an infantry lieutenant after the liberation of Italy. Grant also holds the Bronze star for "meritorious service in combat."

Deceiving Patrons

Matt Weinstock, widely-read Los Angeles columnist, last week hit at some managers' attempts to deceive their patrons as to the nature of the business being done by a picture. He said: "To make the umpchays think the picture is a smash hit, some theatre owners keep patrons lined up outside for 15 minutes after they buy tickets. When admitted they find the theatre half empty. Meanwhile the moans on falling attendance get louder."

Screen writers in New York have formed the Eastern Screen Writers' Association, a unit said to be similar to the west coast Screen Writers' Guild, which will have improvement of conditions, etc., for writers. Newton Mezltzer has been appointed temporary chairman of the group.

The Progressive Citizens of America, an outfit which succeeds the old Committee of Arts and Sciences which was affiliated with the Political Activities Committee, this week sought to establish a membership campaign for its film division after a meeting at which Century Circuit Ad and Publicity Director Ed Schreiber, presided. *New York Times* Critic Bosley Crowther has been appointed chairman with Maurice Bergman, Universal-International advertising and publicity director, vice-chairman. Bergman is serving as chairman of the membership committee.

Film Classics President Moe Kerman was telling the boys this week that he had concluded a deal for world distribution rights on "The Man They Couldn't Hang," "Man with Nine Lives," "Hell Ship Morgan" and "The Murder Mob."

Dave Dubin, owner of the Strand at North Tarrytown, announced this week that he would book the house personally from now on. It had formerly been part of the Island Theatre circuit's buying. The New Paltz Theatre at New Paltz, N. Y., was taken over this week by Louis A. Rolling of Tillson, N. Y., from the former operator, Thomas diLorenzo.

United Artists Film Salesman Dick Perry's daughter is only 10 years old but this week she broke into print with some of the poems she is writing. Those who have read her rhymes are surprised at the maturity they express.

Flo Belinsky of the United Artists office is off to a dude ranch for a holiday.

New York *Herald Tribune* Fresh Air Fund Plaques will be awarded at the dinner to be held May 23 at New York's Waldorf-Astoria Hotel to Eddie Cantor, Fred Allen, Jack Benny, Jimmy Durante, Leon Erroll, "Senator" Ford, Harry Hirshfield, Harold Lloyd and other of the country's top-ranking contributors to the nation's hilarity. Cantor will celebrate his 38 years of laugh-making on that occasion.

Maurice A. Bergman, eastern advertising and publicity director of Universal Pictures and Robert K. Shapiro, manager of the New York Paramount Theatre, have been elected vice-presidents of New York's Cinema Lodge of B'nai B'rith, completing the slate of officers for 1947-48.

Mrs. Alice G. Healy, mother of William Healy, assistant to Austin C. Keough, Paramount vice-president in charge of legal affairs, died here Sunday and was buried in the Gate of Heaven Cemetery.

A 7-pound, 4-ounce son was born Wednesday to Mrs. Lige Brien, wife of Eagle-Lion's assistant exploitation manager.

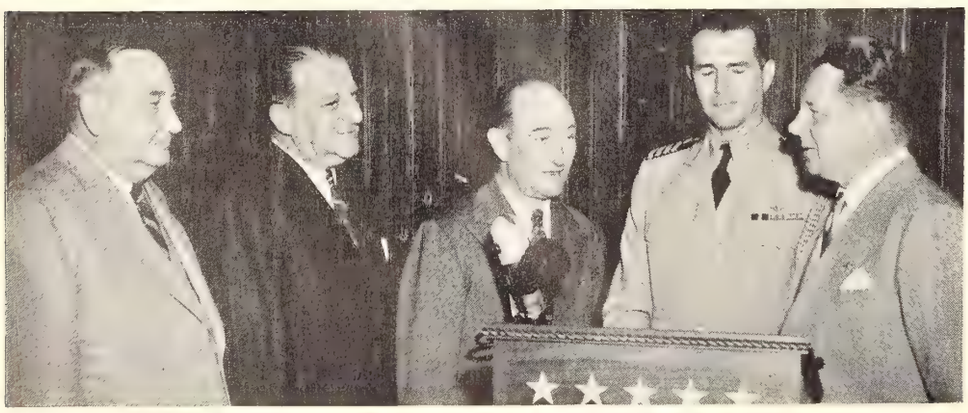
A. J. Fecke, for the past 15 years with Republic, has joined PRC as Boston branch manager.

J. R. Springer, general theatre manager for Century Theatres has been awarded a medal and citation from the Treasury Department for his war bond work.

At a managers' meeting this week Louis Goldberg, general manager of Fabian Staten Island Theatres, announced the promotion of Marian Andrews, formerly at the Ritz to the district advertising and publicity office, and the upping of Frank Senerchia from chief of service at the Ritz to be assistant manager of the Stadium, Tottenville. Goldman and his managers agreed that the time has come to revive old showmanship methods to counteract the downward trend in business.

George Kemp, manager of the Paramount Theatre, Staten Island, has returned from a stay at Miami Beach.

The Palace at Port Richmond, Staten Island, is undergoing extensive interior redecoration. A new front will also be installed.



HONORED FOR CONTRIBUTIONS TO WAR EFFORT. Presidential Certificates of Merit were presented to three motion picture theartre officials in Washington last week by Under Secretary of the Navy John L. Sullivan (extreme right), on behalf of the President, at a ceremony in the Navy Department. Cited for their outstanding contributions to the U. S. war effort as leaders of the War Activities Committee of the Motion Picture Industry were (l-r) Ernest V. Richards, president of Paramount-Richards Theatres, Inc., New Orleans; Simon H. Fabian, president of Fabian Theatres, New York; and Robert B. Wilby, president of the Wilby-Kincey Service Corp., Atlanta. At the Under Secretary's right is Capt. Fitzhugh Lee, USN, his aide.

LOS ANGELES

Condolences go to the family of Stanley E. Hawkins, 48, commercial manager and secretary of Sound Services, Inc., who died April 24 after a long illness. He was formerly for many years associated with Western Electric. At one time, Hawkins was studio manager of General Service Studios. He is survived by his widow, mother and three sons.

Mrs. Ginevra Knight, assistant manager of the Riverside Drive Elysian Theatre, made headlines when she killed a possible assailant in the driveway of her Hollywood home. Mrs. Knight, an 18-year-old war widow, had returned from work at the theatre at 1:30 a.m. when she was suddenly accsoted. She fired twice with a revolver, killing Thomas Housos, a transient.

Howard Stubbins and Mel Huling, west

REGIONAL NEWSREEL

coast franchise holders for Monogram, were hosts at a cocktail party May 2 for the sales staff and studio executives. A regional sales meeting has been in progress. Hulling came down from 'Frisco.

Al O'Keefe, assistant to Universal-International's Bill Scully, was in town. He formerly worked at the L. A. branch.

The row was glad to see Ted Cunningham back at work at his Special Attractions exchange, following a siege of illness.

Visiting the local Paramount branch was Richard Morgan, of the home office legal department.

Congratulations are being extended Special Attractions' "special attraction," the former Miss Virginia Gardner, who was married recently. Call her Mrs. Virginia Wilson now!

Al Van Ravens has been appointed director of publicity for Pacific Coast Conference of Theatre Owners annual convention. Al is a former coast trade paper executive and recently completed special exploitation stints for U-I on "Song of Scheherazade" and "Egg and I."

Dick Smith, former San Diego Fox West Coast district manager, was shifted to the Arizona district, headquartering at Phoenix. He replaced Lou Christ, who has retired because of illness.

Hygienic's Kroger Babb is expected here next week from his headquarters in Wilmington, Ohio. Jack Jossey, Babb's partner in the "Mom and Dad" venture has been hospitalized at Johns Hopkins in Baltimore.

A four-day meeting of six Paramount branch managers in the west coast district started April 30 to discuss policies of the company pertaining to selling methods. George A. Smith, western division sales manager, conducted the confabs, assisted by home office representative Richard Morgan. District Manager Hugh Braly assisted, and in turn was aided by Harold Wirthwein. Sessions were held at the L. A. exchange.

Saul Lebedoff, prominent in independent exhibitor work in Minnesota, was elected to membership in the PCCITO by the board of directors. Lebedoff, although now living here, still has houses in Minnesota. These are being run by his son, Martin.

The Film Classics' bunch is readying itself for the Bob Ableson playdate drive, starting May 17, to honor the genial FC district manager.

Arthur Sachson, Sam Goldwyn's general sales manager, was in town visiting with Goldwyn's brother, Ben Fish, on the Row.

HARTFORD

Pearl Needles, daughter of Henry L. Needles, Hartford district manager for Warner Theatres, and Mrs. Needles, will be married to Morris Tonken, of Hartford, on June 8 at the Hotel Bond here.

William Christiansen, former chief of service at the Warner circuit's Warner, Torrington, has been upped to assistant manager there, replacing John Scanlon, Jr., who resigned to become assistant manager at the Perakos Strand, Thompsonville.

Harold Freeman has resigned as assistant manager at the State, Manchester, to go back to California.

Mrs. Margaret Glackin, widow of the late John S. P. Glackin, Connecticut theatreman for many years, will reopen the Strand, Sound View summer film location, sometime in June.

John Dubicki, assistant manager at the Palace, New Britain, was married to Miss Gloria Rowa.

In Hartford Superior Court last week, Harold Jones was given a two-year reformatory sentence for breaking into several business places, including the Newington Theatre, Newington, and for stealing a number of cars.

A number of new cars continue to pop up in the territory. John Matthews, manager of the Palace, Norwich, has a new Nash, and Bob Worden, student assistant at the Loew-Poli, Hartford, has a new Studebaker.

Sid Kleper, manager of Loew's Poli College, New Haven, and Mrs. Kleper are parents of a baby boy.

BOSTON

Ben Rogers, Boston manager of Embassy Pictures, mourns the death of his father, 96, an orthodox Rabbi whose wife, 93, is ill in a hospital.

A print of "Rhapsody in Blue" was furnished by Warner Bros., for Brotherhood Week. Temple Israel Brotherhood sponsored the showing.

Five Columbia employees, Mary McKinney, Marion Daley, Jeanne Rose, Ruth Walsh and Dorothy Ring, took part in an amateur play given at the Mary Curley School.

Branch Manager Harry Kirchgessner and Salesmen Maynard Sickels and Fred Stoloff of National Screen Service were Chicago visitors last week.

New student booker at the Republic exchange is Melvin Davis, son of the late Jack Davis who was formerly a Republic district manager.

William Cuddy, RKO salesman, sustained a fractured ankle and head injuries when he fell at his home.

Al Fecke has been named Boston branch manager for PRC, replacing Lou Wechsler. For the past 15 years Fecke was with Republic.

New MGM Branch Manager Benn H. Rosenwald was guest of honor at a luncheon at the

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Faux Pas

Yes, just a little bit of French to give a classy dress to this box which is to confess with sackcloth and ashes that STR made a bust last week when it insinuated ladies would be admitted to the Variety Club banquet which is to be held at the Warner Bros. studios on May 17 while Variety Clubs International meets in Los Angeles from May 13-17 for its first international convention.

As a matter of fact the dear ladies won't attend the affair which is stag. But while their husbands feed and listen to speeches, they'll be over at Ken Murray's "Blackouts."

Among the other entertainment listed for the convention is: Lunch, with Gene Autry as host on May 15, Ambassador Hotel; Radio shows for the Variety ladies ("Bride and Groom," "Queen for a Day) on May 14, 15, 16; dinner at Earl Carroll's theatre restaurant, May 15; sightseeing tour of Hollywood and luncheon at the Santa Monica Cabana Club, May 17.



REGIONAL NEWSREEL

(*Continued from Page* 31)

Hotel Statler.

Wife of UA Area Publicity Manager Philip Engel is reported recovering from an illness that afflicted her a few months ago.

Warner Publicist Art Moger is a member of the film committee on the Medical Center campaign here.

New member of the Floyd L. Bell Associates, local publicists, is Miss Alva Brown Hood.

Sam Merchant, one of the first film salesmen in the country, recently a real estate broker and exhibitor, died at his home last week. Another death here was that of the wife of Kenneth Douglas of the Captial Theatre Supply Co.

The Olympia Theatre, Cambridge, has passed from the management of Fred Brooks to that of his nephew, Thomas Wall.

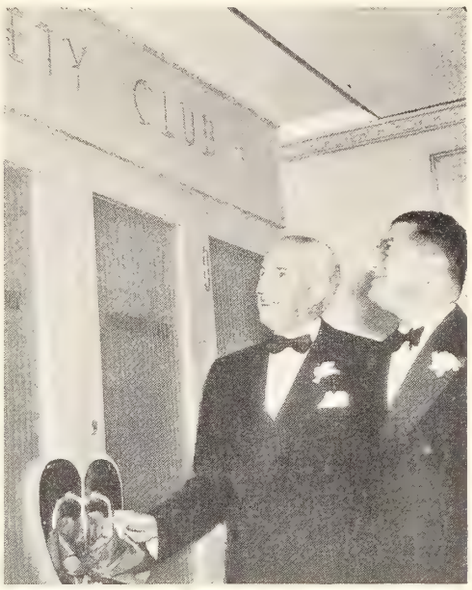
Monogram Eastern Sales Manager Murray Goldstein was a recent visitor here.

Sam Horowitch has joined Screen Classics. He was formerly on the sales force of the Fox studios.

MGM Salesman Charles Repec has resigned and joined the P and Q circuit.

Maurice Wolf on MGM's executive staff here spent several days in New York last week on business conferences.

UA District Manager James Winn has recovered sufficiently from his illness to return to his post here.



ROBERT OPENS THE DOOR. New quarters for the Variety Club of Chicago were opened with fitting ceremony last week. Above, Robert J. O'Donnell, National Chief Barker, and Chief Barker Jack Rose of the Chicago Tent are seen before the entrance to the commodious new club rooms in the Continental Hotel.

LOUISVILLE

Mrs. Stanley Perry has resigned as manager of the Lincoln Theatre, Hodgenville, Ky. owned by Photoplay Theatres of Hartford, Ky. Her successor will be Wayne Smith, manager of the Kentucky Theatre, Hartford. To date a successor to Wayne has not been announced.

The tentative opening date for the New Strand Theatre under construction in Edmonton, Ky., has been set for June 15 as announced by M. H. Sparks, owner of the project.

Miss Bertha Wolf has had her Pastime Theatre, Owenton, Ky., equipped with new Simplex Four Star Sound, Super Simplex Projectors, Peerless Magnarc Projection Lamps, Hertner Generator, and a New Screen.

A new Swanson-Nunn Marquee has been purchased by the Bonnieville Amusement Co., for the Bond Theatre, Bonnieville, Ky. Also a new marquee has been purchased by George Bailey & Hamp L. Howard for the new Bailey Theatre in Crab Orchard, Ky.

Recent visitors on the local scene included, Foster Lane, Dixie Theatre, Williamsburg, Ky.; Sam Giltner, New Washington Theatre, New Washington, Indiana; J. F. Carnahan, New Manchester Theatre, Manchester, Ky.; Mr. and Mrs. R. H. Robertson, Majestic Theatre, Springfield, Ky.; C. M. Caldwell, Ace Theatre, Cave City, Ky.; C. O. Humston, Lyric Theatre, Lawrenceburg, Ky.; J. E. Elliott, Lincoln Theatre, Hodgenville, Ky.; C. S. Caldwell, Lyric Theatre, Scottsville, Ky.; Willard Gabhart, New Harrod Theatre, Harrodsburg, Ky.; Oscar Hopper, Arista Theatre, Lebanon, Ky.; M. H. Sparks, New Strand Theatre, Edmonton, Ky.; Charles H. Behlen, Nicholasville Amusement Co., Lexington, Ky.; Harry Congleton, Grand Theatre, Lancaster, Ky.; R. L. Costillo, Lincoln Amusement Co., Lexington, Ky.



MORAY DINED IN KANSAS CITY. Norman H. Moray, Warners' short subjects sales manager (third from left) was guest of honor at a trade luncheon in Kansas City recently. Among those present were the Commonwealth Circuit executives shown here, left to right: Lloyd Lenhart, Walt Kirkham, Elmer C. Rhoden, Jr., Gwenn Hyatt and Bob Shelton.

"The Egg and I," in its fifth week at the National is still doing good business. "Smash-Up" has been booked to follow it.

The Mary Anderson at Louisville, also going for holdovers, has "Stallion Road" in its third week. At the Brown "My Favorite Brunette" is in its second week.

Both the Trimble and Tabb Theatres at Mt. Sterling, Ky., have recently been improved, Nelson E. Ward, head of the Mt. Sterling Amusement Co., has announced. All the sound machinery has been remodeled.

WASHINGTON

The Variety Club Mothers' Day luncheon on May 5, at the Shoreham Hotel drew capacity crowds, with Mrs. Clinton Anderson, wife of the Secretary of Agriculture "guest mother of the day," for the affair. Awards were given to the youngest and oldest mothers, door prizes were presented, and a fine entertainment program headed by Arthur Tracy, the Street Singer, and Belle Fahnestock, composer and pianist, added to the festivities. The entire show was staged by the associate members, with Dr. Sylvan Danzansky and Harry Coonin serving as co-chairman.

The National Committee of Atomic Information announced a free showing at the Department of Commerce Auditorium of three films on atomic energy: NCAI's "One World or None"; the March of Time's "Atomic Power"; and the Army's "Tale of Two Cities."

Art Brown former organist at the Capitol Theatre, replaced Jackson Weaver on the K-B Theatres' Krazy Kwiz Thursday night broadcasst.

Tom Baldridge, MGM publicist, did a fine public relations job on the Shenandoah Apple Blossom Festival in Winchester, Va., which drew 125,000 people.

Noel Coward's "Brief Encounter" at Sidney Lust's Hippodrome Theatre is drawing the crowds. Excellent reviews helped a lot.

Marshlal L. Faber, former motion picture producer and specialist in industrial films, has been appointed as associate of Al Sherman, consultant on screen media and film publicist. Faber will specialize in technical production problems for clients now being served by Mr. Sherman.

MEMPHIS

M. A. Lightman, Sr., has gone to Los Angeles for a meeting of Paramount partners and will remain over for the Variety Club convention there.

Col. Cecil Vogel, manager of Loew's Palace, took off the week end to see the Kentucky Derby and to visit his country home near Henderson, Ky.

Richard Lightman, son of M. A. Lightman, has been honeymooning since his marriage on April 23 to Miss Jean Garretson at New Orleans.

John Muller, one of the best known motion picture machine operators in the mid-south area, died at his home in Memphis on Tuesday, April 29. Mr. Muller had been an operator in Memphis houses since the early days of motion pictures and had been at Loew's Palace for the past 15 years.

Earle Hendren, president of Capitol Amusements of Erwin, Tenn., is recovering from a serious hernia operation, in the Good Samaritan Hospital in Johnson City, Tenn.

REGIONAL NEWSREEL

VANCOUVER

Hymie Singer, who recently purchased the Rio Theatre in Victoria, has appointed Hank Goodman of Empire-Universal Films manager succeeding Tom Oniell, resigned.

In addition to feature-length films and shorts on a variety of subjects, North American Productions of Vancouver will soon be releasing an all Canadian newsreel.

Basic wage boost of 15 cents an hour and annual paid two-week vacation after three years' employment are recommended for Famous Players projectionists here in a conciliation board majority award. Employes' nominee on the three-man board in a minority report recommended a wage increase of 27 cents an hour and two-weeks paid vacation after only one year's service. The union asked for a thirty-cent per hour increase. Dispute was between F-P and projectionist Society local 348. The two parties have 14 days to accept or reject the award. The 15-cents increase brings the A houses up to a basic scale of $1.85 per hour. The British Columbia law calls for two men in a booth in houses over 449.

Jack Armstrong, manager of the Odeon, Paradise, and Edna Hughes of Odeon's district office will be married June 20. Rose Iannacone of Warners and Douglas Isman, the PRC booker, are also looking for an apartment film row reports.

Ross Beesley, ASN cameraman, was in the news this week, having given a talk, "Headline Hunters," to the Board of Trade at Hotel Vancouver. Beesley said that in slightly more than a year has made 51 newsreels in British Columbia for international release.

In one of Canada's worst air disasters which happened here this week a plane en route from Lethbridge to Vancouver was lost in the mountains or sea with 15 persons aboard. Paul Armond, pioneer Canadian motion picture executive, was a passenger returning here from Winnipeg. Armond was supervisor of equipment and purchasing agent for Famous Players in western Canada.

The newsprint shortage has hit amusement business. Shortage is so acute the *Vancouver Sun* has eliminated theatre advertising two days each week. A limit of 700 lines per day has been placed for any one theatre. Other British Columbia papers also cut theatre space drastically.

Union organizers are working in Vancouver to form doormen, cashiers, janitors and others in the amusement business into a union. The two circuits, F-P and Odeon are not in favor of their employes forming a union, but the workers believe it is long overdue.

PORTLAND

Hugo Jorgenson of Rigby, Ida., was elected president of the Idaho Theatres Association at its annual meeting in Boise. Former president Mrs. Mildred Wall declined to be a candidate for another term due to illness. She, however, accepted a directorship. Other officers elected were: Vice-president, Mitt Bonecher of McCall; Secretary, Roger Mendenhall of Boise; Treasurer, I. H. Harris of Burley. Directors elected, in addition to Mrs. Wall, were Jorgenson, Bonecher, Mendenhall, Harris A. Wagner of Grangeville, Max Lloyd of Twin Falls, Bon Anderson of Pocatello, Lawrence Jones of Malad City and Hilmer George of Rigby.



HAPPY OCCASION. Or so the smiles would indicate as the camera caught D'Artega, orchestra leader; Sam Dembow, "Carnegie Hall" representative, and Paul N. Lazarus, Jr., United Artists ad-publicity chief, at the benefit preview of Boris Morros' and William LeBaron's "Carnegie Hall" held last week at the Winter Garden.*

An association statement said that "controversial policies" over the distribution of Samuel Goldwyn's "The Best Years of Our Lives" were being "adjusted" and that Idaho Theatres Association would take no action on the issue of whether the film would or would not be shown in Idaho.

In a spectacular fire which burned nearly half of the town of Detroit, Ore., the newly-opened Detroit Theatre was completely destroyed, with a loss of more than $50,000, according to Fred S. Wilson, manager of the house.

A. W. Adamson of Portland has asked for a permit to build a $59,972 theatre at Albany. House would seat 600 and there would be two stores in the building.

Irvin Westenskow has sold his Liberty Theatre, Condon, Ore., to Don Armintage. It is the latter's first venture as an exhibitor. Theatre Exchange Co. handled the deal.

CHARLOTTE

Mrs. Mildred Logan, former booker and later secretary to the branch manager of the local Universal exchange, resigned last week to accept the position of office manager for Screen Guild and Film Classics exchange, replacing Mrs. Marzelle Dillon, who will leave that company the first of June.

U-I Vice-President and General Sales Manager William A. Scully was a visitor in Charlotte recently, conferring with his company's local branch manager, Jimmy Frew, sales head, Joe Bishop, and the salesmen.

The Charlotte Public Library has just added two 16-mm. prints of the Academy Award Documentary subject, "Seeds of Destiny," the picture that was banned by the American Theatres Association. The picture is available on free loan.

A. J. Myles, sales representative from United World Films, U-I subsidiary, was a visitor last week at the local U-I Branch. While in Charlotte, Myles made a deal with Holly Smith, Inc., local camera equipment store, for the distribution in the immediate Charlotte territory of all of the Universal, Universal-International, and J. Arthur Rank productions in them. Myles stated that he would also visit Raleigh and Greensboro to set up rental distributing outfits in those cities.

Republic Southern Divisional Manager Walter Titus was a Charlotte visitor this past week. Together with Republic Branch Manager C. Dillon, he made calls on the circuits whose headquarters are located in Charlotte.

Friends of J. H. Vickers, President of Carolina Theatres and Operating Corporation, grieved to learn of the death of his mother last week.

Changes in the staff of the local Paramount branch were announced last week by Paramount Branch Manager Harry Haas. Salesman Bill Holliday has been transferred to Atlanta, and E. C. DeBerry, who has been traveling in eastern North Carolina, will take Holliday's western North Carolina zone, while Lawrence Terrell, head booker, will take over DeBerry's former territory. Joe Cutrell, second booker, will then move up to the head booker's desk and this will be followed by a similar promotion for each of the other bookers.

Lucy Hartsell has been named secretary to U-I Branch Manager Jim Frew to succeed Mrs. Mildred Logan who resigned.

DENVER

Cinema Amusement Co. is remodeling and redecorating the Plaza which it has leased from the owner, Paul Hoppen, who operated the theatre for years. Hoppen is still going about on crutches following a fall in which he broke an ankle and a leg.

Gerald Shum, recently manager of the Telenews, Buffalo, N. Y., is taking over as manager of the Denver Telenews, succeeding Thurston Wayner, who is being sent to Milwaukee to manage a new Telenews theatre.

Republic Branch Manager Gene Gerbase has returned from a Hollywood studio meeting.

New American seats have been installed in

(Continued on Page 34)

*At the same time, another benefit preview was being held at the Park Avenue Theatre. Proceeds from the Winter Garden opening went to the New York Foundling Hospital, while the Park Avenue preview benefited the pension fund of the New York Philharmonic-Symphony Orchestra.

NOTICE

Now In Production

A STORY OF THE CARIBBEAN

"DAHOMA"

(The Magic Song)

FOR RELEASE THRU—

ASTOR PICTURES CORP.

Albert Balink

Producer

Gulistan Wilton Theatre Carpet
JOE HORNSTEIN has it!

REGIONAL NEWSREEL

LONDON OBSERVATIONS

Top Executives, White Ties, Ermine on Hand for Daily Mail Film Awards; Sales Drive Honors Rank

By JOCK MacGREGOR

One of the most brilliant film evenings since before the war was the presentation of the *Daily Mail's* National Film Awards at the Dorchester. Top executives, white ties and ermine were well in evidence.

Happiest man was Herbert Wilcox whose first joint production with Anna Neagle, "Piccadilly Incident" had been voted 1946's best British film and Anna was runner-up to Margaret Lockwood as most popular actress.



MacGregor

J. Arthur Rank personally accepted James Mason's statuette for the best actor from Viscountess Rothermere and paid tribute to him. He said he did not mind for which group he worked, so long as he worked in England.

Dinner and dancing followed, and I had for my table companion Maurice Ostrer, one of Britain's shrewdest producers with an enviable line-up of hits to his credit. He hopes to get going soon on his own, for he has many plans and only lack of studio facilities holds him up.

Organizers Charles Truefitt, Lionel Freeman and Cecil Wilson are to be congratulated on the evening and sympathized with for the lack of cooperation of certain players whose manners leave much to be desired. Several accepted only to cancel at the last minute.

Prominent were such charming troupers as Anna Neagle, Margaret Lockwood and Pat Roc with whom Mr. Rank surprised all by dancing. I believe it was the first time he has taken the floor for ten years. John Davis, Earl St. John, John Woolf, John Myers and John Dennett led the Rank contingent—amazing how many Johns there are in that set-up. Sydney Box, Sydney Gilliat, Emeric Pressburger, the Boulting Twins and David Lean were the principal producers. Laurel and Hardy represented America. Sir Alexander Korda was a last-minute absentee. I gather he is beginning to shun publicity.

An unforgettable sight was Publicist Theo Cowan chaperoning a herd of "Charm School" starlets whose initial mass public appearance this apparently was. These kids were widely discussed and with two or three exceptions, unless the talent is hidden, they are not an imposing lot. They can learn much about deportment and how to dress and make-up.

* * *

J. Arthur Rank's visit to the U. S. with his wife is going to be full and varied. Though a holiday will be spent with his daughter, Mrs. Frederick M. Packard, in Hollywood, many business sessions are planned with U-I's Nate Blumberg and J. Cheever Cowdin; E-L's Robert Young and Arthur Krim and Earl Lawson in Canada. John Davis will attend only the discussions.

During his absence GFD are running a sales drive as a tribute to Rank and will premiere eleven British and American releases in eight weeks. These include "Egg and I," "Dear Murderer," "I'll Be Yours," "Up Turned Glass" and James Mason, "Buck Privates," "The Brothers" with Pat Roc and E-L's "Lost Honeymoon" which opens at the Tivoli on May 11.

Exhibitors are backing the drive and Paramount are presenting "Song of Scheherazade" at their West End show house, The Carlton. This is the first Universal picture to play there.

By the end of May GFD will have presented 30 features in 1947, a record of which they are justly proud.

* * *

Realizing the inevitable clash between 16-mm. and 35-mm. interests, the Kinematograph Renters Society and the Cinema Exhibitors Association prepared a joint proposal whereby 16-mm. should not encroach on territories already catered to by cinemas. Through pressure of business, it was not finalized.

Now a renter who does no business with cinemas in a town is letting a 16-mm. operator have their releases. It is a vital point which can be argued many ways with justice. Showmen everywhere should think it out, lest it happens to them.

* * *

The Gainsborough studios at Shepherds' Bush and Islington have set a target of completing one feature a month. With Publicist Tom Burdon, I watched David MacDonald directing "Good Time Girl." Based on the "Cleft Chin" murder for which a GI was hanged and a girl went to jail, it deals with such topical problems as juvenile delinquency, blackmarketeers and deserters. MacDonald is concentrating on these features, as the cast is weak in names.

On another stage, Phyliss Calvert and Margot Graham are making their return to British films in "Rescue."

* * *

With limited Technicolor facilities, it is a pity they are wasted on such amateur banalities as British Animated's first cartoon, "Big City." Tragedy is that a series of six is planned.

Earl St. John of Odeon and formerly Paramount theatre chief in Britain, has been appointed to the board of Two Cities Productions, Rank's key production unit which was responsible for "Henry V," "Odd Man Out" and other important pictures.

Hospital dischargees: Ealing's Major Reggie Baker, president of the KRS, and U-I's Ben Henry. The former will not be working yet awhile, but the latter looked in at the "Song of Scheherazade" press show.

Travelers: New York bound—Anna Neagle and Herbert Wilcox; Arthur Brown and E. H. Lundy, GB's booker and director of theatres respectively; British Lion's Sid Myers who will take a print of "The Shop at Sly Corner" with him; Louis Jackson of British National who is taking an interest in he hotel field. Late summer—Betty Box, Britain's premiere woman producer, will be making the crossing.

(*Continued from Page 33*)

the Rialto, Florence, Colo., by owner George McCormick. National Theatre Supply made the sale.

C. J. Duer, Selznick Releasing Corporation, and John Vos, Paramount salesman, are sporting their new Fleetwood Chevrolets.

Fred Abelson, assistant to L. E. Goldhammer, district manager for Eagle-Lion, spent a few days in Denver conferring with M. R. (Bud) Austin, PRC exchange manager.

Jamse M. Williamson has bought the Oliver, Palisades, Neb., from Albert L. Phares.

Addison Green, just graduated from Colorado University, is installed as a booker at the Paramount exchange.

Len Gruenberg, recently named district manager for metropolitan New York, has gone on to take that job after spending some time here introducing his successor, Albert Kolitz, to routine matters regarding this district.

RCA General Sales Manager Edward Auger was in town a few days talking with the trade.

Paramount Branch Manager Chet J. Bell is off on a postponed trip to Los Angeles for talks with District Manager Hugh Braly.

Theatre folks from out of town seen booking films and buying supplies included George McCormick and Dick Conley, Canon City, Colo.; Lynn Zorn, Julesburg, Colo.; Tom Love, Hanna, Wyo.; R. D. Ervin, Kremmling, Colo.; Mrs. W. W. Williams, Eads, Colo., and John Bohannan, Hatch, N. M.

Having been denied permission to start a new theatre at Rifle, Colo., where they already operate the Ute, Fred and Mary Lind have started for California on a leisurely vacation.

Robert Sweeten, Gibraltar Enterprises booker, has moved to Alamosa, Colo., where he will headquarter as general manager for the T. H. Murphy group of theatres, part of the Gibraltar Enterprises, in Alamosa, Del Norte, Colo.; Raton, N. M., and Clayton, N. M.

Redecoration of the Rex, Rapid City, S. D., has been completed and the Hart Theatrical Decorating Co. has moved over to do a similar job on the Elks, same city. The theatres are part of the Black Hills Amusement Co. holdings.

Sam Langwith, of the Western Service and Supply, has gone to Kansas City to attend some



BRITAIN'S BEST ACTRESS. Margaret Lockwood, British film star, receives the Daily Mail's National Film Award as Britain's best actress at brilliant ceremonies held recently at the Dorchester in London.

REGIONAL NEWSREEL

RCA sales meetings.

Robert Quinn, publicity man for Paramount, is riding in a new Oldsmobile—new to him, that is.

The Paramount exchange force gave a farewell party at the Denver Press Club for Charles J. Duer, salesman, who left the company after 24 years to become special representative for the Selznick Releasing Organization. A magnificent desk set was given Duer.

The name of the Oliver, Palisades, Neb., has been changed to the Pal, by James Williamson, who recently bought the theatre.

Cy Lee, owner of the Poppers Supply Co., has entered the father class. Mrs. Lee presented him with a 6½-pound boy, named Geoffrey Wayne, at Mercy hospital.

George Simms has sold the Prince, Ault, Colo., to Wilbur E. Cox.

Mr. and Mrs. John Greve, owner of several Colorado theatres, are glad to be back in Colorado after an extensvie auto trip through the south that took them as far as Florida.

MGM Metro District Manager Henry Friedel and Denver Booker Gerald Banta are back from a New York sales meeting.

Universal Western Salse Manager C. J. Feldman was here for a sales meeting of the exchange force.

Paramount Branch Manager Chester J. Bell is back from a Los Angeles sales meeting.

Out of town theatre folks seen on film row included Mr. and Mrs. Fred Lind, Rifle, Colo.; Mr. and Mrs. Leon Coulter, Loveland, Colo.; George Nescher, Springfield, Colo.; Mr. and Mrs. John Greve, Eagle, Colo.; Tom Knight, Riverton, Wyo., and W. H. Ostenberg III, and Wm. Boston, Scottsbluff, Neb.



ORGANIZE DRIVE-IN THEATRE FIRM. Organization of a new company to build 25 modern drive-in theatres in America's largest cities at a total cost of approximately $2,500,000 was announced in Memphis last week where the firm, Flexer Drive-In Theatres, will make its headquarters. Principal officers of the organization are (left to right) A. M. (Al) Avery, vice-president and general manager, and Dave Flexer, president. Flexer is also president of Flexer Theatres, Memphis, while Avery was former RKO branch manager in Memphis. The company will have an office in New York, Flexer said.

MILWAUKEE

The state authorities have given authority for the construction of an addition to the Thorp Theatre, Thorp, Wis. The architects are E. F. Klinger & Associates, Eau Claire, Wis.

The dance hall at Lublin, Wis., owned by Frank Lesky, is to be converted to a theatre. Gus A. Krasin, Marshfield, Wis., is the architect.

Under a new ordinance for the city of Cudahy, a suburb of Milwaukee about 10 miles to the south, theatres will have to take out licenses to operate, as follows: For theatres with fewer than 200 seats, $50; for 200 to 499 seats, $75; 500 to 999 seats, $100, and $200 for more than 1,000 seats. At present Cudahy has two houses, seating 500 and 800 respectively.

At Waukesha, a city of about 20,000, 18 miles west of Milwaukee, the three theatres, owned by the same interests, are now operated by a new company, Waukesha Theatres, Inc., but the former operator, L. F. Thurwachter, still retains ownership of the properties, according to recent reports. J. M. Baisch is the new manager of the three theatres—the Pix, Park and Avon. The new management has announced a change in program, offering matinees every day.

In its campaign for recruiting members for the Wisconsin National Guard, movies, depicting life in the army, are shown by the recently reorganized 32nd (Red Arrow) division of the guard, which meets at a Milwaukee armory. Considerable interest is expressed by prospects during the showing of the film and recruits are being enrolled.

Among the midwest representatives of Screen Guild Productions, Inc., to attend the four-day meeting of that organization at Hollywood, May 12 to 16, will be William Benjamin of Milwaukee, in charge of sales for Wisconsin and upper Michigan. Although located northwest of Indianapolis, Benjamin joined a delegation at that city May 8, in the Variety Club Special. At Hollywood, the Screen Guild representatives and guests are to preview coming pictures and attend a special dinner given by that organization at the Beverly-Wilshire. Among the speakers will be Donald M. Nelson, president of the Society of Independent Motion Picture Producers.

On May 8 a special presentation of "Citizen Saint" was given at the Pabst Theatre, one of the two legitimate play houses left in Milwaukee. Central Films, of which James Sanias is president and S. G. Honeck, Milwaukee, is general manager, is distributing the film, which is described as a special feature production of drama, comedy and music.

CLEVELAND

Cleveland Variety Club will have its own permanent home if negotiations now under way to purchase a three-story house on Lower Euclid Ave. are successful.

Tony Stern, Warner film buyer, and Marvin Samuelson, booker, represented Cleveland film row at the Kentucky Derby.

Although the Ohio censor board still has "Duel in the Sun" under advisement, Grover Schafer, SRO district manager, and Claude Morris of the SRO publicity department were in town to confer with Loew Division Manager Charles Raymond on the picture's scheduled opening at the Stillman Theatre.

Mrs. H. Henry Dawson of the Motion Picture Association was guest of honor at the annual luncheon meeting of the Motion Picture Council of Greater Cleveland held last Thursday in the Higbee Auditorium. Mrs. Dawson outlined the history and future plans of the Children's Film Library, saying that 1,040 theatres in the U. S. are now committed to special children's Saturday matinees. Mrs. Dawson said that supervision of these matinees is the "most vitally important project in the community" and urged the council's members to participate in the movement so that the plan may be put into effect in every community theatre.

Ernest Schwartz, John D. Kalafat, Nat Wolf and J. Knox Strachan, from Cleveland, were in Columbus last week to attend a hearing of the legislature on the proposed repeal of the state 3 per cent amusement tax. Movie folks advocate retention of this tax and object to the proposed change to let each community levy

(*Continued on Page* 36)

Reverts to Variety

After having run feature pictures for some time the Louisville Scoop Newsreel Theatre has reverted to the variety type of program.

SWITCH!
To Filmack's New
PREVUE TRAILER SERVICE
COSTS ONLY
SCREEN THEM FREE
$4.50 per week
COVERS ALL FEATURES
Filmack 1327 S. Wabash Chicago

New Ideal Theatre Chairs
JOE HORNSTEIN has it!

REGIONAL NEWSREEL

(*Continued from Page* 35)

its own amusement tax.

United Artist Branch Manager A. M. Goodman has joined the long line of cold fighters. He was away from his office most of last week.

Important visitors spotted along film row last week included Republic Central Division Manager J. V. O'Gara; 20th-Fox District Manager J. J. Grady; 20th-Fox Central Division Manager W. C. Gehring; SRO District Manager Grover Schaefer; RKO Sales Manager Nat Levy.

Sunbeam Theatre, recently purchased by Sol Korman of Detroit, is now called the King Theatre.

Star Theatre, East Liverpool, has been dismantled. Property has been leased to the Salvation Army.

ST. LOUIS

Lester Bona, St. Louis exchange manager for Warner Bros., will celebrate 40 years in the motion picture business, 35 years of which were in distribution, on July 12. Forty years ago Bona walked into the Merry Widow Theatre as a boy looking for a job as an usher. He got it at the salary of 50 cents a week, which wasn't so bad in those days when you considered that a neighborhood projectionist got $18 for seven nights a week and a Sunday matinee.



Lester Bona

The father of Matin Operle, operator of the Orris, Ste. Genevieve, Mo., and the Plaza, Illmo, Mo., died recently. He had helped his son about the theatres.

Leo Burnstine of Springfield, where he operates the State, Southtown and Tivoli Theatres for Frisina, is reported improving at St. John's Hospital in that city where he has been for some weeks.

The Goldman-Leventhal-Tobin circuit has sold the 360-seat State Theatre, Bloomfield, Mo., to theatrical interests represented by William Sherman, St. Louis district manager for PRC.

Irving Lesser, special representative of Sol Lesser Productions, Hollywood, was a visitor at the local RKO and United Artists exchanges.

Eddie Rudolph is again a United Artists salesman, having rejoined to take over the Central Illinois territory. He has recently been managing theatres in Columbia and Waterloo, Mo., for the GLT circuit.

Irvin Good, 20th-Fox student salesman, having completed the course, has been assigned to a new sales zone comprising towns in Eastern Missouri and Southern Illinois.

No theatres served out of St. Louis were forced to close by the floods along the Missouri, Mississippi and Merrimac Rivers the past week, the various truck companies having got their shipments through.

Jimmy Frisina, while in Los Angeles, will attend the graduation of his sister, Rosemary Frisina, from a leading art college there.

United Artists Division Manager M. B. Orr was here from New York the latter part of last week. District Manager Chick Allen was also a visitor here.

Columbia Manager O. D. Hill was in Cairo and Harrisburg, Ill., last week.

Monogram Manager Barney Rosenthal announces signing of a 100 per cent deal with the Rodgers circuit, Cairo, for its 18 theatres in eight towns.

The St. Louis Variety Club formally opened its new headquarters at 3719 Washington Blvd., last week.

Andy Dietz of Screen Guild Productions will combine his vacation with his trip to the Variety Clubs International meeting in Los Angeles.

The 350-seat Lucille Theatre, King City, Mo., has been completely renovated and redecorated by H. Danbury. New seats, ladies' rest room and a modern marquee will tone up the house.

Percentage-Shy

Exhibitors in British Columbia and Alberta are buying fewer percentage pictures despite the fact that more are being released since Canada discontinued price ceilings. Reports current in Vancouver are that many exhibitors, particularly in the small towns where business has fallen off, have decided to pass up all percentage films. Business in the small stands in British Columbia is away off.

A fire in the booth of the Victory Theatre, Knob Nester, Mo., which K. B. Kaiser recently purchased from the Commonwealth Amusement Co., was damaged in fire. Damage was confined to the film and one head, and house was not forced to close.

The Dickinson Operating Co., Mission, Kan., has been authorized to operate motion picture theatres in Missouri as a foreign corporation. Rolfe H. Starrett of Kansas City, Mo., was named principal Missouri agent for the company.

Rex P. Barrett, theatre operator in Columbia, Mo., has sold the Broadway Hotel building to Stephens College which plans to use it for members of the faculty.

Durwood-Dubinsky Bros. Theatres of St. Joseph, Mo., has made the following rearrangement in its managerial staff: Charles Bashart will manage the Missouri, A. L. Lashway, the Electric and James Foster, the Orpheum.

L. J. Meelhause of Cherokee, Ia., has taken over the 225-seat Clark in Clarkville, Ia.

CHICAGO

Paramount Western Manager James Donohue has left for Minneapolis, Milwaukee and Indianapolis exchanges for trade conferences.

Jackie Kennedy, who started with Balaban and Katz as switchboard operator 25 years ago, retired this month and will take a long rest. Marcella Powers succeeds her as chief operator. Mary Sayre has joined the switchboard staff.

Recent appointments: Ralph McFarlane named loop director of the Balaban and Katz employes' club; Louis Calamaris, assistant at the Apollo Theatre; Ted Duval, manager of trainees at the Uptown; Larry Doyle, trainee manager at the Admiral; Donald Hurst, trainee manager at the Gateway; Joseph Dibella, ditto at the Manor, and Victor D. Russo, ditto at the State.

More than 150 men prominent in the amusement industry here attended a surprise dinner at the Chicago Club honoring Judge Edmond A. Adccok, member of a local law firm which has handled many cases for Paramount and Balaban and Katz in this area. Among the speakers were John Balaban, Arthur Goldberg, Walter Immerman, Elmer Upton, Eddie Silverman, James Donohue, Allen Usher and Hal Stephens. The guests presented Judge Adcock with a GE television set.

William Brons, 68, International News Service chief, died at Passavant Hospital here. Burial was in Calvary Cemetery.

Theatre Attorney Seymour Simon went to New York for film conferences.

The Piccadilly Theatre case hearing was set to get under way May 6, no out-of-court settlement having been reached.

Operators Union Secretary Clarence Jalas is on a western trip.

Two -week shows in twin theatres is a new practice here in the Loop. RKO will run "The Farmer's Daughter" day-and-date in the Palace and Grand Theatres, starting May 14. Company plans to open "The Egg and I" for two weeks at both houses opening May 28.

Deal was not closed yet at this writing for Untied Artists to lease the huge Opera House for the Chicago showing of "Carnegie Hall."

Irving Mack, head of the Filmack Trailer Corporation of Chicago, announced the appointment of Sam P. Farber as special sales rep-



PROMOTIONS FOR MGM SALES EXECUTIVES. The national convention in New York last week was featured by many promotions, with final days bringing notification of the step-up of the five well known sales executives above to posts as field assistant sales managers. They are, in usual order, Samuel J. Gardner, western; John S. Dallas, southern; Herman Ripps, eastern; Ralph W. Maw, midwestern; Frank C. Hensler, central. Announced as taking on additional duties, but not shown in the photo, was William B. Zoellner to the post of short subject sales manager. He will continue to handle his duties as head of MGM's reprint and import division.

REGIONAL NEWSREEL

resentative in the eastern division for the company's rapidly expanding prevue trailer service. His headquarters will be in New York.

Sam Krimstein, manager of the Logan Theatre, Chicago, for 14 years, has resigned that position to accept an executive post with Irving Davis, theatre candy concessionnaire.

Charles Shapiro, Essaness circuit executive, is recipient of condolences on the recent death of his wife. Burial was in Waldheim Cemetery. Husband and three children survive.

Paramount Western Sales Manager James Donohue went to Minneapolis for exchange conferences.

James Gregory, Alliance executive, has returned from an inspection tour of the circuit's Indiana theatres.

Weddings: Sam Shapiro, Balaban and Katz auditor, was married to Miss Sara Sosewitz and is honeymooning in Hot Springs, Ark.; Eddie Dloughy, Jr., son of the manager of the B. & K. Apollo Theatre, was married to Betty Ronan; Miss Harriet Potter, daughter of Harry Potter, manager of the State Lake Theatre, was wed to Frank Reynolds.

Appointments: Bill Zeller, acting manager of the Sheridan Theatre; Stanley Krueger, division manager, Essaness circuit; Clarence Lambert, manager Logan Theatre succeeding Sam Krimstein, resigned; Sam Farber, special sales representative for Filmack.

KANSAS CITY

Dan Terrell of the New York publicity department of Loew's was here for a brief contact with Howard Burkhardt, manager, at Loew's Midland Theatre last week.

Advertising of films locally has been somewhat retarded by the month-old strike of the Sign, Scene and Pictorial Painters' Union, AFL, Local 820. The union is seeking a 25c raise; former rate has been $2 per hour for journeymen, $1.50 for helpers.

Mrs. Gretchen Brown, secretary to Carl Schultz, president of Comonwealth Theatres, began her sixteenth year with the company May 1.

Growing interest in the sale of fine saddle horses annually sponsored by Star Lane Farm this year forced staging the sale in the American Royal Building last week. Elmer Rhoden, president of Fox Midwest Amusement Corp., and owner of Star Lane Farm, has previously held the sales at the farm. Some five years ago, he said, he planned to sell out his saddle stock and abandon the hobby. The closing sale was such a success, however, he decided to change his mind and has had increasing success with the horses since.

The delegation of out-state exhibitors to film row last week included R. H. Meeks, Ann Theatre, Maysville, Mo.; W. W. Weldon, Joy Theatre, Lathrop, Mo.; Jerry Drake, Ritz Theatre, Boliver, Mo.; and Shirley Booth, Booth Theatre, Rich Hill, Mo.

Ollie O'Toole, the former Horace Heidt entertainer, would up his booking in El Casbah of the Bellerive Hotel here Friday. He's due for some time in theatres in Chicago.

Sigmund Romberg and his concert orchestra played two concerts over the week-end in the Music Hall under Antonello & Nixon handling.

By a change in policy and a recombination in first-runs in its three Kansas City theatres, Fox Midwest Amusement has a combined seating capacity of 4,834 to lead the town. The new setup combines the 2,100-seat Tower, long scene of vaudeville with double features, with the 2,043-seat Uptown and the 700-seat Fairway in its key first-run situation. The Tower replaces the 820-seat Esquire which will now show reissues, special price exhibitions and other unusual offerings at 45 cents matinees and 65 cents evenings. The Tower and Esquire are next door neighbors at 12th Street and McGee. Picture to get first play in the new first-run combination is "The Late George Apley." Closest rival in seating capacity to the Fox Midwest combination is Loew's Midland with 3,500 seats.

Barney Joffee, manager of the Tower Theatre, has returned from a two-month vacation in Hollywood.



RETIREMENT PAY. James Joseph O'Donnell (right) who is 65 is seen above receiving his first retirement check under a plan available to employes of Griffith Consolidated Theatres, Inc., which operates 170 theatres in 50 Oklahoma and Texas cities and towns. O'Donnell has been employed for the past 15 years as projectionist at Griffith's Reno Theatre, Oklahoma City. Handing him his check in the photo above is C. F. Motley, director of operations for Griffith theatres.

NEW ORLEANS

Joy Theatre (Delta Theatres Corp.) got another break on bookings this week. House secured MGM's latest Andy Hardy picture, which ordinarily would have gone to Loew's State. Under its new policy, Loew's has been booking a number of 20th Century-Fox pictures which formerly were booked solidly into Saenger, and apparently didn't have a spot for the Hardy picture. Saenger and Loew's are across Canal Street from each other, Joy is just across the intersection from Loew's.

Strike of 750 CIO truck drivers, including drivers for Film Delivery Service, did not touch the industry this week. Film Delivery Service stopped handling films some time ago, switching to general freight, but never bothered to change the firm name. Transway handles most of the film trucking out of New Orleans exchanges, and were not affected by the CIO strike. Eighty per cent of films for the [illegible] gulf state area served by New Orleans exchanges move by truck.

W. A. Castay, operator of the Jeff Theatre, has opened the Arrow Theatre, his second house on the [illegible] highway just above New Orleans. The house will give heat and air conditioning, and is charging [illegible] New Orleans admission.

Pittman Brothers' Rex Theatre in Baton Rouge was slated for opening Thursday (May 8). Theatre is located on Plank Road, the suburban-industrial thoroughfare of the state capitol.

Jonas A. Waterman, of Adelaide, South Australia, owner of a chain of theatres in that country, was a recent visitor on film row in New Orleans. Waterman is lesiurely touring the United States, Canada and England. He left New Orleans and headed for New York, and then will go to London, observing theatre operations, and film distribution systems.

The MGM exchange in New Orleans had two important visitors in one day this week. In town for the Texas City relief benefit, which raised $55,000 for residents of the disaster city, MGM's Jane Powell and her parents paid a visit to the company office where the young film star chatted with the office girls. As she left the building, the entire office staff took places at the upstairs windows to wave her a farewell. As Jane's car pulled away, Ella Raines and her husband emerged from the Universal Exchange, were recognized and hailed by the MGM workers. So Ella went up for a visit. She was en route to Florida.

Practically the whole of extreme northwest Florida went on daylight saving time Sunday (May 4). Points speeding up the clock included Pensacola, Brownsville, Navy Point, Goulding and Brent.

Percentage Action?

Exhibitors in the Kentucky area this week were reported considering the possibility of legislative action primarily directed at percentage pictures. The suggested legislation would be to establish a board to govern trade practices in the state. Organized refusal to book against high percentage terms is also being considered.

ATLANTA

Seventeen representatives of all branches of the film industry in the Southeast were named to the Atlanta exchange area's permanent Motion Picture Foundation Committee at an organizing conference called here by William K. Jenkins, president Georgia Theatre Company. Approximately 125 persons, representing the film industry in Georgia, Alabama, Florida, and Tennessee, participated in discussion of Foundation plans. A chairman and a Foundation trustee will be chosen from the 17 committeemen at a later date.

Those elected here at the meeting were:

Two-years committeemen: Jenkins; R. B. Wilby; E. D. Martin, O. C. Nat Williams, Frank Rogers, Charlie Lester, and Mitchell Wolfson. One-year committeemen: John W.

(*Continued on Page* 38)

EXCHANGE-AND-PURCHASE
16MM 35MM PRINTS
SOUND, SILENT AND FOREIGN
Late lists for Airmail stamp
FILM BOOKINGS DIV'N
716 Federal St. Troy, N. Y.

"Voice of Theatre Speakers"
JOE HORNSTEIN has it!

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(*Continued from Page 37*)

Mangham, Lex Benton, Kermit Stengel, J. H. Thompson, Mack Jackson, Herman Steinichen, Jack Kirby, N. A. Waters, and Ike Katz.

The new $120,000 Bama Theatre, Alabama City, Ala. owned by B. Ward Wright, opened with the showing of "The Jolson Story." Wright also owns the new Coosa Theatre, East Gadsden, Ala. Shortly another theatre will open on Broad Street making eight theatres for this area.

The Citizens advisory council committee, Jacksonville, Fla., has rejected the application of the Beach Theatre Company, Florida State Theatres Co., to erect a new house at a cost of $137,000.

The Tiny Tot Shoppe, Columbus, Ga., is sponsoring a program each Saturday at the Bradley, giving away 400 tickets for each showing to juvenile patrons who call at its store for tickets.

Quits Tub Thumpers

The Boston branch of the Tub Thumpers has been divorced from the national association as the charter and constitution and, while functioning in cooperation with the national organization, will be developed individually. The Boston Tub was the first one organized.

Gov. Jim Nance McCord of Tennessee presented five veteran employes of Loew's Theatre with service pins. The five are W. H. Willaims, projectionist, 28-years; Tom Powell, 23-years; Lewis Morgan and Ed Giddy, 18-years; Robert Hardgrove, 17-years.

Jack White and Herbert Glover have opened their new theatre in Cleveland, Ga.

Miss Katie Evans, Screen Guild of Georgia, has returned to her desk after a trip to Chattanooga, Tenn. Marie Neal has been added to the force of the same company while Alice Fairly and Miss Florence Roberts have resigned.

Harry Diamond of the Sacks Amusement Enterprises is back at his desk after a tour of Tennessee.

Kays Exchanges president, Ike Katz is off for a trip to its Memphis and New Orleans offices.

Universal-International Southern and Canadian Sales Manager Frank J. A. McCarthy with Southern District Manager Pete Rosian paid the local office a visit and then went on to Florida.

Richard M. Thomason, owner of a theatre in Gallatin, Tenn., was killed in a plane crash at Franklin, Ky.

Miss Jane de Ovies, has joined Monogram in the booking department.

G. Knox Haddow, Paramount's New York representative for the service department, was in for a visit.

Loew's Southern Division Chief Allen Sparrow played host to his managers in New Orleans. While there Boyd Fry, Atlanta manager for Loew's, was presented with his 17-year service pin.

Hal Bean, projectionist at the Bijou Theatre, Brunswick, Ga., and Mrs. Bean are the parents of a baby daughter.

Miss Lillian Browning, secretary to Mrs. Alma King, manager of theatres in Brunswick, Ga., for Georgia Theatres Co., is back on the job after a seige of illness.

John Harrison of Georgia Theatres, Waycross, Ga., is building a new home.

Astor's New York Special Representative N. E. Savini is back in Atlanta after a business trip to Dallas, Texas.

RKO New York Special Representative Robert Helms is on a visit to the local office.

Monogram Southern President Arthur C. Bromberg back at his desk in Atlanta after visiting the New Orleans office.

Hal Jordan, Charlotte branch manager for Monogram, has returned to that city after visiting Atlanta for a sales meeting with Henry Glover, New Orleans, and Bailey Pritcher, Memphis.

Col. Bert Davis, formerly with United Artists as special sales representative, has resigned and joined the Selznick Releasing Organization. Martha Chandler, head of the UA booking department is also on Henry Krumm's staff.

C. A. Johnson, owner of the Center Theatre Center, Ala., has returned home from Birmingham, after a siege of illness in a hospital there.

Charlie Durmeyer, chief barker of the Atlanta Variety Club and president of the Southern Automatic Candy Company, has returned from a business trip to New York and says that the candy for the theatres is getting better.

William (Snake) Richardson, president of Astor Pictures of Georgia, has returned after a tour through Florida.

SHOWMEN'S SILHOUETTES by Dick Kirschbaum



Next Week . . . . . SAM RINZLER

DES MOINES

The Ruthven Theatre at Ruthven, Ia., owned by Lyle Nolan, was destroyed by fire with the building completely leveled. Loss was estimated at $10,000 with insurance on the building but none on the equipment. The blaze followed an explosion. No one was in the theatre at the time.

The patrons in the Iowa Theatre at Cedar

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Rapids thought the blazing guns of Randolph Scott in the "Trail Street" were getting a bit too realistic when they started to smell smoke. But the smoke turned out to be from the thea tre air ducts rather than the six-shooters of the fast-drawing hero. A cigaret butt had been tossed into the ventilation system. Theatre Manager Andy Talbot reported there was no damage except to the imagination of some of the patrons.

MacKinlay Kantor, Iowa author, anxious to have one of his stories filmed in Iowa, returned to Hollywood with a group of officials of King Brothers, after making a survey on location possibilities in the corn state. With Kantor were Frank King, one of the producers of King Brothers; Gordon Wiles, director; Paul Ivano, Arthur Gardiner, and Herman Webber. The group conferred with Gov. Robert D. Blue and visited Webster City, Kantor's native city, where it is planned to shoot the picture, "Gun Crazy," which will be based on delinquent youth.

Mrs. and Mrs. L. W. Peterson of Boliton, Minn., have purchased the Story city theatre from D. H. Hartzell who had operated the house for the past year. Hartzell is moving to Boone, Ia.

Mr. and Mrs. Stanley J. Mayer have returned to Des Moines from spending the winter in Los Angeles. Mayer is still on leave of absence from his duties as manager of 20th Century-Fox.

Leo Wolcott, Eldora exhibitor and chairman of the board for Allied-Independent Theatre Owners of Iowa and Nebraska, has been spending a vacation in Arizona. He is expected to return in time for the annual Allied meeting at Omaha.

A. H. Blank, Myron Blank and G. Ralph Branton, all of Tri-States Theatre Corp., have left for the west coast to attend a Paramount Partner meeting.

E. L. Doherty has been appointed manager of the Garden Theatre at Des Moines. He formerly was assistant manager at the Strand.

Park S. Robuck, 57, owner of the Ideal Theatre at Des Moines for a number of years, died of a cerebral hemorrhage at Iowa Methodist Hospital.

Tri-States Theatre Corp. is holding a new showmanship drive to be called "Back to Okoboji" which will run for the next two months. District meetings have been held at Davenport, Des Moines and Omaha, Neb., to set up details of the drive. The firm held a similar drive last year which ended with all of the theatre managers in the circuit attending a festival at the Lake Okoboji resort.

W. H. Cook of Logan, Ia., has purchased a building at Churdan and plans to convert it into a theatre within the next three months.

Mr. and Mrs. Floyd T. Harrison of Alma, Wis., have purchased the theatre at Luverne from Cecil Joliffe.

Bev. Mahon, booker at Paramount exchange, is resigning his position. Mahon owns the theatre at New Sharon. Judy Broks, also of Paramount, is resigning.

An Omaha Motion Picture Foundation unit has been formed with United Artists Omaha Manager D. V. McLucas named chairman, and R. R. Livingstone of Lincoln, Cooper Theatres associate, as area trustee. Other committee members are: Robert Ballantyne, Sophie Volkert, William Miskell, Regina Molseed, Fred Thortsen, Clyde Cooley, Walter Green and M. G. Rogers, all of Omaha; Phil March of Wayne, Neb., Oky Goodman of Villisca, Ia., George Hall of Franklin, Neb. and George Monroe of Kearney, Neb.



FATHER'S SWORD NOW SON'S. From his long-time friend, Clarence Erickson (left), Douglas Fairbanks, Jr. receives the sword used by his father, Douglas Fairbanks, Sr. in "The Iron Mask" in 1929. Presentation was made on the eve of production of "The Exile" at Universal-International, his first picture under the new Fairbanks Company banner. Erickson, who worked with the elder Fairbanks for 20 years, has had the sword since 1930.

PITTSBURGH

The motion picture and theatre industry here was saddened by the death of United Artists Branch Manager Ira H. Cohn, 53, in Shadyside Hospital last Monday, resulting from a heart attack at the William Penn Hotel, Feb 27, during the United Artists convention. He is survived by his widow, Mrs. Harriet Cohn. Funeral services were held Wednesday afternoon after which the body was taken to New York for burial in the family plot. Cohn was associated with motion picture distribution for more than 30 years, first as a salesman with the old Pathe and Universal companies. He was with Fox Film Corporation for 27 years, as salesman, special representative, later Canadian district manager, followed by branch managerships in Cincinnati, Pittsburgh and Buffalo. He returned to Pittsburgh as branch manager for United Artists in January 1946.

William Feld, branch manager for Republic here, has resigned to return to St. Louis, his home town, as sales district supervisor for Eagle-Lion. He has been succeeded here by "Ike" J. Sweeney, for many years sales manager for RKO until his recent resignation to take over the management of Republic Pictures here. Sweeney's successor has not yet been named.

MINNEAPOLIS

"The Outlaw" has been held over indefinitely at the Lyceum, according to Leo R. Murray, manager. More than 35,000 persons saw the film in its first five days to establish a new record for the house.

Better seeing and hearing will be the objective of a $50,000 remodeling planned by the Lyceum Theatre starting about July 1. First floor seats will be elevated and rearranged, new type push-back seats will be installed and walls will be treated acoustically. The front of the building will be modernized and downstairs restrooms will be installed. Work is expected

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NEW THEATRES

Charlotte, N. C. — Astor Pictures Branch Manager R. F. Pinson announced here that his company will construct a theatre to cost approximately $100,000 in the North Charlotte section of this city which has long needed a theatre. Pinson for many years was head booker for the Wilby-Kincey circuit and has had much experience in operating theatres. He said a contest would be run to find a name for the new house.

Atlanta — Nat Williams of the Williams circuit of south Georgia is building a new $200,000 theatre in Quincy, Fla.

Atlanta—Gene McIlwain of Lafayette, Tenn., will soon start work on a new theatre there. He hopes to open it around Sept. 1.

Atlanta—Carl Floyd of the Stein and Floyd Florida circuit will soon start building an $11,000 theatre for Negroes in Winter Haven, Fla.

Atlanta — Carl T. Long expects to start work within the next 30 days on his new theatre in Colquitt, Ga.

Fort Wayne, Ind. — Mallers Brothers will start construction of a $200,000 theatre here on May 12, it was announced by Nick Mallers, manager of the Centennial Theatre here. House will seat 1,000 persons. The brothers operate houses here and in Portland, Bluffton, Tipton and Greenfield, Ind., and in Defiance, O.

Vancouver, B. C.—Plans for eight new theatres in the central and northern part of Alberta have been approved by the government and construction will start as soon as materials are available. One house is a 1,000-seater to be built by Famous Players in Edmonton. Plans for new houses in southern Alberta include a deluxer in Lethbridge for which Famous Players also submitted plans.

Vancouver, B. C.—A 500-seat playhouse and civic theatre is planned for Vancouver, it was revealed by Gordon Hilker at a meeting of the Vancouver Civic Theatre Association. It is expected to be ready within a few months. Hilker said the house would be available for small drama groups and not operated to make money. It will be situated in the downtown section.

Milwaukee—The old Purtell Theatre in Rio, Wis., is being remodeled by Harold Nelson into a new and modern theatre. Work was started the first week of April.

Indianapolis—Dudley Wilhoit has announced plans for the construction of 1,400-seat theatre to be called the Walnut in Louisville, Ky.

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to be completed by fall.

Red Wing, Minn., has a municipal movie theatre, the Auditorium, which it owns and operates and the houses now has an accumulated reserve fund of $132,000, none of which can be used for city expenditures. Originally built from a grant from the estate of T. B. Sheldon, industrialist, the trustees of the estate stipulated that all revenue was to be set aside in a special fund known as the Auditorium Fund and should be used only for the care, maintenance and conduct of that building. The city of Red Wing, of course, collects no taxes from its municipal movie theatre, yet it can use none of the profits derived from its operation.

Frankie Carle and his orchestra have been booked for the Radio City Theatre, Minneapolis, beginning May 16. "The Open City" has been booked into the World, Minneapolis, a house specializing in foreign films.

Minnesota Amusement Company President Harry B. French has announced three promotions in the organization. Earl Long, manager of the Norshor in Duluth, has been named manager of the Paramount Theatre, San Francisco, by Leonard M. Goldenson, Paramount vice-president in charge of theatres. Dan Hudson, manager of the Duluth Garrick, will succeed Long at the Norshor. George Brown will be transferred from the Strand at Minot, N. D., to the Garrick in Duluth. The Strand in Minot will be temporarily managed by Stephen Klem, a company employe at Aberdeen, S. D.

INDIANAPOLIS

Larry Jacobs, general sales manager, Film Classics, and Ralph Peckham, local branch manager, called on John Doerr of Alliance Theatre Corp., Chicago, during the week.

Mrs. Norma Lattimore, PBX operator at MGM exchange is recuperating at home after an appendectomy April 25, in the Methodist Hospital here.

Russell Brentlinger, manager, RKO branch left Saturday for Cleveland, O., where he will attend a business meeting with Milton Cohen, district manager.

Herman Hallberg, booker at 20th-Fox, has bought a new home on the west side near Riverside Park.

J. J. Grady, mideast district manager, 20th-Fox, was a business caller at the local branch during the week.

William Morgan is the new shipper at the RKO exchange, succeeding Claude Hare, resigned.

Ronald Karst, assistant shipper, 20th-Fox, has joined the Naval Reserves and will spend his two weeks' vacation on a training cruise to Bermuda Islands.

Ira Epstein, Warners exploiteer, has changed his place of residence from Indianapolis to Cincinnati, O., where he will make headquarters at the Warner branch there.

Warners District Manager Charles Rich spent Wednesday through Friday in Indianapolis on business.

Universal-International District Manager Peter Rosian, spent several days at the local branch during the week on business.

"Egg and I" has been moved to the Lyric Theatre from Keith's for an extended run.

U-I Southern Sales Manager F. J. A. McCarthy spent several days at the local exchange holding sales conferences on new product.

Republic Manager Ed. Brauer visited Nashville, Tenn., during the week and called on Kermit C. Stengel, of the Crescent Amusement Co. and Rockwood Amusement Co. on business.

Mrs. Bernice Gabe, of the contract department, 20th-Fox, has resigned to devote her time to household affairs. Patricia Cave has succeeded her.

Buying and booking on film row during the week were, I. T. Sollers, Lyric, Covington; Joe Schilling, Auditorium, Connersville; Bus Miller, Indiana, Marion; Kenneth Law, Cozy, Argos; Walter Weil, Weil, Greenfield; Joe Bertotti, Columbia, Clinton.



NEW PREXY TAKES OVER. Cinema Lodge, B'nai B'rith installed its new president, Bob Weitman (at the mike above) and paid tribute to retiring president Jack Levin at a dinner in New York. The affair was attended by leading figures of the film industry. In the photo above you can identify Barney Balaban, Paramount president, modestly retiring to the background between Weitman and Levin.

PHILADELPHIA

Don DeFore, star of "It Happened On 5th Avenue" came to Philly this week to make two personal appearances at the Stanley-Warner Aldine Theatre in conjunction with his latest Allied Artists Production. He brought along his wife on their first visit to the City of Brotherly Love.

A power blackout affected several theatres in the Manayunk area during the heavy thunder and lightning storms last week. Many patrons sat around awhile and finally accepted refunds or re-admission tickets.

Leonard Schlessinger, president of the Warner Bros. Service Company and husband of the former Rose (Miss America) Coyle, is in the Jefferson Hospital for an operation. For those who would like to cheer him up with a card, he is in Room Star-1.

N. Y. Fund Trailer

The Motion Picture drive for the Greater New York fund started this week with plans to ask all participating theatres to show a trailer dealing with the fund's functions and to assist in contributions. The committee consists of Arthur L. Mayer and Leonard H. Goldenson, co-chairmen; Leo Brecher, Gus Eyssell and Sam Rinzler.

Milton Young, Columbia exploitation man, finally found a home in the West Oak Lane section of Philly and it is expected the construction work will be finished about June 1st.

This week's message from Bill Brooker, chairman of the motion picture division of the 1947 Salvation Army Maintenance Drive, is: "Send your contributions to me at Paramount, 248 North 12th Street, Philadelphia.

Paramount's three neighborhood houses which were recently taken back from S-W — the Nixon, Tower and Roosevelt — are undergoing extensive alterations with new lobbies, modern fronts and marquees and the latest in sound and projection equipment.

Charley Perry, formerly with UA and at present exploitation man for Paramount in the Cincinnati territory, spent the weekend with his son who is doing very nicely at Valley Forge Military Academy. While in town, he made the rounds to see his many friends in the industry.

The S-W bowling team, which journeyed to Teaneck, N. J., to challenge the champions of the New York office, were handed an 8 to 5 defeat by the bowlers from the big city.

The Charity Committee of the Variety Club has requested that all theatre managers send in their old victrola records for distribution to the city's hospital wards. Meyer Adelman, New Jersey *Messenger,* is the contact man.

Charles Humphries was appointed by President Harry J. Abbott, as secretary-treasurer, Local 307, IATSE projectionists, succeeding the late William Friedman.

Elaine Levin is the new booker at Capitol.

Frank Scull, MGM salesman and short subjects supervisor, received an original "Tom and Jerry" cartoon from Fred Quimby for his recent efforts in shorts promotion.

Now that the alterations are completed at RKO, the salesmen have a new office.

Jack Engel, branch manager of Film Classica-Screen Guild, his wife and Jack Greenberg, wife and daughter left for the west coast May 8th leaving Harry Brillman in charge of the exchange.

A holdup of the New Broadway Theatre was foiled by the cashier who ignored threats of two men. She fainted after sounding the alarm and manager Henry Rosinsky, owner, found her on the floor of the cashier's booth upon answering the summons.

Dave Cooper, Warner upstate salesman, is the proud father of a son, Joseph.

NEW HAVEN

A second daughter has been born to Morton Katz, MGM salesman and Mrs. Katz on May 1st.

Abe Bernstein, Columbia exploiteer out of Boston, was in Bridgeport giving Harry Rose, manager of the Majestic a hand on the "Guilt of Janet Ames" build up.

Edward Fitzgerald, formerly an assistant booker in the Paramount exchange in New Haven, who last year was transferred to the Maine territory, is now a salesman in the Atlanta, Ga. sector.

Louis Anger, owner of the Barnum Theatre, Bridgeport, has announced extensive renovations which will take several months to complete.

The Strand Theatre, Seymour, is installing "Voice of the Theatre" sound. This is the third theatre in Connecticut to make such installa-

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tions.

Ben Simon, branch manager of 20th Century-Fox and Bob Kaufman, field representative, screened "Homestretch" for members of the Connecticut Sports Writers Association attending their annual dinner meeting in New Haven. Result was plenty of free space in the papers.

Laura Wells, Power's beauty and exploiteer for Enterprise Studios, is scheduled to visit newspapers and radio stations in New Haven to drum-beat "Ramrod" and "The Other Love." She is making a tour of 40 cities in connection with these two pictures.

Morris Rosenthal, manager of the Poli, New Haven, played host to members of the championship Hillhouse High basketball game at opening of "Duel In The Sun." David O. Selznick, producer of the picture, sent the team a special congratulatory wire on winning state championship.

Jim Darby, Paramount, New Haven manager, is now giving his patrons beauty hints as result of tie up with local beauty academy which is giving gift certificates as prizes.

George Weber, office manager of MGM is bedded with a cold.

Come May 16 and Harry F. Shaw, division manager of the Loew Poli New England theatres, will observe his fourteenth aniversary as head of the circuit.

TORONTO

In Master's Chambers at Osgoode Hall, Toronto, the seat of law in Ontario, J. Arthur Rank, the J. Arthur Rank Organization, Inc., General Cinema Finance Corp., Limited, and Eagle-Lion Films, Inc., made application, as defendants, for the setting aside of the concurrent writ in an action for damages for the alleged fulfillment of contract by Empire-Universal-Films Limited and other plaintiffs.

Two of the applicants are companies of the United States and are included among other defendants in the original action which has to do with an alleged transfer of film product, produced in the United States, to which Empire-Universal at Toronto has laid claim for Canadian distribution.

The latest application was argued before G. D. Conant, K.C., Master in Chambers, who reserved judgment and extended the time for appearance in the action by applicants until this motion had been disposed of.

According to the opinion of some Canadian theatre proprietors, the Dominion Government is indulging in wishful thinking when, in connection with the bringing down of the budget in the House of Commons at Ottawa, it was estimated that the revenue from the 20 per cent amusement tax in the 1947-48 fiscal year would amount to $14,552,000, compared with $13,387,000 in actual tax receipts from this source during the year ending March 31, 1947.

In connection with the scheduled visit of Toronto this month of J. Arthur Rank there is the rumor in local trade circles of the resignation of George H. Beeston of Toronto as a director and treasurer of Odeon Theatres of Canada, Limited. Beeston has long been identified with film companies in Canada.

The illness has been reported of Clare J. Appel of Toronto, eastern division manager of Odeon Theatres of Canada, Limited, [illegible] operation is feared necessary.

A recent visitor in Toronto was Edward [illegible] York, who conferred with C. S. Chaplin, Canadian district manager.

Ted Gould of Toronto, general sales manager of Regal Films Limited, attended a sales [illegible]

Lou Spector, publicity man for Monogram Pictures of Canada during the past year, has joined the Monogram head office staff in New York in a similar capacity.

I. H. Allen, president of Astral Films, Toronto, has obtained the Canadian distribution of a special short subject, "Heir to the Throne," dealing with the life of Princess Elizabeth who recently observed her 21st birthday.

Mrs. Leslie Howard, formerly of Dorking, Surrey, England, is on a month's visit with her married daughter, Mrs. R. B. Dale-Harris, of Toronto. The widow of the famous British actor, who died in a wartime airplane accident, is on her way to Beverly Hills in California to establish permanent residence.

"The Jolson Story" continued for a seventh week at the Famous Players' Tivoli and Eglinton Theatres in Toronto.

Not Enough Comedy

Exhibitors in the small towns of British Columbia are complaining that they do not get enough comedy films in the current crop of motion picture features. Theatre managers report that their patrons contend the heavy dramas produced by Hollywood are not the sort of entertainment they want these days. Theatremen are also said to be going sour on the number of old pictures being reissued, some, they claim, being more than 10 years old.

Coming Events

MAY:

13, Screen Guild Convention, Los Angeles.

13, 14, 15, 16, 17, International convention, **Variety Clubs of America,** Ambassador Hotel, Los Angeles. Reservation, W. H. Lollier.

23, World premiere, Eagle-Lion's "Repeat Performance," Liberty Theatre, Zanesville, Ohio.

JUNE:

3-4, Independent Theatre Owners of Arkansas, Little Rock.

BOX-OFFICE SLANTS

The Queen's Necklace

(*Continued from Page 28*)

woman and her lover. When the true facts come out the woman and the Cardinal are placed on trial before the French Parliament. The Cardinal is acquitted. The woman is sentenced to be publicly whipped, branded and confined to prison for the rest of her life. The scandal in connection with the queen threatens the reign of the sovereigns as the picture closes.

Comment: Beautifully produced and filmed entirely at the Palace of Versailles, exceptionally well acted and directed. "The Queen's Necklace" moves much too leisurely in its earlier sequences. But the horrifying climax, when beautiful Viviane Romance, who is being publicly whipped and branded, fills the theatre with her horrible, sustained screams, is certain to leave audiences limp, so realistically is the sequence filmed and so marvelously is it acted and directed, from the smallest extra to the fine principal players. This horror scene to end all horror scenes makes the film memorable—especially for audiences who like to be horrified. Under no circumstances should children or the younger adolescents be permitted to see it. "The Queen's Necklace" should do better than average for the art and studio-type theatres but is probably not suitable for general audiences.

The Big Fix

PRC Drama 61 mins.

AUDIENCE SLANT: (Adult) Mildly entertaining story of the influx of professional gamblers into college basketball. The less discriminating may enjoy it.

BOX-OFFICE SLANT: Has good exploitation possibilities, even if played as the lower half of double bills, which is probably its best niche.

Cast: James Brown, Sheila Ryan, Noreen Nash, Regis Toomey, Tom Noonan, John Shelton, Charles McGraw, Charles Mitchell, John Morgan, Nana Bryant, Howard Negley. **Credits:** [illegible] and Aubrey Wisberg, based on an original story by Sonia Chernus and George Ross. Adaptation by Joel Malone. Associate producer, Marvin L. Stahl. Executive producer, Ben Stoloff. Directed by James Flood. Photography, Virgil Miller.

Plot: An ex-serviceman returns to college under the G.I. Bill of Rights and refuses to take up basketball in which he had been an All-American star before the war. His sister had become inovlved with professional gamblers and had approached him to throw games. She tells him that she is clear now and asks him to play again, which he does. Then the sister becomes involved in another jam and the gamblers threaten to send her to prison unless the player agrees to go along with them. He agrees, tells his story to a detective, who turns out to be the leader of the gamblers, but everything clears at the end with the player leading his team to a conference championship.

Comment: "The Big Fix" has all the elements of a good, topical story, but it is loosely written and directed on a modest production budget, with the cast required to speak lines that, to say the least, are extremely "corny." Some of the players, too, act as though they needed a bit more schooling in their parts. The story moves along, however, and gets to its climax without too much loss of time. The basketball scenes in which James Brown is shown on the court are not a bit convincing to anyone who knows anything about the game. He is shown time and again making just the same left-handed layup shot, which undoubtedly will evoke disapproval with the thousands of devotees of the sport. While "The Big Fix" is only fair entertainment, it nevertheless has good exploitation possibilities even if played on the lower half of double bills, where it probably fits best.

HOLLYWOOD

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STUDIO ROUNDUP

Foreign Actors, Actresses in Several Films Now In Production or Completed as Hollywood Postwar Trend Calls for Increased Use of Imported Talent

A postwar trend now developing in Hollywood is the use of many foreign actors and actresses in current films. Of the 40 pictures now shooting, several have imported talent in their casts. Selznick just completed "Paradine Case," in which Valli, an Italian actress; Louis Jourdan, French; and Ann Todd, English, all made their American debut. Universal-International released British Michael Redgrave just in time for him to do his current stint in RKO's "Mourning Becomes Electra"; Australian Ron Randell is working for Columbia in both "Bulldog Drummond Strikes Back" and "It Had to Be You." And there are numerous others. It is without doubt the golden era in Hollywood for thespians from distant shores —many of the "home" contingent aren't too happy about it!

Warners Call for Extras

Warners called 400 extras for two days' work in both "Silver River," Errol Flynn-Ann Sheridan starrer, and "Two Guys from Milwaukee," which stars Dennis Morgan and Jack Carson. The studio believes that extras for "Silver River" will set a record for a single film of recent years, with Raoul Walsh filming additional sequences of the battle of Gettysburg, the life of a Nevada mining town, the streets of St. Joseph, Mo., and a pitched battle between miners. Seven cameras under the direction of Sid Hickox were used on a back lot to film a chase sequence last week; one camera was equipped with a 24-inch telephoto lens and was anchored on a hilltop.

Two men were assigned to stop Morgan and Carson as they dashed out of camera range, before the two stars could run head-on into a building behind the camera in "Two Guys." The actors, disguised in beards and thick spectacles, were being chased .The glasses made their eyes bulge to the audience, but prevented them from seeing anything; their orders were to run until stopped. Director David Butler provided them with a pair of husky "stoppers." Four full-blooded Indian girls were signed as stunt riders in the all-girl rodeo number, which LeRoy Prinz is staging for the film.

Ernest Anderson was set for his first postwar role at Warners in "The Voice of the Turtle," which is being completed this week. The young Negro's last film for the lot was "Princess O'Rourke."

Columbia Starts Two

Columbia started two films last week: "It Had to Be You" and "Bulldog Drummond Strikes Back." The latter is the second in the studio's series. Frank McDonald directs and Lou Appleton, Jr. and Bernard Small hold the producing reins. Ron Randell plays the lead and is also in "It Had to Be You." Others in the thriller-diller cast are Gloria Henry and Anabel Shaw. Columbia started two youngsters, Jerry Hunter and Carol Nugent, in the comedy romance. Don Hartman is producing and co-directing with Rudolph Mate.

Janet Blair, Janis Carter and Adele Jergens began rehearsals under S. Sylvan Simon's direction, with Franchot Tone, for "Double Take." The picture was scheduled to start May 12. Meanwhile ,a silent second unit continued filming various Los Angeles county backgrounds for the mystery. This is the second production for Columbia release of Cornell Pictures, of which Tone is president.

Gavin Muir was signed as a "heavy" in "Prince of Thieves," Cinecolor drama of Robin Hood which Sam Katzman is producing for the studio with Jon Hall starred. H. B. Warner was also given an important supporting role and Lowell Gilmore was assigned a villain's part. Katzman also will produce a 15-chapter serial, "The Sea Hound," which was slated to roll May 12, with Sam Newfield directing.

Two End at PRC

"Tomorrow You Die" and "It's Moider" have been completed at PRC. However, Jerry Thomas is still working on "Black Hills," which stars Eddie Dean. This musical western, in which Roscoe Ates again plays Dean's sidekick, has been shooting on location at Iverson Ranch. Shirley Patterson enacts the femme lead.

'Shaggy' Stops Wagging

Paramount's "Shaggy," Pine-Thomas color film, stopped wagging its production tail and settled down to the editing phase this week. Robert Emmett Tansey directed.

Alan Ladd proved himself a hero in front of your reporter's very eyes last week when the star of "Whispering Smith" grabbed his three-year-old daughter, Alana, from the path of a charging horse. The equine had become loose from the wagon to which he was supposedly hitched and started charging around the lot. Ladd picked up his little girl and jumped aside in the proverbial nick of time. On that set, incidentally, cameras were trained on two ancient locomotives and 19 passenger and freight cars for scenes in the Technicolor western.

Attendants for the screen marriage of Virginia Field to Patric Knowles were assigned for "Dream Girl." When the sequence was filmed last week, Jerry James was "best man" and Renee Randall, Sally Rawlinson and Audrey Westphal were "bridesmaids." Twenty-six extras were used as students in an "Academy of Acting" classroom scene.

Monogram's New 'Palooka'

"A Guy Named Joe Palooka," latest in Producer Hal Chester's series based on the enormously popular comic strip, started May 5. Joe Kirkwood, Jr., son of the famous golfer, again plays the make-believe boxing champ. "Knobby" Walsh is portrayed once more by Leon Errol and Elyse Knox does Joe's girl friend, Ann. Billy House, fat comedian, is a newcomer to the series. Will Jason is directing. Bernard W. Burton, whose contract was extended last week by Chester to be associate producer for a year on all his productions, started serving in this capacity on "Palooka."

"Code of the Saddle," western starring Johnny Mack Brown, went before the cameras May 7, with Raymond Hatton featured. Barney Sarecky produces the series, and Tommy Carr is directing this one. The picture is being filmed at the Monogram Ranch near Newhall. Scoring, under Louis Gruenberg's direction, started May 2 on the King Bros.' Allied Artists production, "The Gangster."

Door Closed on 'Secret'

Universal-International's "The Secret Beyond the Door" was completed this week. A Diana Production, it co-starred Joan Bennett and Michael Redgrave. The latter made his American debut in the film, coming over from Britain. William Holland assisted Producer-director Fritz Lang with his chores.

In its ninth week of shooting is Walter Wanger's "The Lost Moment." Recent starters going on the lot are Douglas Fairbanks Jr.'s "The Exile" and Abbott & Costello's "The Wistful Widow of Wagon Gap." Joseph Kenny is assistant director on this one and Charles Van Enger is director of photography.

'Fighting Father' Finished

RKO finished "Fighting Father Dunne," which starred Pat O'Brien. However, Director George Stevens took a dozen studio departmental heads and technicians to San Francisco May 5 to pick camera set-ups for "I Remember Mama." The film, which Harriet Parsons will produce, starts on location in the Bay City May 15.

Eugene Ormandy, director of the Philadelphia Symphony Orchestra, who conducts the New York Philharmonic-Symphony in RKO's "Memory of Love," arrived in Hollywood May 10 preparatory to reporting to the studio to play his first film role. Both Ormandy and Pianist Artur Rubinstein appear in the film, portraying themselves as well as lending their musical talents.

Both "Mourning Becomes Electra" and Samuel Goldwyn's "The Bishop's Wife" recently moved next door to Paramount to borrow that studio's facilities for special sequences. Goldwyn utilized an entire street for a Christmas scene in a small town.

'Flamingo' Finally Starts

After several postponements, Sol M. Wurtz-

(*Continued on Page* 43)

HOLLYWOOD

$5 Million Financed for Four Bischoff Pictures

Final papers were signed last week on a financing deal which provides Producer Sam Bischoff with $5,000,000 as working capital for the new independent company which he has set up.

This initial capital will go into the making of four pictures which Bischoff will deliver for United Artists release during the coming year. The first of these, "Intrigue," starring George Raft, has gone before the cameras. Under the production banner of Star Films, Inc., Bischoff will also make two more pictures starring Raft. Another corporate setup, Regal Films, Inc., will make one picture, "The Pitfall," starring Dick Powell.

Fan Magazine Editor To Play Newspaperman

Maxwell Hamilton, editor of *Motion Picture* magazine, has been signed to play the role of Tanner, a newspaperman, in "The Miracle of the Bells," picturization of the Russell Janney best-seller which Jesse L. Lasky and Water MacEwen will produce this summer for RKO Radio release, with Fred MacMurray and Frank Sinatra in the leads.

Assignment of Hamilton to the Tanner role is the result of a screen test the editor took in Hollywood last summer in order to tell readers of his magazine about this phase of film acting. He is no novice in the acting ranks, having been active in dramatics during his undergraduate days at Yale.

Sets $3 Million Budget For 'Tales of Hoffman'

Production of Jacques Offenbach's "Tales of Hoffman" has been budgeted at $3 million, according to an announcement by Enterprise Studios.

Ladislas Fodor will do the screenplay, with the possibility of modernizing the period and locale of the story now under consideration by the studio.

Lewis Milestone will produce and direct in Technicolor for the 1948 schedule.

'Golden Stallion' Next On Rogers Schedule

Following a month of personal appearances in the East, Roy Rogers will start his next Republic starrer, "The Golden Stallion," an original story by Paul Ganglin.

The film will be in Trucolor and will follow "On the Old Spanish Trail." William Witney will direct the new film for Associate Producer Edward J. White.

Clark Joins 'Beginning'

Done Clark, Warner Bros. star, will co-star with Lilli Palmer in Milton Sperling's "Ever the Beginning" which Elliott Nugent will direct and Warner Bros. will release for United States Pictures.

New Pact for Tourneur

Jacques Tourneur has signed a new five-year contract with RKO Radio calling for him to direct one picture a year for the term of the contract.

STUDIO ROUNDUP

(Continued from Page 42)

el's independent action drama for 20th Century-Fox release, "Flamingo," got going. The second in the independent producer's 1947 lineup, it went before the lenses May 4 at the Flamingo Hotel in Las Vegas, Nevada, for three days of location work, and then returned to Hollywood. Story of an ex-GI who accidentally kills a bunco artist trying to gyp him at a gambling joint, and who assumes the identity of the dead man in order to escape an unsavory past, it stars Don Castle and Virginia Christine. Richard Gaines is featured with Rita Duncan, wife of former pugilistic champ Tony Canzoneri. Eugene Forde is directing.

Mary Currier was assigned the important supporting role of "Mrs. Warren" in the studio's Maureen O'Hara-Rex Harrison co-starrer, "The Foxes of Harrow."

Cagney Film Begins at UA

"Time of Your Life," which was supposed to roll April 29, didn't. Instead it was pushed back a week and finally got under way May 5 at the General Service lot. H. C. Potter is directing for William Cagney Productions.

Producer Sam Bischoff signed Charles Lane, Reg Billado, Ralph Winters, J. C. Flippen and David Leonard for his "Intrigue."

Filming of Enterprise's "They Passed This Way," Joel McCrea-Frances Dee-Charles Bickford co-starrer, is proceeding at Gallup, New Mexico. Alfred E. Green is directing the film version of Eugene M. Rhodes' novel, with Joseph Calleia heading the supporting cast. Clearance to film hitherto forbidden areas was obtained from the Department of the Interior.

Mitchell in 'Timberlane'

Cameron Mitchell made the jump last week from a hill-billy to Lana Turner's boy friend in "Cass Timberlane." He won the role of the guy who loses out to Spencer Tracy for Miss Turner's smiles, following his performance in the Van Johnson starrer, "The Romance of Rosy Ridge." Directed by George Sidney, "Cass Timberlane" also features Mary Astor, Albert Dekker and Clifton Sundberg. Margaret Lindsay returned to MGM after a 10 years' absence to portray the girl who loses out to Lana, in the role of Spencer Tracy's sweetheart. The company and crew of 85 moved to downtown Los Angeles this week for the baseball sequences in the picturization of the Sinclair Lewis best-seller. Locale near the L. A. Gas Works had Tracy umpiring a sandlot game with Miss Turner pitching the curves! Milton Schwartz, a noted L. A. attorney, was signed by Metro to be technical advisor to Tracy in his role of a judge.

Dorothy Patrick started her part of the romantic lead in "Alias A Gentleman." Prerecordings for "The Kissing Bandit" started for the Frank Sinatra-Kathryn Grayson starrer. The film was supposed to roll May 12.

Eagle-Lion Begins Two

Eagle-Lion started "The Adventures of Casanova" in Mexico City May 1, with Arturo de Cordova in the title role. Featured are Lucille Bremer, Noreen Nash, Turhan Bey, John Sutton, George Tobias, Fritz Lieber and Lloyd Corrigan. Leonard Picker is producing and the noted Mexican director, Roberto Gavaldon, is handling the megaphoning. E-L also gave the green light to "The Texas Legend," now shooting its first week at the Iverse Ranch. Joseph Fields is producing this outdoor drama, which features Johnnie Johnston, Lynn Bari, and Una Merkel. Leigh Jason directs, assisted by Howard Koch. Jackson Rose is the photographer.

Republic Finishes Serial

Charles McGraw, who started as one of the killers in Mark Hellinger's "The Killers," was signed for the leading heavy role in Republic's Trucolor production, "On the Old Spanish Trail," which stars Roy Rogers and Tito Guizar. William Witney is directing.

The studio finished its latest serial, "The Black Widow." Robert Scott was handed the male lead opposite curvacious Adele Mara in an untitled murder-mystery now shooting. "The Flame" was completed, with Producer-director John Auer bringing it home on schedule. Republic lifted its option on Director Yakima Canutt for another year.

LeRoy Set to Direct 'Homecoming of Ulysses'

Mervyn LeRoy's initial assignment under his new long-term MGM contract will be to direct Clark Gable in Sidney Kingsley's "The Homecoming of Ulysses," written expressly for Gable by the Pulitzer Prize-winning playwright. Production is scheduled to start next September with Sidney Franklin as producer.

The new picture deals with the readjustments and changed viewpoints of a brilliant surgeon on returning to his hometown after serving with a medical unit overseas. There is dramatic plot in the surgeon's conflict between the love of the wife he has left at home and the nurse he meets overseas.

Ames to Produce 'Lewis and Clark'

"Lewis and Clark" will be produced by Stephen Ames in Technicolor for RKO Radio. The romantic adventure story concerns the adventures of the explorers Meriwether Lewis and William Clark in the Northwest in 1805 when they headed the first expedition ever to cross America to the Pacific north of Mexico.

Filming will be done largely in Oregon. Screenplay will be written by Ernest Pascal.

Buys Sklar Novel

Film rights to "The Two Worlds of Johnny Truro," novel by George Sklar, have been acquired by Warner Bros. The new story has been assigned to Henry Blanke for production.

RKO Lifts Berger Option

RKO Radio has exercised its option on Producer Richard Berger. He is now preparing to produce "Roughshod," which Mark Robson will direct.

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SHORT Subject REVIEWS

Rescue Dog *(Hilarious)*

RKO (64,116) Walt Disney 7 mins.

Pluto plays the role of a rescue dog in the far North, with the well-known keg of brandy suspended from his neck. A new character, a delightfully funny seal, starts to play with Pluto, who falls through the Technicolored ice. The seal rescues him and Pluto places the distinguishing keg around the seal's neck. The seal has no name, but he's a cinch to be seen again, properly identified. Very good.

Wife Tames Wolf *(Fair)*

RKO (73,702) Leon Errol 17 mins.

Leon's the philandering husband again and this time his wife and business partner conspire to scare him out of his propensities for romance away from home. Complications develop when Leon finds out about their scheme but it ends as usual, with the wife conking Errol with a vase. Just fair.

Jungle Gangster *(Good)*

Univ. (2,393) Answer Man No. 3 9 mins.

The Answer Man answers and the film shows the answers to five questions: Who were the first jitterbugs in the world? What is the most dreaded of jungle animals? What was the first movie made ever called colossal? Does a race horse ever get four feet off the ground? Why are traders in the stock market called bulls and bears?

Wild West Chimp *(Funny)*

Univ. (2,343) Variety View 9 mins.

Shorty, the Chimp goes west with all the paraphernalia, including riding chaps, a six-shooter and a propensity for sticking his nose into other people's business. He goes after bandits in a typical western chase, but Shorty is aboard a donkey and his quarry ride horses. "Can't beat 'em, so I must out-think 'em," says Shorty to himself, and he does.

Rhumba Holiday *(Good)*

Univ. (2,344) Variety View 9 mins.

This is a combination travelogue through Cuba and a view of its famous rhumba dancers doing their contortions in some of Havana's famous night clubs. Also included a short sequence of President Ramon Grau San Martin of Cuba delivering a message of welcome to the Island.

Juvenile Jury No. 2 *(Poor)*

Univ. (2,362) 10 mins.

Jack Barry as moderator and five precocious kids go through a painful series of questions and answers, typical of kids of the age and not very amusing to audiences.

Smoked Hams *(Good)*

Univ. (2,324) Lantz Cartune 7 mins.

Woody Woodpecker and Wally Walrus are night and day sleepers, respectively, with each contributing to the other's lack of peace and quiet during his waking hours. Each finally decides to give the other a dose of his own medicine with a series of fantastic contraptions that are as impossible as they are laughable.

Meet Mr. Mischief *(Good)*

Col. (8436) All-Star Comedy 17½ mins.

Although this is strictly slapstick, it has as its redeeming feature the presence of Harry Von Zell, radio announcer, who plays an announcer in the short with the added proclivity of being a champion practical joker who makes use of all of the props, including the hand-buzzer, etc., much to the annoyance of his wife and friends. The tables are turned when Harry finds himself in court for disturbing the peace. He promises to behave himself in the future. Von Zell's booming laugh is infectious and the comedy itself has some really funny moments. Good for any program.

Polo *(Interesting)*

Col. (8805) Sport Reels 10 mins.

Cecil Smith, one of polo's top-ranking stars, demontrates how polo ponies are trained and how the careful training is put to use in actual games. It is explained that eight ponies usually are used by each rider in a full game, due to the enormous amount of running, quick turns, starts and stops required of a good pony during the course of an International Match. Games between Mexico and the United States, are shown, during which exciting ride-offs and dangerous spills are prominently photographed. Interesting and informative.

The Uncultured Vulture *(Funny)*

Col. (8702) Color Phantasy 6 mins.

The Technicolor camera discovers a long missing professor on a desert isle, hungry and thirsty, while in a tree carefully watching for his collapse is a comic vulture whose appearance and dialog suggests Jimmy Durante. The two fight a battle of wits until finally the professor finds himself resigned to become the *piece de resistance* of a contemplated feast.

The Cape of Good Hope *(Interesting)*

20th-Fox (7255) Movietone Adventures 8 mins.

Technicolor scenes at the Cape of Good Hope, where the Atlantic and Indian Oceans meet at the southern end of Africa, are beautifully photographed and described by Lowell Thomas in this Movietone Adventure. On the Indian Ocean side is shown an old fort, erected by the Dutch who founded Capetown. The famous Cape Marine Drive, cut out of solid rock on the side of cliffs, is an interesting feature, as are shots of Mossel Bay, favorite seaside resort for South Africans.

Gay Anties *(Good)*

WB (2714) Technicolor Cartoon 7 mins.

Two lovers are holding hands at a park picnic with the food untouched until a colony of ants discovers the treasure. They go to work and demolish the supply in short order, staging a sort of Gay Nineties Review while carrying the food to their nests.

Cat Concerto *(Excellent)*

MGM (W-835) Tom & Jerry 7 mins.

Tom's version of Liszt's Second Hungarian Rhapsody may not follow exactly the composer's score, but it should provide plenty of fun for the cash customers. Having turned concert pianist, his attempt to play the concert piece receives unscheduled assistance from Jerry Mouse inside the piano. The fact that this Technicolor cartoon is an Academy Award winner should account for extra business if exhibitors exploit that angle, and from the entertainment standpoint it should perk up any program.

Goofy Gophers *(Very Funny)*

WB (2713) Technicolor Cartoon 7 mins.

Two gophers with exaggerated mannerisms in politeness may become standard characters in future Warner Bros. cartoons, if the actions of the duo in this short may be taken as a criterion. They raid a garden patch, despite the watchfulness of its dog guardian. They thwart the dog's protective efforts, however, and are all set to take off with the garden's entire food supply all by themselves, only to discover that Bugs Bunny also likes the vegetables.

The Enchanted Square *(Very Good)*

Para. Noveltoon 10 mins.

Featuring Raggedy Ann, this cartoon tells the story of the rag doll who teaches a blind girl to see with her heart as well as her eyes. It is a touching story which has been presented with considerable attention to detail. Should please the youngsters, and it's a good lesson for adults, too.

Loose in the Caboose *(Funny)*

Para. Little Lulu 8 mins.

Little Lulu's adventures on a train in this color cartoon should prove highly amusing to children and grownups alike. Before the subject ends, she drives the conductor crazy with her antics.

The Stupidstitious Cat *(Funny)*

Para. Noveltoon 7 mins.

Caught by a superstitious cat, Buzzy, the wise-guy bird, plays upon the cat's belief in omens, charms and signs to outwit the feline. Each time the cat attempts to devour Buzzy, the bird interrupts his intention and makes life miserable for him. There are many laughs in this fast-moving color cartoon, and all types of audiences should enjoy it.

Out West *(Funny)*

Col. (8406) Three Stooges 17½ mins.

Believe it or not there's some delightful satire mixed with the usual grade of slapstick dished out by the Three Stooges that makes this a better-than-average comedy. They are in the wild and woolly west, believed to be the discoverers of a rich gold strike. Western gangsters take over but the Stooges capture the wicked western gangster just before the United States Cavalry arriives in the nick of time—and just as promptly backs out when it is discovered there is no use for them.

Scooper Dooper ***(Funny)***

Col. (8437) All-Star Comedy 18 mins.

Sterling Holloway comes to the big city for what he thinks is a job as crime reporter on a local newspaper. He is kidded by the staff, who send him to cover what they tell him is a party given by suspected smugglers. He and his girl actually do turn up evidence of smuggling and finally overcome the smugglers just before the police arrive. Good comedy short.

Community Sing No. 6 ***(Good)***

Col. (8656) Don Baker 10 mins.

The only thing different about Columbia's series of Community Sings is the songs contained in each edition. This time the organist is Don Baker who, with the assistance of the Song Spinners, presents Ole Buttermilk Sky, The Things We Did Last Summer, The Whiffenpoof Song, Rickety Richshaw Man, My Little Grass Shack in Kealakehua.

Red Fury ***(Interesting)***

Univ. (2,394) Answer Man No. 4 8 mins.

The Answer Man's questions again number five, and the answers are nicely illustrated with carefully chosen stock library shots. Questions include: Was the San Francisco fire the greatest we ever had? Did grandpa have a photo of a pin-up girl in his tent during the Civil War? Do all monkeys have pug noses? How fast is a ski jumper going when he takes off?

Iced Lightning ***(Good)***

Para. Sportlight 10 mins.

This subject is an entertaining review of the famed Canadian sport of ice hockey, showing the development of the game since it originated at McGill University in Montreal in 1875. The Montreal Canadiens, National Hockey League Champions, are shown in action.

Community Sing No. 7 ***(Good)***

Col. (8857) Dick Leibert 9 mins.

Open the Door, Richard is introduced by Leibert and the Song Spinners, in the usual manner, followed by the Coffee Song, There is No Breeze, The Best Man and My Adobe Hacienda. Good wherever patrons like to sing.

Fright Night ***(Funny)***

Col. (8405) Three Stooges 17 mins.

The Three Stooges are fight managers in this one, engaged in training a candidate for heavyweight honors. They are visited by the representative of a gangster who tells them their fighter must lose the coming bout—or else! They try to make him lose and become involved in the usual number of chases, head whangings accompanied by peculiar noises, etc., in the manner associated with this trio.

Flicker Flashbacks ***(Laughable)***

RKO (74,205) 8 mins.

As usual, this is a series of edited shots from old time movies. It includes "The Beggar's Coin" *circa* 1907; "The Venetian's Revenge," which has to do with the eternal triangle, and some honest-to-goodness fashion shots taken in Paris in 1929. The ladies should love it.

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FOR LEASE: Uncompleted theatre, 500 seat capacity, fast growing Virginia town, carpet factory moving in with 2,500 employees, excellent location in heart of town, first run available, no opposition. Will give 15 year lease or more, lessee to complete building and maintain same. Property including theatre, two stores and apartments, optional. Eighty foot frontage, 300 foot depth. Exceptional opportunity. Theatre can be enlarged to 700 seats. Parking accommodations for 200 cars. Write J. D. Conklin, owner, State Theatre, Radford, Va. $50,000.00 required to complete. Please do not answer unless qualified.

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NEW CHAIRS, PROMPT DELIVERY! ! ! Attractive — Modern — Durable. Veneer, $5.50 — 30 days; Veneer back spring edge cushion, $9.35; Applied upholstered back spring edge cushion, $11.00; Full upholstered back spring edge cushion, $11.95—60 days; All steel unbreakable standards, high grade mohair or heavy leatherette upholstery. Wire or phone. S.O.S. Cinema Supply Corp., 449 W. 42nd St., New York 18, N. Y.

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STRONG, LOW INTENSITY ARC LAMPS WITH rectifiers—24-30 amps $100.00 a pair. Joyland Theatre, 614 S. State St., Chicago, Illinois.

FOR SALE—POWER PLANT EQUIPMENT. SIZES 50 to 112 KVA Griffith Theatres, Box 1334, Oklahoma City, Okla.

FOR SALE—COMPLETE SMALL THEATRE EQUIPMENT 35-mm. Holmes Machines. Perfect condition. Bargain. Write Box 971, Port St. Joe, Florida.

WHAT A BUY! Brand new and rebuilt Holmes DeVry and Simplex-Acme projectors—get our prices! Gold Seal 2 unit electric ticket machines, rebuilt, $175.00; 2 unit Hand Operated, $100.00; Simplex mechanisms, genuine rear shutters, spiral gears, rebuilt, $330.00; Powers $109.50. Star Cinema Supply Co., 459 W. 46th St., New York City, N. Y.

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FEATURE Booking GUIDE

TITLE INDEX

Listed in the following index are titles of features (exclusive of western series releases) with name of the distributor following the title. For data as to running time, stars, etc., refer to title under distributor company listings.

A

Title	Company
Abie's Irish Rose	UA
A Boy, a Girl, and a Dog	FC
Accomplice	PRC
Adventure for Two	Misc.
Adventures of Don Coyotes	UA
Adventures of Casanova	E-L
Adventuress	EL
Affairs of Geraldine	Rep.
A Guy Named Joe Palooka	Mono.
A Lady Surrenders	Univ.
Albuquerque	Para.
Alexander's Ragtime Band	20th-Fox
Alias A Gentleman	MGM
A Likely Story	RKO
Alias Mr. Twilight	Col.
A Miracle Can Happen	UA
Angel and the Badman	Rep.
Adventuress, The	Eagle-Lion
Angel and Sinner	Misc.
Angel on My Shoulder	UA
Anna and the King of Siam	20th-Fox
Apache Rose	Rep.
Arch of Triumph	Ent.
Arnelo Affair	MGM
Assigned to Treasury	Col.
As You Desire Me	MGM
Atlantis	UA
A Yank in Rome	Misc.

B

Bachelor and the Bobby-Soxer	RKO
Bachelor's Daughters	UA
Backlash	20th-Fox
Banjo	RKO
Barber of Seville	Misc.
Battle for Music	Misc.
Beast With Five Fingers	WB
Beat the Band	RKO
Beauty and the Bandit	Mono.
Bedelia	EL
Before Him All Rome Trembled	Misc.
Beginning of the End	MGM
Bellman, The	Misc.
Bells of San Angelo	Rep.
Bells of San Fernando	SGP
Below the Deadline	Mono.
Best Years of Our Lives	RKO
Betty Co-Ed	Col.
Beware	Astor
Beware of Pity	Misc.
Beyond Tomorrow	Astor
Big Sleep	WB
Bill and Coo	Rep.
Birds and the Bees, The	MGM
Big Town	Para.
Birth of a Star	Astor
Bishop's Wife, The	RKO
Black Angel	Univ.
Black Beauty	20th-Fox
Black Gold	Allied
Blackmail	Rep.
Blaze of Noon	Para.
Blind Spot	Col.
Blonde Alibi	Univ.
Blondie Knows Best	Col.
Blonde for a Day	PRC
Blondie in the Dough	Col.
Blondie's Big Moment	Col.
Blondie's Holiday	Col.
Blue Skies	Para.
Bob, Son of Battle	20th-Fox
Body and Soul	UA
Bohemian Girl	FC
Boomerang	20th-Fox
Boston Blackie and the Law	Col.
Born to Kill	RKO
Born to Speed	PRC
Bowery, The	20th-Fox
Boys' Ranch	MGM
Brasher Doubloon	20th-Fox
Brief Encounter	Univ.
Bringing Up Father	Mono.
Broadway Limited	Favorite
Brute Force	Univ.
Brute Man	PRC
Buck Privates Come Home	Univ.
Buffalo Bill Rides Again	SGP
Bulldog Drummond at Bay	Col.
Bulldog Drummond Strikes Back	Col.
Bury Me Dead	PRC
Bush Pilot	SGP

Features and western series pictures are listed alphabetically by title under name of distributor. (Consult Title Index *for distributor of pictures known only by title.) Numerals at left of titles indicate* Production or Block Number, *(SP in this column indicates Special release sold separately), those at extreme right give publication date of Advance Data: a; or Box-Office Slant: b. Asterick following title indicates color photography with adjoining letter giving name of type of color thus: *T: Technicolor, *C: Cinecolor, *M: Magnacolor, *U: Trucolor, *V: Vitacolor. Audience Classification is indicated by letters following titles: A—Adult; F—Family. Letters and combinations thereof in parenthesis indicate type of story in accordance with following key:*

(B) *Biographical* (C) *Comedy*
(D) *Drama* (Doc) *Documentary*
(G) *Gangster* (M) *Musical*
(H) *Horror* (W) *Western*
(My) *Mystery* (Wa) *War*

ALLIED ARTISTS

Prod. No.	CURRENT		Run Time Mins.	Rel. Date	See Issue of
1	It Happened on Fifth Avenue (C)F	Gale Storm-Don DeFore	115	4/19/47	b2/8/47

COMING

Black Gold	A. Quinn-K. deMille-E. Knox		8/1/47	
Gangster, The	Belita-B. Sullivan-J. Lorring		9/1/47	
Hunted, The	Belita-P. Foster			
Tragic Symphony	Frank Sundstrom-Audrey Long		Nov. '47	a4/26/47

ASTOR PICTURES

	Beware (M)F	Louis Jordan-Frank Wilson	55	b6/22/46
Sp.	Birth of a Star	Danny Kaye	38	New Release
Sp.	Caldonia	Louis Jordan & Band	28	New Release
	Flying Deuces, The	Stan Laurel-Oliver Hardy	10/10/46	Reissue
	Gentleman From Arizona	John King-Joan Barclay	70½	Reissue
	Her Enlisted Man (CD)	Barbara Stanwyck-Robt. Young	70	Reissued
	I Cover the Waterfront (D)	Claudette Colbert	80	Reissued
	Jimmy Steps Out	J. Stewart-P. Goddard	89	Release
	Let 'em Have It (G)	Bruce Cabot-Virginia Bruce	70	Reissued
	Little Men	Oakie-Francis-Bancroft	83	Release
	Second Chorus	Fred Astaire-Paulette Goddard	11/18/46	Re-release
	Silver Devil (D)F	H. Gibson-Stephin Fetchit	62	Remake
	Sky Devils (C-D)	Spencer Tracy	88	Reissued
	Thunder in the City	Edw. G. Robinson	81	Reissued

COLUMBIA — Current 1945-46

	Gallant Journey (D)F	Glenn Ford-Janet Blair	86	9/24/46	b9/7/46
	It's Great to Be Young (M-C)F	L. Brooks-R. Stanton-J. Donnell	68	9/12/46	b11/23/46
	Personality Kid	Anita Louise-Michael Duane	86	8/8/46	a5/23/46
	Shadowed	Anita Louise-Robert Scott	70	9/26/46	
	Thrill of Brazil, The (W)F	E. Keyes-Keenan Wynn-A. Miller	91	9/30/46	b9/14/46

CURRENT 1946-'47

828	Alias Mr. Twilight (D)A	Michael Duane-Trudy Marshall	69	12/19/46	b12/28/46
824	Betty Co-Ed (C)F	J. Porter-W. Mason-S. Mills	71	11/28/46	b11/23/46
	Blind Spot (My)A	Chester Morris-Constance Dowling	73	2/6/47	a11/2/46
807	Blondie's Big Moment (C)F	P. Singleton-A. Lake-A. Louise	69	1/9/47	b12/14/46
	Blondie's Holiday (C)F	Arthur Lake-Penny Singleton	67	4/10/47	b3/1/47
806	Blondie Knows Best (C)F	Penny Singleton-Arthur Lake	70	10/17/46	b9/21/46
822	Boston Blackie and the Law (My)F	Chester Morris-Trudy Marshall	69	12/12/46	b11/16/46
	Cigarette Girl (C)A	L. Brooks-J. Lloyd-J. Barton	67	2/13/47	b2/15/47
816	Crime Doctor's Man Hunt (My)F	Warner Baxter-Ellen Drew	60	10/24/46	b9/21/46
830	Dead Reckoning (D)A	Humphhrey Bogart-Lizabeth Scott	99	Feb. '47	b1/4/47
	For the Love of Rusty	T. Donaldson-T. Powers-A. Doran	69	5/1/47	
	Framed (D)A	Glenn Ford-Janis Carter	82	April '47	b3/8/47
	Guilt of Janet Ames, The (D)A	Rosalind Russell-Melvyn Douglas	83	April '47	b3/8/47
	Gunfighters, The *C	Randolph Scott-Dorothy Hart		May '47	
	Johnny O'Clock (D)A	Dick Powell-Evelyn Keyes	86	Mar. '47	b1/4/47
	Jolson Story, The *T (D-M)F	L. Parks-E. Keyes-W. Demarest	128	Jan. '47	b9/21/46
	King of the Wild Horses (D)F	Preston Foster-Gail Patrick	79	3/27/47	b3/29/47
	Last of the Redmen	J. Hall-M. O'Shea-E. Ankers	77	May '47	
823	Lone Wolf in Mexico (My)A	Gerald Mohr-Eric Blore-Sheila Ryan	70	1/16/47	b12/28/46
	Millie's Daughter (D)F	Gladys George-Paul Campbell	71	3/20/47	b2/15/47
832	Mr. District Attorney (My)A	Dennis O'Keefe-M. Chapman	81	Feb. '47	b12/28/46
829	Return of Monte Cristo (D)F	L. Hayward-G. Macready-U. O'Connor	91	Dec. '46	b11/23/46
818	Secret of the Whistler (My)A	Richard Dix-Leslie Brooks	65	11/7/46	b11/2/46
804	Singin' in the Corn (C-M)F	Judy Canova-Allen Jenkins	66	12/26/46	b11/16/46
805	So Dark the Night (D)A	Stephen Geray- Micheline Cheirel	71	10/10/46	b9/14/46
	The Thirteenth Hour (My)A	Richard Dix-Karen Morley	65	3/6/47	b2/15/47

COMING

Assigned to Treasury	Dick Powell-Maylia			
Blondie in the Dough	P. Singleton-A. Lake-L. Simms			
Bulldog Drummond at Bay (My)A	Ron Randell-Anita Louise	70	5/15/47	b4/19/47
Bulldog Drummond Strikes Back	Ron Randell-Gloria Henry			
Corpse, Came C.O.D., The	G. Brent-J. Blondell-A. Jergens			a1/11/47
Down to Earth *T	Rita Hayworth-Larry Parks			a7/13/46
Girl from Shanghai, The	Rita Hayworth-Orson Welles			a4/12/47
Her Husband's Affairs	F. Tone-L. Ball-E. E. Horton			
It Had to Be You	Ginger Rogers-Cornel Wilde			
Keeper of the Bees	Gloria Henry-Michael Duane			
Key Witness	John Beal-Trudy Marshall			
Little Miss Broadway	Jean Porter-John Sheldon			
Man From Colorado, The	Glen Ford-Ellen Drew-William Holden			
Millerson Case, The	Warner Baxter-N. Saunders		5/29/47	
Prince of Thieves	Jon Hall-Patricia Morrison-A. Jergens			
Smoky River Serenade	P. Campbell-R. Terry-Hoosier Hot Shots			
Son of Rusty	T. Donaldson-T. Powers-A. Doran			
Sport of Kings	Gloria Henry-Paul Campbell			
Sweet Genevieve	Jean Porter-Jimmy Lydon			
Swordsman, The	Larry Parks-Ellen Drew-G. Macready			a1/4/47
Three Were Thoroughbreds *T	R. Young-M. Chapman-W. Parker			a1/11/47
Two Blondes and a Redhead	J. Porter-J. Lloyd-J. Clark			

COLUMBIA (Continued)

Prod. No.			Run Time Mins	Rel Date	See Issue of
	Westerns (Current)				
863	Fighting Frontiersman (W-M)F	Charles Starrett-Smiley Burnette	61	12/19/46	b11/9/46
	Heading West (WM)F	Charles Starrett-Smiley Burnette	54	8/15/46	b8/24/46
	Law of the Canyon	Charles Starett-Smiley Burnette		4/24/47	
861	Landrush (W)F	Charles Starrett-Smiley Burnette	54	10/17/46	b9/21/46
	Lone Hand Texan, The (W-M)F	Charles Starrett-Smiley Burnette	54	3/6/47	b3/1/47
854	Lone Star Moonlight	K. Curtis-J. Barton-G. Kibbee	67	12/12/46	
	Over the Sante Fe Trail (W-M)F	Ken Curtis-Jenifer Holt	63	2/13/47	b2/15/47
	Singing on the Trail (W)F	K. Curtis-J. Barton-G. Kibbee	58	9/12/46	b1/18/47
	South of the Chisholm Trail (W)F	Charles Starrett-Smiley Burnette	58	1/30/47	b2/1/47
862	Terror Trail (W)F	Charles Starrett-Smiley Burnette	55	11/21/46	b11/2/46
	Westerns (Coming)				
	Prairie Raiders	Charles Starrett-Smiley Burnette		5/29/47	
	Riders of the Lone Star	Charles Starrett-Smiley Burnette			
	Stranger From Ponca City	Charles Starrett-Smiley Burnette			
	Swing the Western Way	J. Leonard-M. Dugan-Hoosier Hot Shots			

EAGLE-LION

CURRENT

	The Adventuress (Reviewed in London under title "I See A Dark Stranger")	Deborah Kerr-Trevor Howard	93	3/17/47	7/13/46
	It's a Joke, Son (C)F	Kenny Delmar-Una Merkel	62	1/25/47	b1/25/47
	Bedelia (D)A	Margaret Lockwood-Ian Hunter	90	2/1/47	b6/3/46
	Lost Honeymoon (C)A	Franchot Tone-A. Richards-T. Conway	71	3/29/47	b3/15/47

COMING

	Adventures of Casanova	A. deCordova-L. Bremer-T. Bey			
	Green for Danger (My)A	Sally Gray-Trevor Howard	91	Rank	b12/14/46
	Love From a Stranger	J. Hodiak-S. Sidney-A. Richards			
	Out of the Blue	G. Brent-V. Mayo-T. Bey			
	Repeat Performance	Joan Leslie-L. Hayward-R. Basehart			a3/8/47
	Texas Legend	J. Johnston-L. Bari-U. Merkel			

FAVORITE FILMS CORP.

Broadway Limited	Dennis O'Keefe-V. McLaglen	74	1/1/47	Reissue
Captain Caution (D)A	V. Mature-A. Ladd-L. Carrillo	86	8/1/46	Reissue
Captain Fury (D)A	B. Ahrne-V. McLaglen-P. Lukas	88	8/1/46	Reissue
Daring Desperadoes	Nino Martino-Ida Lupino		May '47	Reissue
Housekeeper's Daughter (C)A	J. Bennett-V. Mature-A. Menjou	79	10/1/46	Reissue
Of Mice and Men (D)A	B. Meredith-Betty Field-L. Chaney, Jr.	105	12/1/46	Reissue
One Million B. C. (D)A	V. Mature-C. Landis-L. Chaney, Jr.	79	10/1/46	Reissue
Road Show	C. Landis-J. Hubbard-A. Menjou	86	Mar. '47	Reissue
Sea Bandits	Dennis Morgan		May '47	Reissue
There Goes My Heart	Frederic March-Virginia Bruce	82	Mar. '47	Reissue
Topper Takes Trip	C. Bennett-R. Young-A. Mowbray	79	Feb. '47	Reissue
Topper Returns	O'Keefe-Landis-Blondell-Young	87	Feb. '47	Reissue

FILM CLASSICS

CURRENT

A Boy, a Girl, and a Dog (D)F	Jerry Hunter-Sharyn Moffett	88		b8/3/46
Devil to Pay	R. Colman-L. Young-M. Loy	74		
Dodsworth (D)A	Walter Huston-Mary Astor	101	8/1/46	
North Star	Anne Baxter-Dana Andrews	109		
Palmy Days	Eddie Cantor-George Raft	80		
Return of the Scarlet Pimpernel	B. Barnes-J. Mason-S. Stewart	81		
Scarlet Pimpernel, The	Merle Oberon-Leslie Howard	98		
Stella Dallas	J. Boles-R. Stanwyck-A. Shirley	107		
The Thief of Bagdad	Sabu-Conrad Veidt-June Duprez	109		
Unholy Garden	R. Colman-Fay Wray	77		
Westerner, The	G. Cooper-D. Davenport-W. Brennan	102		
Woman Chases Man	Miriam Hopkins-Joel McCrea	70		

METRO-GOLDWYN-MAYER

Group No.					
	CURRENT				
	Beginning Or the End, The (D)F	B. Donlevy-R. Walker-G. Tearle	112	Mar. '47	b2/22/47
	Cockeyed Miracle (C)A	K. Wynn-F. Morgan	81	Oct	b7/20/46
17	Courage of Lassie *T (D)F	Elizabeth Taylor-"Lassie"	93	Aug	b6/11/46
17	Faithful in My Fashion (C)F	Donna Reed-Tom Drake	81	Aug	b6/15/46
	Gallant Bess *C (D)F	Marshall Thompson-Jim Davis	99	Jan. '47	b9/7/46
	Great Waltz, The (M)F	L. Rainer-F. Gravet-M. Korjus	110	May	Reissue
	Holiday in Mexico *T (M)F	W. Pidgeon-I. Massey-J. Powell	127	Sept	b7/27/46
	Hucksters, The	C. Gable-D. Kerr-S. Greenstreet		May	
	It Happened at the Inn	Fernand Ledoux-Maurice Rollin	103	April '47	a9/21/46
	Lady in the Lake (My)A	Robert Montgomery-Audrey Totter	103	Jan. '47	b11/30/46
	Little Mister Jim (C)F	James Craig-Frances Gifford	92	April '47	b6/8/46
	Love Laughs at Andy Hardy (C)F	M. Rooney-B. Granville-D. Ford	93	Feb.	b12/7/46
	Mighty McGurk, The (C)F	Wallace Beery-Aline McMahon	85	Jan. '47	b11/23/46
	My Brother Talks to Horses (C-D)F	Butch Jenkins-Peter Lawford	93	Jan. '47	b11/30/46
	No Leave, No Love (CM)F	V. Johnson-P. Kirkwood-K. Wynn	119	Oct	b8/31/46
	Rage in Heaven	Ingrid Bergman-Robert Montgomery	84	Oct	Reissue
	Sea of Grass (D)A	K. Hepburn-S. Tracy-M. Douglas	131	April	b2/15/47
	Secret Heart, The (D)A	C. Colbert-W. Pidgeon-J. Allyson	97	Dec	b11/30/46
	Show-Off, The (C)F	R. Skelton-Marilyn Maxwell	83	Dec	b8/17/46
17	Three Wise Fools (CD)F	M. O'Brien-L. Barrymore-E. Arnold	92	Aug	b6/15/46
	Till the Clouds Roll By *T (M)F	J. Garland-R. Walker-F. Sinatra	135	Jan. '47	b11/15/46
	Two Smart People (CD)A	J. Hodiak-L. Ball-L. Nolan	93	Nov	b6/8/46
	Undercover Maisie (C)A	Ann Sothern-Barry Nelson	90	May	b3/8/47
	Undercurrent (D)A	K. Hepburn-A. Taylor	115	Nov	b10/5/46
	Yearling, The *T (D)F	G. Peck-J. Wyman-C. Jarman	128	May	b11/30/46
	COMING				
	Alias A Gentleman	Wallace Beery-Gladys George			
	As You Desire Me	G. Garson-Richard Hart			a9/7/46
	Arnelo Affair, The (D)A	John Hodiak-Frances Gifford	87		b2/15/47
	Birds and the Bees, The *T	J. MacDonald-J. Iturbi-J. Powell			a3/1/47
	Captains Courageous	Spencer Tracy-Mickey Rooney			Reissue
	Cass Timberlane	Spencer Tracy-Lana Turner			
	Cynthia	E. Taylor-G. Murphy-M. Astor			a2/15/47
	Dark Delusion (D)F	L. Barrymore-J. Craig-L. Bremer	90		b4/12/47
	Fiesta *T	Esther Williams-John Carroll			a2/9/46
	Good News	J. Allyson-P. Lawford-J. McCracken			
	Green Dolphin Street	Lana Turner-Van Heflin			a2/1/47
	High Barbaree (D)F	Van Johnson-June Allyson	91		b3/15/47
	It Happened in Brooklyn (C-M)F	F. Sinatra-K. Grayson	103		a9/21/46
	Living in a Big Way	Gene Kelly-Marie MacDonald			a9/7/46
	Merton of the Movies	Red Skelton-Virginia O'Brien			a9/21/46
	Piccadilly Incident (D)A	Anna Neagle-Michael Wilding	100		b8/31/46
	Pirate, The *T	J. Garland-G. Kelly-W. Slezak			

Title	Company
C	
Caesar & Cleopatra	UA
Calcutta	Para.
Caldonia	Astor
Calendar Girl	Rep.
California	Para.
Canyon Passage	Univ.
Captain from Castile	20th-Fox
Captain Caution	Favorite
Captain Fury	Favorite
Captains Courageous	MGM
Captive Heart	Univ.
Carmen	Misc.
Carnegie Hall	UA
Carnival	Misc.
Carnival in Costa Rica	20th-Fox
Cass Timberlane	MGM
Cat Creeps	Univ.
Centennial Summer	20th-Fox
Chase, The	UA
Cheyenne	WB
Child of Divorce	RKO
Cigarette Girl	Col.
Clandestine	Misc.
Claudia and David	20th-Fox
Cloak and Dagger	WB
Cockeyed Miracle	MGM
Code of the West	RKO
Complex	Rep.
Copacabana	UA
Corpse Came C. O. D., The	Col.
Corsican Brothers	PRC
Courage of Lassie	MGM
Courtneys of Curzon Street	Misc.
Crack Up	RKO
Crime Doctor's Man Hunt	Col.
Criminal Court	RKO
Crimson Key, The	20th-Fox
Crossfire	RKO
Cross My Heart	Para.
Cry Wolf	WB
Cuban Pete	Univ.
Curly	UA
Cynthia	MGM
D	
Danger Street	Para.
Danger Woman	Univ.
Dangerous Millions	20th-Fox
Dangerous Money	Mono.
Dangerous Venture	UA
Dark Delusion	MGM
Dark Herse	Univ.
Dark Mirror	Univ.
Dark Passage	WB
Daring Desperadoes	Favorite
Deadline for Murder	20th-Fox
Dead of Night	Univ.
Dead Reckoning	Col.
Dear Ruth	Para.
Deception	WB
Decoy	Mono.
Deep Valley	WB
Desert Fury	Para.
Destry Rides Again	Univ.
Desperate	RKO
Devil's Hand	Misc.
Devil on Wheels	PRC
Devils Playground	UA
Devil Thumbs a Ride	RKO
Devil to Pay	FC
Dick Tracy's Dilemma	RKO
Dick Tracy vs. the Gruesome Gang	RKO
Dick Tracy Versus Cueball	RKO
Dishonored Lady	UA
Dodsworth	FC
Don Ricardo Returns	PRC
Down Missouri Way	PRC
Down to Earth	Col.
Dream Girl	Para.
Duel in the Sun	Selznick
E	
Earl Carroll's Sketchbook	Rep.
Easy Come, Easy Go	Para.
Easy to Wed	MGM
Egg and I	Univ.
Emperor Waltz, The	Para.
Escape Me Never	WB
Exile, The	Univ.
F	
Fabulous Dorseys	UA
Fabulous Joe	UA
Fabulous Suzanne	Rep.
Faithful in My Fashion	MGM
Falcon's Adventure	RKO
Fall Guy	Mono.
Fangs of the Wild	Astor
Fanny By Gaslight	UA
Farmer's Daughter	RKO
Fear in the Night	Para.
Fiesta	MGM
Fighting Father Dunne	RKO
Flame, The	Rep.
Flamingo	20th-Fox
Flight to Nowhere	SGF
Flying Deuces	Astor
Fool's Gold	UA
For the Love of Mary	U-I
For the Love of Rusty	Col.
Forever Amber	20th-Fox
Foxes of Harrow, The	20th-Fox
Framed	Col.
From This Day Forward	RKO
Front Page Scandal	Mono.
Fun and Fancy Free	RKO

Title	Company
Fun on a Weekend	UA
Fugitive	RKO

G

Gallant Bess	MGM
Gallant Journey	Col.
Gangster, The	Allied
Gas House Kids	PRC
Gas House Kids Go West	PRC
Genius at Work	RKO
Gentleman Joe Palooka	Mono.
Gentleman from Arizona	Astor
Ghost and Mrs. Muir	20th-Fox
Ghost Goes Wild	Rep.
G. I. War Brides	Rep.
Girl From Shanghai, The	Col.
Ginger	Mono.
God's Country	SGP
Golden Earrings	Para.
Good News	MGM
Great Expectations	Univ.
Great Waltz	MGM
Green Dolphin Street	MGM
Green Fingers	Misc.
Green for Danger	E-L
Green Years	MGM
Guilt of Janet Ames	Col.
Guilty	Mono.
Gunfighters	Col.

H

Hard Boiled Mahoney	Mono.
Hat Box Mystery	SG
Heartaches	PRC
Heart of Arizona	SGP
Heaven Only Knows	UA
Heldorado	Rep.
Henry the Fifth	UA
Her Adventurous Night	Univ.
Her Enlisted Man	Astor
Her Husband's Affairs	Col.
Her Sister's Secret	PRC
Here Comes Trouble	UA
High Barbaree	MGM
High Conquest	Mono.
High School Hero	Mono.
Hit Parade of 1947	Rep.
Holiday in Mexico	MGM
Hollywood Barn Dance	SG
Home in Oklahoma	Rep.
Homestretch	20th-Fox
Home Sweet Homicide	20th-Fox
Honeymoon	RKO
Hoppy's Holiday	UA
Housekeeper's Daughter	Favorite
How Dear to My Heart	RKO
Hucksters, The	MGM
Hue and Cry	Misc.
Humoresque	WB
Hungry Hill	Misc.
Hunted, The	Allied

I

I Cover Big Town	Para.
I Cover the Waterfront	Astor
If I'm Lucky	20th-Fox
If You Knew Susie	RKO
I Know Where I'm Going	Univ.
I Walk Alone	Para.
Imperfect Lady	Para.
In Old Sacramento	Rep.
Indian Summer	RKO
Inner Circle	Rep.
International Lady	PRC
Intrigue	UA
Invisible Informer	Rep.
I Stole a Million	Univ.
It Had to Be You	Col.
It Happened at the Inn	MGM
It Happened in Brooklyn	MGM
It Happened on Fifth Avenue	Allied
It's a Joke, Son	EL
It's a Wonderful Life	RKO
It's Great to Be Young	Col.
It's Moider	PRC
It's Murder, She Says	Rep.
I'll Be Yours	Univ.
Ivan the Terrible	Misc.
I've Always Loved You	Rep.
Ivy	Univ.
I Wonder Who's Kissing Her Now	20th-Fox

J

Jewels of Brandenburg	20thFox
Jimmy Steps Out	Astor
Johnny Frenchman	Univ.
Johnny O'Clock	Col.
Jolson Story	Col.
Journey Together	Misc.
Jungle Flight	Para.
Jungle Princess	Para.

K

Keeper of the Bees	Col.
Key Witness	Col.
Kid Millions	FC
Killer at Large	PRC
Killer Dill	SGP
Killers, The	Univ.
Kilroy Was Here	Mono.
King of the Wild Horses	Col.
Kings Row	WB
Kit Carson	PRC

METRO-GOLDWYN-MAYER (Continued)

Prod. No.	COMING		Run Time Mins.	Rel. Date	See Issue of
	Romance of Rosy Ridge, The	V. Johnson-T. Mitchell-J. Leigh			a9/21/46
	Song of Love	K. Hepburn-P. Henreid-R. Walker			a2/1/47
	Song of the Thin Man	William Powell-Myrna Loy			
	Summer Holiday *T	Mickey Rooney-Gloria DeHaven			a9/7/46
	Tenth Avenue Angel	M. O'Brien-G. Murphy-P. Thaxter			a9/21/46
	This Time For Keeps *T	F. Williams-L. Melchior			a9/7/46
	Unfinished Dance, The *T	Cyd Charisse-Marget O'Brien			a9/7/46

MONOGRAM

CURRENT 1945-1946

531	Beauty and the Bandit (A-D)F	Gilbert Roland-Ramsay Ames	71	11/9/46	b1/13/47
520	Below the Deadline (D)A	Warren Douglas-Ramsay Ames	65	8/3/46	b10/5/46
517	High School Hero (C)F	F. Stewart-June Preisser	69	9/7/46	b8/24/46
525	Missing Lady (My)F	Kane Richmond-Barbara Reed	59	8/17/46	b1/11/47
512	Spookbusters (CD)F	Leo Gorcey-The Bowery Boys	68	8/24/46	b8/24/46

CURRENT 1946-'47

604	Bringing Up Father (C)F	Joe Yule-Renie Riano	68	11/23/46	b10/19/46
603	Dangerous Money (My)F	Sidney Toler-Victor Sen Yung	66	10/12/46	b10/12/46
601	Decoy (D)A	Jean Gillie-Edward Norris	76	9/14/46	b9/14/46
613	Fall Guy (My)A	Cliff Penn-Teala Loring	64	3/15/47	b3/8/47
602	Gentleman Joe Palooka (C)F	Joe Kirkwood-Elyse Knox	72	10/5/46	b10/5/46
609	Ginger	Frank Albertson-Barbara Reed	67	1/4/47	a9/28/46
614	Guilty, The (My)A	Bonita Granville-Don Castle	68	3/22/47	b3/22/47
616	Hard Boiled Mahoney	L. Gorcey-Bowery Boys	63	5/10/47	a3/22/47
620	High Conquest (D)A	A. Lee-G. Roland-W. Douglas	83	6/21/47	b3/15/47
608	Mr. Hex (CD)F	L. Gorcey-H. Hall	63	12/7/46	b12/14/46
610	Riding the California Trail	Gilbert Roland-Teala Loring	61	1/11/47	a10/26/46
618	Sarge Goes to College	A. Hale, Jr.-F. Stewart-J. Preisser		5/17/47	
699	Suspense (D)A	Belita-Barry Sullivan-E. Pallette	101	6/5/46	b3/30/46
606	Sweetheart of Sigma Chi (M)F	Elyse Knox-P. Regan-P. Brito	75	12/21/46	b11/30/46
607	Trap, The (My)F	Sidney Toler-Victor Sen Yung	69	11/30/46	b1/11/47
611	Vacation Days (D-M)F	F. Stewart-J. Preisser	66	1/25/47	b4/5/47
615	Violence (D)A	Nancy Coleman-M. O'Shea	72	4/12/47	b4/12/47

COMING

	A Guy Named Joe Palooka	Joe Kirkwood, Jr.-Elyse Knox			
	High Tide	Lee Tracy-D. Castle-A. Shaw			
621	Kilroy Was Here	J. Cooper-J. Coogan-W. McKay			
	Louisiana	Jimmy Davis-Margaret Lindsay		6/21/47	
	Robin Hood of Monterey	Gilbert Roland-Evelyn Brent			

Westerns (Current)

671	Land of the Lawless	J. M. Brown-R. Hatton-J. Harrison	59	5/3/47	
564	Raiders of the South (W-M)F	J. M. Brown-Raymond Hatton	85	1/18/47	b2/22/47
683	Rainbow Over the Rockies (W-M)F	J. Wakely-"Lasses" White	56	2/6/47	b3/1/47
612	Silver Stallion	David Sharpe-Leroy Mason	59	12/14/46	Reissue
684	Six Gun Serenade	Jimmy Wakely-"Lasses" White	55	4/5/47	
681	Song of the Sierras (M-W)F	J. Wakely-"Lasses" White	56	12/28/46	b1/25/47
676	Trailing Danger	J. M. Brown-R. Hatton	58	3/29/47	
675	Valley of Fear (W)F	J. M. Brown-R. Hatton	57	2/15/47	b4/19/47

Westerns (Coming)

	Code of the Saddle	J. M. Brown-R. Hatton			
	Law Comes to Gunsight, The	J. M. Brown-R. Hatton		5/24/47	
	Song of the Wasteland	J. Wakely-"Lasses" White		5/31/47	

PARAMOUNT

Current 1945-46

Block No.					
	Jungle Princess, The	Dorothy Lamour-Ray Milland	84	9/1/46	Reissu
6	Monsieur Beaucaire (C)F	Bob Hope-Joan Caulfield	93	8/30/46	b5/18/4
	Plainsman, The	Gary Cooper-Jean Arthur	113	9/1/46	Reissu
6	Searching Wind, The (D)A	R. Young-A. Richards-S. Sidney	105	8/9/46	b5/11/4
6	Strang Love of Martha Ivers, The (D)A	B. Stanwyck-V. Heflin-L. Scott	116	9/13/46	b3/18/4
6	Swamp Fire (D)A	Johnny Weissmuller-Virginia Grey	69	9/6/46	b5/11/4

CURRENT 1946-'47

	Blaze of Noon (D)A	A. Baxter-W. Holden-S. Tufts	90	5/2/47	b3/8/4
	Blue Skies *T (M)F	Bing Crosby-F. Astaire	104	12/27/46	b9/23/4
	California *T (WD)	Ray Milland-B. Stanwyck	93	2/21/47	b12/21/4
	Cross My Heart (C-M)F	Betty Hutton-Sonny Tufts	83	1/10/47	b11/23/4
	Easy Come, Easy Go (C)F	D. Lynn-S. Tufts-Virginia Field	78	3/7/47	b2/8/4
	Fear in The Night (D)A	DeForest Kelley-Kay Scott	72	4/18/47	b2/22/4
	Imperfect Lady (D)A	R. Milland-T. Wright-V. Field	97	4/25/47	b3/15/4
	Ladies' Man (C-M)F	Eddie Bracken-Virginia Field	90	2/7/47	b1/11/4
	My Favorite Brunette	Bop Hope-Dorothy Lamour	87	4/4/47	a8/24/4
	Perfect Marriage, The (C-D)A	L. Young-D. Niven-V. Field	87	1/24/47	b11/23/4
	Seven Were Saved	Richard Denning-Catharine Craig	73	3/28/47	a5/25/4
	Suddenly It's Spring (C)A	F. MacMurray-P. Goddard	87	3/21/47	b2/15/4
	Two Years Before the Mast (D)A	Donlevy-Ladd-Bendix	98	11/22/46	b8/24/4

COMING

	Albuquerque	Randolph Scott-Barbara Britton			a3/15/4
	Big Clock, The	R. Milland-C. Laughton-R. Johnson			
	Big Town	Philip Reed-Hillary Brooke	60	5/23/47	a2/9/4
	Calcutta (My)A	A. Ladd-G. Russell-W. Bendix	83	5/30/47	b3/19/4
	Danger Street (My)A	J. Withers-R. Lowery	66	6/20/47	b3/1/4
	Dear Ruth	J. Caulfield-W. Holden-E. Arnold	95		a10/25/4

PARAMOUNT (Continued)

COMING		Run Time	Rel Date	See Issue of
Desert Fury *T	Lizabeth Scott-John Hodiak			
Dream Girl	B. Hutton-M. Carey-V. Field			
Emperor Waltz, The *T	Bing Crosby-Joan Fontaine			a7/13/46
Golden Earrings	Marlene Dietrich-Ray Milland			a9/28/46
I Cover Big Town (My)A	Philip Reed-Hilary Brooke	63		b3/1/47
I Walk Alone	B. Lancaster-Kirk Douglas			a3/1/47
Jungle Flight (D)F	Robert Lowery-Ann Savage	60		b3/1/47
Perils of Pauline *T	B. Hutton-J. Lund		7/4/47	a5/18/46
Road to Rio	B. Crosby-B. Hope-D. Lamour			a2/1/47
Saigon	Alan Ladd-Veronica Lake-Douglas Dick			a1/4/47
Shaggy *C	B. Joyce-G. Nokes-R. Shayne			
Trouble With Women, The	T. Wright-B. Donlevy-R. Milland	80	6/27/47	a6/23/45
Unconquered *T	Gary Cooper-Paulette Goddard			a9/28/46
Variety Girl	Mary Hatcher-DeForest Kelley			a11/23/46
Welcome Stranger (CD)F	B. Crosby-B. Fitzgerald	106		b5/3/47
Where There's Life	B. Hope-S. Hasso-W. Bendix			a5/25/46
Whispering Smith *T	A. Ladd-B. Marshall-R. Preston			
Wild Harvest	A. Ladd-D. Lamour-R. Preston			a11/2/46

PRC

CURRENT 1945-1946

Accomplice (My)A	Richard Arlen-Veda Ann Borg	68	9/29/46	b9/28/46
Blonde for a Day (C)F	H. Beaumont- Kathryn Adams	67	8/29/46	b8/3/46
Born to Speed (D)F	Johnny Sands-Terry Austin	65	1/12/47	b1/25/47
Down Missouri Way (M)F	Martha O'Driscoll-William Wright	74	8/15/46	b7/13/46
Her Sister's Secret (D)A	N. Coleman-P. Reed-M. Lindsay	83	9/23/46	b9/14/46
Secrets of a Sorority Girl (D)A	Mary Ware-Rick Vallin	58	8/1/46	b8/24/46
Strange Holiday (D)F	Claude Rains-Martin Kosleck	57	9/2/46	b10/27/45

CURRENT 1946-'47

The Big Fix	Noreen Nash-Shelia Ryan	66	4/19/47	
Brute Man, The (H)A	Tom Neal-Jane Adams	58	10/1/46	b10/26/46
Devil on Wheels, The (D)F	D. Hickman-J. Ford-J. Cardwell	67	3/2/47	b1/25/46
Don Ricardo Returns	Isabelita-Fred Coby		11/5/46	a9/21/46
Gas House Kids Go West	C. Williams-J. Shelton-A. Switzer		10/28/46	
Kit Carson	D. Andrews-L. Bari-J. Hall	97	3/22/47	
Lady Chaser	Ann Savage-Robert Lowery	60	11/25/46	
Last of the Mohicans	R. Scott-B. Barnes-H. Wilcoxen	94	3/22/47	Reissue
Lighthouse	J. Lang-D. Castle-J. Litel	64	1/10/47	a10/19/46
Philo Vance Returns (My)F	W. Wright-R. Ames-I. Adrian	64	4/14/47	b4/26/47
Philo Vance's Gamble (My)A	Alan Curtis-Frank Jenks-Terry Austin	60	4/12/47	b4/26/47
Philo Vance's Secret Mission	Alan Curtis-Sheila Ryan		3/20/47	
Return of Rin-Tin-Tin *V	D. Woods-B. Blake-C. Drake		2/20/47	
Three on a Ticket (My)F	Hugh Beaumont-Cheryl Walker	64	4/5/47	b4/5/47
Untamed Fury (D)A	Mikel Conrad-Gaylord Pendleton	61	3/22/47	b3/29/47
Wild West *C (W)F	Eddie Dean-Roscoe Ates	73	12/1/46	b11/30/46

COMING

Bury Me Dead	M. Daniels-G. McClure-C. O'Donnell			
Corsican Brothers	D. Fairbanks, Jr.-Tamiroff-Warrick	111	5/24/47	Reissue
Heartaches	S. Ryan-C. Wills		6/28/47	
International Lady	G. Brent-I. Massey-B. Rathbone	102	5/24/47	Reissue
It's Moider	Alfalfa Switzer-Gas House Kids			
Killer at Large	Anabel Shaw-Robert Lowery		5/31/47	
Man Wanted	Anabel Shaw-Robert Lowery			
Philo Vance's Peril	W. Wright-L. Balasco-R. Ames			b1/25/47
Silent Voice	Sheila Ryan-Edward Norris			a4/26/47
Stepchild	B. Joyce-D. Woods	70	6/7/47	a3/22/47
Tomorrow You Die	J. Ireland-S. Ryan-H. Beaumont			
Too Many Winners	Hugh Beaumont-Trudy Marshall		5/24/47	a3/22/47

Westerns (Current)

Code of the Plains	Buster Crabbe-Al St. John	38	4/26/47	Reissue
Frontier Fighters	B. Crabbe-Al St. John-M. Manners	41	4/26/47	Reissue
Law of the Lash (W)F	Al LaRue-Al St. John	53	2/28/47	b3/1/47
Panhandle Trail	Buster Crabbe-Al St. John		4/26/47	Reissue
Prairie Rustlers (W)F	Buster Crabbe-Al St. John	54	11/7/45	b8/10/46
Raiders of Red Rock	B. Crabbe-A. St. John	38	4/26/47	
Range Beyond the Blue (W-M)F	Eddie Dean	53	3/17/47	
Shootin' Irons	Jim Newhill-Tex O'Brien	40	4/26/47	Reissue
Thundergap Outlaws	Tex O'Brien-Jim Newhill	38	4/26/47	Reissue
Wild Country (W)F	Eddie Dean	55	1/17/47	b2/1/47
Wild West	E. Dean-R. Ates	59	12/1/46	

Westerns (Coming)

Black Hills	Eddie Dean-Roscoe Ates			
Border Feud	Al LaRue-Al St. John	55	5/10/47	
Pioneer Justice	A. LaRue-A. St. John		6/28/47	
Ghost Town Renegades	Al LaRue-Fuzzy St. John-J. Holt			
Gun Fighter	Al LaRue-Al St. John-Mary Scott			a12/18/46
Pioneer Justice	Al LaRue-Fuzzy St. John-J. Holt			

RKO-RADIO

CURRENT 1946-'47

Block No.			Trade Shown	
5	A Likely Story (C)F	Bill Williams-Barbara Hale	88 May	b4 19/47
5	Banjo (C-D)F	S. Moffet-J. White-W. Reed	67 May	b4/19/47
4	**Beat the Band (M)F**	Frances Langford-Gene Krupa	67 Feb.	b3/1/47
Sp.	**Best Years of Our Lives, The (D)A**	D. Andrews-M. Loy-F. March	172 Dec.	b11/23/46
5	Born to Kill (D)A	C. Trevor-L. Tierney-W. Slezak	91 April	b4 19/47
2	**Child of Divorce (D)A**	Sharyn Moffett-Regis Toomey	62 Oct.	b10/19/46
4	**Code of the West**	James Warren-John Laurenz	57 Feb.	a8 10/46
3	**Crack-Up (D)A**	P. O'Brien-C. Trevor-H. Marshall	93 June	b6/15/46
2	**Criminal Court (My)A**	T. Conway-M. O'Driscoll	62 Aug.	b8 10/46

L

Title	Company
Ladies Man	Para.
Lady in the Lake	MGM
Lady Chaser	PRC
Last Crooked Mile	Rep.
Last of the Mohicans	PRC
Last of the Redmen	Col.
Late George Apley	20th-Fox
Laughing Lady	Misc.
Let 'Em Have It	Astor
Les Miserables	20th-Fox
Les Miserables	Misc.
Life With Father	WB
Lighthouse	PRC
Little Iodine	UA
Little Men	Astor
Little Miss Broadway	Col.
Little Mister Jim	MGM
Little Prince	UA
Living in a Big Way	MGM
Locket, The	RKO
Lone Wolf in Mexico	Col.
Long Night	RKO
Lost Honeymoon	EL
Lost Moment's, The	Univ.
Louisiana	Mono.
Love and Learn	WB
Love from a Stranger	EL
Love Laughs at Andy Hardy	MGM
Love on the Dole	Misc.
Lured	UA

M

Macomber Affair	UA
Magic Bow	Univ.
Magic Town	RKO
Magnificent Doll	Univ.
Magnificent Obsession	Univ.
Magnificent Rogue	Rep.
Man About Town	RKO
Man from Colorado, The	Col.
Man from Morocco	Misc.
Man Wanted	PRC
Man Within, The	Misc.
Marauders, The	UA
Margie	20th-Fox
Meet Me at Dawn	20th-Fox
Memory of Love	RKO
Men of Two Worlds	Misc.
Merton of the Movies	MGM
Michigan Kid	Univ.
Mighty McGurk, The	MGM
Millerson Case, The	Col.
Millie's Daughter	Col.
Miracle on 34th St.	20th-Fox
Missing Lady	Mono.
Mr. Ace	UA
Mr. District Attorney	Col.
Mr. Hex	Mono.
Monsieur Beaucaire	Para.
Monsieur Verdoux	UA
Moss Rose	20th-Fox
Mourning Becomes Electra	RKO
Mother Wore Tights	20th-Fox
My Brother Talks to Horses	MGM
My Dog Shep	SGP
My Darling Clementine	20th-Fox
My Favorite Brunette	Para.
My Heart Goes Crazy	Univ.
My Wild Irish Rose	WB

N

'Neath Canadian Skies	SGP
Never Say Goodbye	WB
New Orleans	UA
Nicholas Nickelby	Misc.
Night and Day	WB
Night Unto Night	WB
Nobody Lives Forever	WB
Nocturne	RKO
No Leave, No Love	MGM
Nora Prentiss	WB
North of the Border	SGP
North Star	PC
Northwest Outpost	Rep.
Notorious	RKO
Notorious Gentleman	Univ.
Notorious Lone Wolf	Col.

O

Odd Man Out	Univ.
Of Human Bondage	WB
Of Mice and Men	Favorite
Off to Buffalo	20th-Fox
Oh Say Can You Sing	Univ.
One Hundred Men And A Girl	Univ.
One Million B.C.	Favorite
One Romantic Night	Astor
On the Old Spanish Trail	Rep.
Other Love	UA
Out California Way	Rep.
Out of the Blue	EL
Out of the Past	RKO
Outlaw	UA
Overlanders, The	Univ.

P

Palmy Days	PC
Paradine Case	Selznick
Partners of the Plains	SGP
Perfect Marriage	Para.
Perils of Pauline	Para.
Personality Kid	Col.
Philo Vance's Gamble	PRC
Philo Vance Returns	PRC

Title	Company
Philo Vance's Peril	PRC
Philo Vance's Secret Mission	PRC
Piccadilly Incident	MGM
Pilgrim Lady	Rep.
Pirates, The	MGM
Pirates of Monterey	Univ.
Plainsman	Para.
Plainsman and the Lady	Rep.
Portrait of Jennie	SRO
Possessed	WB
Prince of Thieves	Col.
Prison Story	RKO
Private Affairs of Bel Ami	UA
Pursued	WB

Q

Queen of the Amazons	SGP

R

Rage in Heaven	MGM
Raider	Misc.
Ramrod	UA
Razor's Edge	20th-Fox
Red House	UA
Renegade Girl	SGP
Repeat Performance	EL
Resistance	Misc.
Return of Monte Cristo	Col.
Return of Rin-Tin-Tin	PRC
Return of the Scarlet Pimpernel	FC
Riding the California Trail	Mono.
Riff-Raff	RKO
Road to Rio	Para.
Road Show	Favorite
Robin Hood of Monterey	Mono.
Rolling Home	SGP
Roll on Texas Moon	Rep.
Romance of Rosy Ridge	MGM
Root of All Evil	Misc.
Rupert of Hentzau	SRO
Rustlers Valley	SGP
Runaround	Univ.

S

Saigon	Para.
San Demetrio, London	20th-Fox
San Quentin	RKO
St. Francis of Assisi	Misc.
Sarge Goes to College	Mono.
Scared to Death	SGP
Scarface	Astor
Scarlet Pimpernel, The	FC
School for Danger	Misc.
School for Secrets	Misc.
Scudda Hoo, Scudda Hay	20th-Fox
Sea Bandits	Favorite
Sea Hawk, The	WB
Sea of Grass	MGM
Sea Wolf, The	WB
Searching Wind	Para.
Second Chance	20th-Fox
Second Chorus	Astor
Secret Beyond the Door, The	U-I
Secret Heart, The	MGM
Secret Life of Walter Mitty	RKO
Secrets of Sorority Girl	PRC
Secrets of the Whistler	Col.
Seven Keys to Baldpate	RKO
Seven Were Saved	Para.
Shadow of a Woman	WB
Shadowed	Col.
Shadows Over Chinatown	Mono.
Shaggy	Para.
Shocking Miss Pilgrim	20th-Fox
Show-Off	MGM
Shoot to Kill	Screen Guild
Silent Voice	PRC
Silver Devil	Astor
Silver River	WB
Sinbad the Sailor	RKO
Singapore	Univ.
Singin' In the Corn	Col.
Sin of Harold Diddlebock	UA
Sky Devils	Astor
Slave Girl	Univ.
Slightly Scandalous	Univ.
Smash-Up	Univ.
Smoky River Serenade	Col.
So Dark the Night	Col.
So in Love	SRO
Something in the Wind	Univ.
Son of Rusty	Col.
Song of Love	MGM
Song of Scheherazade	Univ.
Song of the South	RKO
Song of the Thin Man	MGM
So Well Remembered	RKO
Spoilers of the North	Rep.
Spook Busters	Mono.
Sport of Kings	Col.
Springtime in the Sierras	Rep.
Stanrway to Heaven	Univ.
Stallion Road	WB
Stampede	UA
Stanley & Livingcston	20th-Fox
Stella Dallas	FC
Step-Child	PRC
Stolen Life	WB
Stork Bites Man	UA
Story of the Pope, The	Misc.
Strange Holiday	PRC
Strange Journey	20th-Fox
Strange Love of Martha Ivers	Para.
Strange Woman	UA
Stranger, The	RKO
Stray Lamb	UA

RKO-RADIO (Continued)

CURRENT 1946-'47

Block No.			Run Time Mins.	Trade Shown	See Issue of
4	Devil Thumbs a Ride, The (D)A	Lawrence Tierney-N. Leslie	62	Feb.	b3/1/47
3	Dick Tracy vs. Cueball (D)F	Morgan Conway-Anne Jeffreys	62	Dec.	b11/9/46
3	Falcon's Adventure (D)F	Tom Conway-Madge Meredith	61	Dec.	b12/14/46
4	Farmer's Daughter, The (C-D)A	L. Young-J. Cotten-E. Barrymore	97	Feb.	b2/22/47
4	From This Day Forward (D)A	J. Fontaine-M. Stevens-A. Judge	95	Mar.	b3/2/46
2	Genius at Work (C)F	A. Carney-W. Brown-A. Jeffreys	61	July	b8/3/46
Sp.	It's a Wonderful Life (D)	J. Stewart-D. Reed-L. Barrymore	128	Dec.	b12/21/46
3	The Locket (D)	Laraine Day-B. Aherne	86	Dec.	b12/21/46
2	Nocturne (D)A	George Raft-Lynn Bari	85	Oct.	b10/19/46
Sp.	Notorious (My-D)A	Cary Grant-Ingrid Bergman	101	July	b7/27/46
3	San Quentin (D)A	L. Tierney-M. Carr-B. MacLane	66	Dec.	b12/7/46
Sp.	Sinbad the Sailor T (F)F	D. Fairbanks, Jr.-M. O'Hara	117	Jan.	b1/18/47
Sp.	Song of the South *T (D-M)F	Luana Patten-Bobby Driscoll	95	Nov.	b11/2/46
Sp.	Stranger, The (D)F	Ed. G. Robinson-L. Young-O. Welles	95	June	b6/25/46
5	Tarzan and the Huntress (D)F	J. Weismuller-B. Joyce	70	April	a3/22/47
6	Thunder Mountain	T. Holt-R. Martin-M. Hyer		Feb.	a1/25/47
4	Trail Street (W)F	R. Scott-R. Ryan-A. Jeffreys	83	Mar.	a3/1/47
3	Vacation in Reno (C)F	Jack Haley-Anne Jeffreys	60	Oct.	b10/12/46

COMING

	Bachelor and the Bobby-Soxer	G. Grant-M. Loy-S. Temple	95		a8/31/46
	Bishop's Wife, The	G. Grant-T. Wright-D. Niven			
	Crossfire	R. Young-R. Mitchum-G. Grahame			
	Desperate	Steve Brodie-Audrey Long			a1/25/47
6	Dick Tracy's Dilemma	Ralph Byrd-Kay Christopher			a3/15/46
	Dick Tracy vs. the Gruesome Gang	R. Byrd-B. Karloff-A. Gwynne			
	Fighting Father Dunne	P. O'Brien-M. Dell-D. Hickman			
Sp.	Fun and Fancy Free	E. Bergen-D. Shore			
	Fugitive, The	Henry Fonda-Dolores Del Rio			
5	Honeymoon (C)F	S. Temple-F. Tone-G. Madison	74	June	b4/19/47
	How Dear to My Heart *T	Luana Patten-Bobby Driscoll			
	If You Knew Susie	E. Cantor-J. Davis-A. Joslyn			
	Indian Summer	A. Knox-A. Sothern-G. Tobias			
Sp.	Long Night, The	Henry Fonda-Barbara Bel Geddes			a9/14/46
	Magic Town	James Stewart-Jane Wyman			
	Man About Town	Maurice Chevalier			
	Memory of Love	D. Andrews-M. Oberon-E. Barrymore			
	Mourning Becomes Electra	R. Russell-K. Paxinou-R. Massey			
	Out of the Past	Robert Mitchum-Jane Greer			a2/1/47
	Riff-Raff	Pat O'Brien- Anne Jeffreys			a6/1/46
	Secret Life of Walter Mitty, The *T	D. Kaye-V. Mayo-F. Bainter			a9/7/46
	Seven Keys to Baldpate	Phillip Terry-Jacqueline White			a3/22/47
	So Well Remembered	M. Scott-J. Mills			
6	They Won't Believe Me	Robert Young-Susan Hayward	95		a9/7/46
	Tycoon *T	John Wayne-Laraine Day			
	Under the Tonto Rim	T. Holt-N. Leslie-R. Martin			
6	Woman on the Beach, The	J. Bennett-R. Ryan-C. Bickford	71		

REPUBLIC

Current 1945-46

Prod. No.					
520	Earl Carroll Sketchbook (M)F	C. Moore-W. Marshall	90	8/22/46	b8/17/46
528	G. I. War Brides (C)F	Anna Lee-James Ellison	69	8/12/46	b8/10/46
543	Heldorado (WM)F	Roy Rogers-Dale Evans-"Gabby" Hayes	70	12/15/46	b12/23/46
5542	Home in Oklahoma (W-M)F	R. Rogers-G. Hayes-D. Evans	72	11/8/46	b11/2/46
526	Inner Circle (My)F	Adele Mara-William Frawley	65	8/7/46	b12/7/46
529	Invisible Informer (My)A	Linda Sterling-William Henry	57	8/19/46	b8/24/46
527	Last Crooked Mile, The (My)A	D. Barry-A. Savage-T. Powers	67	8/9/46	b8/17/46
5503	Out California Way *U (WM)F	Monte Hale-Adrian Booth	67	12/5/46	b12/14/46
532	Plainsman and the Lady (W)F	W. Elliott-V. Ralston-G. Patrick	82	11/15/46	b11/9/46
542	Roll on Texas Moon (W-M)F	R. Rodgers-G. Hayes-Dale Evans	68	9/12/46	b9/14/46
533	That Brennan Girl (D)A	James Dunn-Mona Freeman	95	12/23/46	b11/16/46
541	Under Nevada Skies (W)F	R. Rogers-Dale Evans	69	8/26/46	b8/31/46

CURRENT 1946-'47

603	Affairs of Geraldine (C-D)F	Jane Withers-Jimmy Lydon	68	11/18/46	b10/26/46
608	Angel and the Badman (W)F	J. Wayne-G. Russell-I. Rich	100	2/15/46	b2/15/46
641	Apache Rose *U (W-M)F	Roy Rogers-Dale Evans	75	2/15/46	b3/22/47
642	Bells of San Angelo *U	R. Rogers-D. Evans	78	4/15/47	
607	Calendar Girl (M)F	J. Frazee-W. Marshall	88	1/31/47	b2/8/47
604	Fabulous Suzanne (C)	Barbara Britton-Rudy Vallee	71	12/15/46	b12/21/46
605	Ghost Goes Wild, The (C)F	James Ellison-Anne Gwynne	66	3/8/47	b4/5/47
610	Hit Parade of 1947 (M)	E. Albert-C. Moore-J. Edwards	90	3/22/47	b5/3/47
601	I've Always Loved You *T (DM)F	Catherine McLeod-Philip Dorn	117	12/2/46	b8/31/46
606	Magnificent Rogue, The (C-D)A	L. Robert-W. Douglas	74	2/15/47	b11/23/46
602	Pilgrim Lady, The (C-D)A	Warren Douglas-Lynne Roberts	67	1/22/46	b1/25/47
612	Spoilers of the North	Paul Kelly-Evelyn Ankers	66	4/24/47	a10/5/46
611	Yankee Fakir (C)F	D. Frawley-J. Woodbury-C. Bevans	71	4/1/47	b4/12/47

COMING

	Bill and Coo *U	George Burton's Birds			
	Blackmail	W. Marshall-A. Mara-S. Bachelor			
	Complex	A. Dekker-L. Stirling-C. Drake			
	Flame, The	John Carroll-Vera Ralston			
	It's Murder, She Says	Adele Mara-Robert Scott			
	Northwest Outpost	Nelson Eddy-Ilona Massey			a3/8/47
	On the Old Spanish Trail *U	R. Rogers-T. Guizar-J. Frazee			
	Springtime in the Sierras *U	Roy Rogers-Jane Frazee-Andy Devine			
609	That's My Gal *U	L. Roberts-D. Barry	66	5/15/47	a9/26/47
	That's My Man (D)A	D. Ameche-C. McLeod	104	6/1/47	b4/12/47
	The Trespasser	J. Martin-W. Douglas			
	Web of Danger	A. Mara-B. Kennedy		6/10/47	a11/16/47
614	Winter Wonderland	L. Roberts-C. Drake	71	5/17/47	a9/14/47
	Wyoming	B. Elliott-V. Ralston			a3/8/47

Westerns (Current)

553	Cherokee Flash (W)F	Sunset Carson-Linda Stirling	55	12/13/46	a3/2/47
664	Homesteaders of Paradise Valley (W)F	Allan Lane-Bobby Blake	58	4/1/47	b4/12/47
5504	Last Frontier Uprising *U (W-M)F	Monte Hale-Adrian Booth	65	2/1/47	b4/12/47
558	Rio Grande Raiders	Sunset Carson-Linda Stirling	56	9/9/46	
661	Santa Fe Uprising (W)F	Allan Lane-Bobby Blake	57	11/15/46	b4/26/47

REPUBLIC (Continued)

Prod. No.	COMING		Run Time	Rel Mins.	Date	See Issue of
681	Sioux City Sue (W)F	Gene Autry-Lynne Roberts	69		11/21/46	b11/30/46
662	Stagecoach to Denver (W)F	Allan Lane-Bobby Blake	56		12/23/46	b1/4/47
682	Trail to San Antone (W)F	Gene Autry-Peggy Stewart	57		1/25/47	b2/1/47
683	Twilight on the Rio Grande (W)F	G. Autry-S. Holloway-Cass County Boys	71		4/1/47	b4/19/47
663	Vigilantes of Boomtown (W)F	Allan Lane-Bobby Blake	56		2/15/47	b2/15/47
	Westerns (Coming)					
	Along the Oregon Trail *U	Monte Hale-Adrian Booth				
	Marshall of Cripple Creek	Allan Lane-Bobby Blake				
665	Oregon Trail Scouts	Allan Lane-Bobby Blake	58		5/15/47	
	Robin Hood of Texas	Gene Autry-Lynn Roberts-Adele Mara				
	Rustlers of Devil's Canyon	Allan Lane-Bobby Blake				
	Saddle Pals	G. Autry-L. Roberts			6/4/47	
	Wild Frontier, The	Allan Lane-Jack Holt				

SCREEN GUILD PRODUCTIONS

CURRENT

HC12	Bar 20 Justice	Wm. Boyd-R. Hayden-G. Hayes	65		5/1/47	Reissue
4614	Bells of San Fernando (D)F	Donald Woods-Gloria Warren	74		3/1/47	b4/5/47
4613	Buffalo Bill Rides Again (W)F	Richard Arlen-Jennifer Holt	70		2/15/47	b4/5/47
4616	Bush Pilot	R. Hudson-J. LaRue-A. Willis	65		4/1/47	
HC10	Cassidy of Bar 20	Wm. Boyd-H. Clark-R. Hayden	71		4/1/47	Reissue
4605	Flight to Nowhere	E. Ankers-A. Curtis	75		8/15/46	a5/13/46
HC11	Heart of Arizona	Wm. Boyd-G. Hayes-R. Hayden	68		4/12/47	Reissue
4609	My Dog Shep	Flame (dog)-Tom Neal	60		12/1/46	
4606	'Neath Canadian Skies	R. Hayden-I. Cooper-L. Talbot	41		8/15/46	b8/24/46
4610	North of the Border	R. Hayden-I. Cooper	46		10/1/46	a8/24/46
HC09	Partners of the Plains	Wm. Boyd-H. Clark-R. Hayden	71		3/1/47	Reissue
4611	Queen of the Amazons (D)A	Patricia Morison-Robert Lowery	62		1/15/47	b3/29/47
4612	Renegade Girl (D)F	Alan Curtis-Ann Savage-Jack Holt	65		12/25/46	b3/29/47
4607	Rolling Home (D)F	J. Parker-R. Hayden-P. Blake	67		9/20/46	b2/8/47
HC07	Rustlers Valley	Wm. Boyd-G. Hayes-R. Hayden	60		2/1/47	Reissue
4608	Scared to Death *C	B. Lugosi-J. Compton	65		2/1/47	
4615	Shoot to Kill (D)A	R. Wade-E. MacDonald-S. Walters	63		3/15/47	b4/12/47
HC08	Texas Trail	Wm. Boyd-R. Hayden-G. Hayes	59		2/21/47	Reissue
	COMING					
	Dark Bullet	H. Wilcoxon-M. Brian-V. Dale				
	Hat Box Mystery	F. Neale-A. Jenkins-V. Sale	40			
	Hollywood Barn Dance	E. Tubb-L. Talbott-H. Boyce				
	Killer-Dill	Anne Gwynne-Frank Albertson				

SELZNICK RELEASING ORGANIZATION

CURRENT

	Duel in the Sun *T (WD)A	J. Jones-G. Peck-J. Cotten	138		4/17/47	b1/4/47
	COMING					
	Paradine Case, The	G. Peck-A. Todd-C. Laughton				
	Portrait of Jennie	J. Jones-J. Cotten				
	Rupert of Hentzau	Louis Jourdan-Valli				
	So in Love	Shirley Temple				

20TH-FOX

CURRENT 1946-'47

634	Anne and the King of Siam (D)F	I. Dunne-R. Harrison-L. Gargan	128		Aug.	b6/8/46
620	Behind Green Lights (D)A	Carole Landis-William Gargan	64		Feb.	b1/19/46
636	Black Beauty (D)F	Mona Freeman-Richard Denning	74		Sept.	b7/20/46
642	Bowery, The	Wallace Beery-Jackie Cooper	84		Oct.	Re-release
633	Centennial Summer *T (M)F	J. Crain-L. Darnell-C. Bennett	102		Aug.	b6/1/46
637	Claudia and David (D)F	Dorothy McGuire-Robert Young	78		Sept.	b7/27/46
648	Dangerous Millions (D)F	Kent Taylor-Dona Drake	69		Dec.	b12/7/46
635	Deadline for Murder (My)A	Sheila Ryan-Kent Taylor	65		Aug.	b6/22/46
640	Home Sweet Homicide (MyC)F	P. Ann Garner-R. Scott	90		Oct.	b7/20/46
638	If I'm Lucky (M)F	V. Blaine-P. Como-H. James	78		Sept.	b8/31/46
646	Margie *T (C-D)F	Jeanne Crain-Alan Young	93		Nov	b10/19/46
645	My Darling Clementine (W-D)F	H. Fonda-L. Darnell-V. Mature	97		Nov	b10/12/46
641	Sun Valley Serenade	Sonja Henie-John Payne	86		Sept.	Re-release
639	Three Little Girls in Blue *T (M)F	Haver-Blaine-G. Montgomery	90		Oct.	b9/7/46
649	Wake Up and Dream *T (M)F	John Payne-June Haver	92		Dec.	b11/30/46
644	Wanted for Murder (D)A	Eric Portman-Dulcie Gray	91		Nov.	b4/13/46
	CURRENT 1947-'48					
709	Alexander's Ragtime Band	T. Power-A. Faye-D. Ameche	106		Mar.	Re-release
711	Backlash (My)A	R. Travis-J. Rogers-L. Blake	66		Mar.	b3/22/47
706	Boomerang (D)A	Dana Andrews-Jane Wyatt	88		Feb.	b1/25/47
707	Brasher Doubloon, The (My)A	G. Montgomery-Nancy Guild	72		Feb.	b2/8/47
710	Carnival in Costa Rica *T (M)F	D. Haymes-C. Holm-C. Romero	96		April	b3/29/47
715	Ghost and Mrs. Muir, The	G. Tierney-R. Harrison-G. Sanders			May	
713	Homestretch, The *T (D)A	Maureen O'Hara-Cornel Wilde	99		May	b4/26/47
716	Jewels of Brandenburg (D)A	Richard Travis-Micheline Cheirel	64		May	b4/12/47
712	Late George Apley, The (D)A	Ronald Colman-Peggy Cummins	98		April	b2/3/47
704	Les Miserables	Fredric March-Chas. Laughton	109		Jan.	Re-release
701	Razor's Edge, The (D)A	T. Power-G. Tierney-J. Payne	146		Jan.	b11/23/46
714	San Demetrio, London (D)A	W. Fitzgerald-A. Young-R. Michael	76		April	b4 4/47
703	Shocking Miss Pilgrim *T	Betty Grable-Dick Haymes	85		Jan.	b1/4/47
705	Stanley & Livingstone	Spencer Tracy-Richard Green	101		Jan.	Re-release
708	Strange Journey (D)F	Paul Kelly-Osa Massen	67		Feb.	b9/14/46
702	13 Rue Madeleine (D)	Jams Cagney-Annabella	95		Jan.	b12/21/46
	COMING					
	Bob, Son of Battle *T	P. A. Garner-L. McCallister				a9/28/46
	Captain from Castile *T	T. Power-J. Peters-C. Romero				
	Crimson Key, The	Kent Taylor-Doris Dowling				
	Flamingo	Don Castle-Virginia Christine				
	Forever Amber *T	L. Darnell-C. Wilde-G. Sanders				
	Foxes of Harrow, The	R. Harrison-M. O'Hara-R. Haydn				
	I Wonder Who's Kissing Her Now *T	June Haver-Mark Stevens				a9/14/46
	Meet Me At Dawn (C-D)F	William Eythe-Hazel Court	99			b1/18/47
718	Miracle on 34th St	J. Payne-M. O'Hara	96		June	a2/15/47
717	Moss Rose	V. Mature-P. Cummings-E. Barrymore			June	a4/12/47
	Mother Wore Tights *T	B. Grable-D. Dailey-P. A. Garner				a11/16/46
	Off to Buffalo *T	N. Guild-D. Dailey-C. Winninger				
	Scudda Hoo, Scudda Hay *T	J. Haver-L. McCallister-A. Revere				
	Second Chance	K. Taylor-Louise Currie-D. Hoey				

Title	*Company*
Suddenly It's Spring	Para.
Susie Steps Out	UA
Summer Holiday	MGM
Sun Valley Serenade	20th-Fox
Suspense	Mono.
Swell Guy	Univ.
Sweet Genevieve	Col.
Sweetheart of Sigma Chi	Mono.
Swiss Family Robinson	Astor
Swordsman	Col.

T

Tarzan and the Huntress	RKO
Temptation	Univ.
Temptation Harbour	Misc.
Tenth Avenue Angel	MGM
Texas Legend	R-L
Texas Trail	SGP
That Brennan Girl	Rep.
That's My Gal	Rep.
That's My Man	Rep.
That Way with Women	WB
The Man I Love	WB
There Goes My Heart	Favorite
The Time, the Place & the Girl	WB
They Made Me a Killer	Para.
They Passed This Way	UA
They Won't Believe Me	RKO
Thief of Bagdad	FC
Thieves' Holiday	UA
13 Rue Madeleine	20th-Fox
Thirteenth Hour	Col.
This Happy Breed	Univ.
This Time for Keeps	MGM
Thrill of Brazil	Col.
Three Little Girls in Blue	20th-Fox
Three on a Ticket	PRC
Three Were Thoroughbreds	Col.
Three Wise Fools	MGM
Thunder in the City	Astor
Thunder Mountain	RKO
Till the Clouds Roll By	MGM
Time of Their Lives	Univ.
Time of Your Life	UA
Time Out of Mind	Univ.
Tom Brown's Schooldays	Astor
Tomorrow You Die	PRC
Too Many Winners	PRC
Topper Returns	Favorite
Topper Takes a Trip	Favorite
Torment	Misc.
Tragic Symphony	Allied
Trail Street	RKO
Trap, The	Mono.
Treasure of the Sierra Madre	WB
Trespasser, The	Rep.
Trouble With Women	Para.
Two Blondes and a Redhead	Col.
Two Guys From Milwaukee	WB
Two Guys From Texas	WB
Two Mrs. Carrols	WB
Two Smart People	MGM
Two Years Before the Mast	Para.
Tycoon	RKO

U

Unconquered	Para.
Undercover Maisie	MGM
Undercurrent	MGM
Under Nevada Skies	Rep.
Under the Tonto Rim	RKO
Unexpected Guest	UA
Unfaithful	WB
Unfinished Dance	MGM
Unholy Garden	FC
Unsuspected, The	Warner Bros.
Untamed Fury	PRC

V

Vacation Days	Mono.
Vacation in Reno	RKO
Variety Girl	Para.
Vendetta	UA
Verdict	WB
Vigiliantes Return	Univ.
Violence	Mono.
Voice of the Turtle	WB

W

Wake Up and Dream	20th Fox
Wallflower	Warner Bros.
Wanted for Murder	20th-Fox
Web, The	Univ.
Web of Danger	Rep.
Welcome Stranger	Para.
Welldigger's Daughter	Misc.
Westerner, The	FC
Where There's Life	Para.
While the Sun Shines	Misc.
Whiplash	WB
Whispering Smith	Para.
White Cradle Inn	Misc.
White Tie and Tails	Univ.
Who Killed Doc Robin	UA
Wicked Lady	Univ.
Wild Beauty	Univ.
Wild Bill Hickok Rides	WB
Wild Harvest	Para.
Wild West	PRC
Winter Wonderland	Rep.
Wistful Widow of Wagon Gap	U-I
Woman Chases Man	FC
Woman in White	WB
Woman on the Beach	RKO
Wyoming	Rep.

Y

Yankee Fakir	Rep.
Yearling, The	MGM
Years Between	Univ.
You Can't Cheat an Honest Man	Univ.

TITLE CHANGES

"Woman of My Own (MGM) now AS YOU DESIRE ME

"Backfire" (Mono.) now THE LAW COMES TO GUNSIGHT

"Personal Column" (UA) now LURED

NEW PICTURES STARTED LAST WEEK

COLUMBIA

Bulldog Drummond Strikes Back—Principals: Ron Randell, Gloria Henry. Director, Frank McDonald.

It Had to Be You—Principals: Ginger Rogers, Cornel Wilde. Directors, Don Hartman, Rudy Mate.

EAGLE-LION

Adventures of Casanova—Principals: Arturo de Cordova, Lucille Bremer, Turhan Bey. Director, Roberto Govaldon.

Texas Legend — Principals: Johnnie Johnston Lynn Bari, Una Merkel. Director, Leigh Jason.

METRO-GOLDWYN-MAYER

Cass Timberlane—Principals: Spencer Tracy, Lana Turner, Mary Astor. Director, George Sidney.

MONOGRAM

A Guy Named Joe Palooka—Principals: Joe Kirkwood, Jr., Leon Errol, Elyse Knox. Director, Will Jason.

Code of the Saddle—Principals: Johnny Mack Brown, Raymond Hatton. Director, Thomas Carr.

PRC

Black Hills—Principals: Eddie Dean, Roscoe Ates, Shirley Patterson. Director, Ray Taylor.

REPUBLIC

It's Murder, She Says—Principals: Adele Mara, Robert Scott, Adrian Booth. Director, George Blair.

The Wild Frontier—Principals: Allan Lane, Jack Holt. Director, Phil Ford.

20TH-FOX

Flamingo—Principals: Don Castle, Virginia Christine, Richard Gaines. Director, Eugene Forde.

UNITED ARTISTS

They Passed This Way—Principals: Joel McCrea, Frances Dee, Charles Bickford. Director, Al Green.

Time of Your Life—Principals: James Cagney, William Bendix, Jeanne Cagney. Director, H. C. Potter.

ADVANCE DATA

On Forthcoming Product

VENDETTA (UA) *Drama. Principals*: Faith Domergue, George Dolenz, Nigel Bruce. *Director*, Stuart Heisler. *Plot*: Having pledged herself to avenge the murder of her father, a Corsican girl openly places the guilt on the crafty Mayor of the Village, and champions the bandit who has been accused of the crime. In a duel between her brother and the Mayor's two young sons, she is fatally wounded. However, her purpose is accomplished.

NIGHT UNTO NIGHT (WB) *Drama. Principals*: Ronald Reagan, Viveca Lindfors. *Director*, Don Siegel. *Plot*: A scientist takes a leave of absence and goes to Florida hoping to recover from a severe illness. He falls in love with a young widow who is unaware of his physical condition. His attacks grow more and more violent and his doctor warns him he hasn't much time left. Contemplating suicide, he is swayed from his purpose by the girl.

(Continued on Next Page)

UNITED ARTISTS

Prod. No.			Run Time Mins.	Rel. Date	See Issue of
	CURRENT 1945-1946				
	Caesar and Cleopatra *T (D)A	Claude Rains-Vivien Leigh	126	8/16/46	b12/22/46
	Outlaw, The (D)A	Jane Russell-Walter Huston	115	2/8/46	b3/23/46
	CURRENT 1946-'47				
	Abie's Irish Rose (C)F	Joanne Dru-Michael Chekhov	96	12/27/46	b11/30/46
	Adventures of Don Coyote *C (W)F	F. Rafferty-M. Cramer	66	5/9/47	b5/3/47
	Angel on My Shoulder (C-D)A	P. Muni-A. Baxter-C. Rains	100	9/16/46	b9/21/46
	Bachelor's Daughters, The (C)F	G. Russell-C. Trevor-A. Dvorak	90	9/6/46	b9/14/46
	Chase, The (D)A	Robert Cummings-Michele Morgan	85	11/22/46	b10/19/46
	Devil's Playground, The (W)F	William Boyd-Andy Clyde	65	11/15/46	b9/21/46
	Fabulous Dorseys, The (M)F	T. Dorsey-J. Dorsey-J. Blair	87	2/21/47	b3/1/47
	Fool's Gold (W)F	William Boyd-Andy Clyde	65	1/31/47	b10/12/46
	Little Iodine (C)F	Jo Ann Marlowe-Marc Cramer	57	10/11/46	b9/14/46
	Macomber Affair, The (D)A	Gregory Peck-Joan Bennett	90	3/21/47	b1/25/47
	Mr. Ace (D)A	George Raft-Sylvia Sidney	82	8/2/46	b8/31/46
	New Orleans (D-M)A	A. deCordova-D. Patrick	90	4/16/47	b5/3/47
	Private Affairs of Bel Ami, The (D)A	George Sanders-Angela Lansbury	115	3/7/47	b3/1/47
	Ramrod (W-D)A	J. McCrea-V. Lake-D. DeFore	94	5/2/47	b3/1/47
	Red House, The (My)A	Ed. G. Robinson-L. McCallister	98	2/7/47	b2/8/47
	Sin of Harold Diddlebock, The	H. Lloyd-R. Walburn-J. Conlin	89	4/4/47	a2/9/46
	Strange Woman, The (D)A	H. Lamarr-G. Sanders-L. Hayward	100	10/25/46	b11/2/46
	Susie Steps Out (C-D)F	David Bruce-Cleatus Caldwell	65	12/13/46	b11/23/46
	Unexpected Guest, The (W)F	Wm. Boyd-Andy Clyde	60	3/28/47	b12/14/46
	COMING				
	Atlantis	Maria Montez-Jean Pierre Aumont			a4/5/47
	A Miracle Can Happen	James Stewart-Henry Fonda			
	Arch of Triumph (D)	I. Bergman-C. Boyer			a5/3/47
	Body and Soul	John Garfield-Lillie Palmer			
	Carnegie Hall (D-M)A	M. Hunt-W. Prince-M. O'Driscoll	134		b3/1/47
	Christmas Eve	G. Raft-G. Brent-R. Scott-J. Blondell			a3/29/47
	Copacabana	C. Miranda-A. Russell-G. Marx	92	5/30/47	
	Curly *C	Frances Rafferty-Larry Olsen			a5/25/46
	Dangerous Venture (W)F	A. Clyde-W. Boyd-B. Alexander	59	5/23/47	a2/22/47
	Dishonored Lady (D)A	H. Lamarr-D. O'Keefe-J. Loder	89	5/19/47	b4/26/47
	Fabulous Joe	Walter Abel-Margot Grahame			
	Fanny By Gaslight	James Mason-Phyllis Calvert			
	Fun on a Weekend (C)A	Priscilla Lane-Eddie Bracken	93	5/15/47	b4/12/47
	Heaven Only Knows	Robert Cummings-Brian Donlevy			a1/4/47
	Henry the Fifth (D)F *T	L. Olivier-R. Asherson	134		b4/27/46
	Here Comes Trouble	William Tracy-Patti Morgan			a8/24/46
	Hoppy's Holiday	William Boyd-Mary Ware			
	Intrigue	G. Raft-J. Havoc-D. Seymour			
	Little Prince, The *T	Feature-Length Cartoon			
	Lured	G. Sanders-L. Ball			
	Marauders, The	W. Boyd-R. Brooks-A. Clyde			
	Monsieur Verdoux (C-D)A	Charles Chaplin-Martha Raye	123		b4/19/47
	Other Love, The (D)A	Barbara Stanwyck-David Niven	96		b4/5/47
	Stampede	John Wayne-Walter Brennan			
	Stork Bites Man	Jackie Cooper-Gene Roberts			a2/15/47
	Stray Lamb, The	J. Cagney-S. Sidney-E. Bracken			
	They Passed This Way	Joel McCrea-Frances Dee			
	Time of Your Life	J. Cagney-Wm. Bendix-J. Cagney			
	Vendetta	Hillary Brooke-Faith Domergue			
	Who Killed Doc Robin	E. Janssen-L. Olsen-D. Belding			

UNIVERSAL-INTERNATIONAL

	CURRENT 1945-1946				
543	Black Angel, The (D)A	D. Duryea-J. Vincent-P. Lorre	80	8/2/46	b8/3/46
547	Dead of Night (D)A	Michael Redgrave-Googie Withers	77	8/23/46	b7/6/46
548	Killers, The (My)A	Ava Gardner-Albert Dekker	102	8/30/46	b8/17/46
549	Little Miss Big (D)F	Fay Holden-Beverly Simmons	61	8/30/46	b9/7/46
	Overlanders, The (D)F	Chips Rafferty-John Hayward	91		b9/28/46
544	Slightly Scandalous (C-M)F	Fred Brady-Paula Drew	63	8/2/46	b8/3/46
1065	They Were Sisters (D)A	Phyllis Calvert-James Mason	108	9/20/46	b7/27/46
546	Time of Their Lives, The (C)F	Abbott & Costello	82	8/16/46	b8/17/46
550	White Tie and Tails (C-D)A	Dan Duryea-Ella Raines-William Bendix	77	8/30/46	b9/14/46
545	Wild Beauty (D)F	Don Porter-Lois Collier	61	8/9/46	b8/17/46
	CURRENT 1946-'47				
612	Buck Privates Come Home (C)F	Bud Abbott-Lou Costello	77	April	b3/15/47
	Dark Mirror, The (My)A	O. DeHavilland-Lew Ayres	85	Oct.	b10/15/46
	Destry Rides Again	Marlene Dietrich-James Stewart	94	Mar.	Re-issue
607	I'll Be Yours (C-M)F	D. Durbin-T. Drake-W. Bendix	93	Jan.	b1/25/47
	I Stole a Million	G. Raft-C. Trevor-D. Foran	78	April	Re-issue
602	Magnificent Doll (D)F	G. Rogers-D. Niven-B. Meredith	94	Nov.	b11/23/46
	Magnificent Obsession	Irene Dunne-Robert Taylor	101	May	Reissue
610	Michigan Kid *C (W)F	John Hall-Rita Johnson	69	Mar.	b2/15/47
1066	Notorious Gentleman, The (D)A	Rex Harrison-Lilli Palmer	106	Nov.	b2/16/46
	One Hundred Men and a Girl	Deanna Durbin-Leopold Stokowski	84	May	Reissue
608	Song of Scheherazade *T (M)F	Y. DeCarlo-B. Donlevy-J. P. Aumont	106	Mar.	b2/1/47
609	Smash-Up, The Story of a Woman (D)A	S. Hayward-L. Bowman-E. Albert	102	Mar.	b2/8/47
611	Stairway to Heaven *T (D)A	David Niven-R. Massey	103	Mar.	b11/16/4
606	Swell Guy (D)A	Sonny Tufts-Ann Blyth	86	Jan.	b12/14/4
604	Temptation (D)A	M. Oberon-G. Brent-C. Korvin	98	Dec.	b12/14/4
614	Time Out of Mind (D)A	P. Calvert-R. Hutton-E. Raines	88	May	b3/22/4
	Vigilantes Return *C	Jon Hall-Margaret Lindsay		May	a7/13/4
	Web, The (M)	V. Price-E. Raines		May	a5/3/4
	When the Daltons Rode	R. Scott-K. Francis-B. Donlevy	81	Mar.	Re-issu
605	Wicked Lady, The (D)A	M. Lockwood-J. Mason-P. Roc	98	Jan.	b1/12/4
	You Can't Cheat an Honest Man	W. C. Fields-Edgar Bergen	73	April	Re-issu
	COMING				
	A Lady Surrenders (D)A	Margaret Lockwood-Stewart Granger	113		b10/12/4
	Black Narcissus *T (D)F	D. Kerr-Sabu	100		b5/3/4
	Brief Encounter (D)A	Celia Johnson-Trevor Howard	86		b8/31/4
	Brute Force	B. Lancaster-H. Cronyn-C. Pickford			a4/29/4
	Captive Heart, The (D)A	Michael Redgrave-Mervyn Johns	87		b4/13/4
	Egg and I, The (C)F	Claudette Colbert-Fred MacMurray	108		b3/23/4
	Exile, The	D. Fairbanks, Jr.-M. Montez-P. Croset			
	For the Love of Mary	D. Durbin-J. Dall-D. O'Connor			a4/19/4
	Great Expectations (D)	John Mills-Valerie Hobson	116		b12/21/
	I Know Where I'm Going (D)F	W. Hiller-R. Livesy-P. Brown	91		b1/5/4
	Ivy	Joan Fontaine-Patric Knowles			
	Johnny Frenchman	Francoise Rosay-Patricia Roc	104		

UNIVERSAL-INTERNATIONAL (Continued)

Prod. No.	COMING		Run Time Mins.	Rel. Date	See Issue of
	Lost Moment, The	S. Hayward-R. Cummings-J. Loring			
	Magic Bow, The (D-M)F	Stewart Granger-Phyllis Calvert	106		b9/28/46
	My Heart Goes Crazy *T (M)F	Sid Field-Greta Gynt	120		b9/7/46
	Odd Man Out (D)A	James Mason-Robert Newton	116		b2/15/47
	Oh Say Can You Sing	Sheila Ryan-Fred Brady			a5/25/46
	Pirates of Monterey *T	Maria Montez-Rod Cameron-P. Reed			a5/25/46
	Secret Beyond the Door, The	Joan Bennett-Michael Redgrave			
	Singapore	F. MacMurray-A. Gardner-P. Dorn			
	Slave Girl *T	Yvonne deCarlo-George Brent			a8/17/46
	Something in the Wind	D. Durbin-J. Hall-D. O'Connor			
	This Happy Breed *T (D)A	Robert Newton-Celia Johnson	110		b4/19/47
	Wistful Widow of Wagon Gap	B. Abbott-L. Costello-M. Main			
	Years Between, The	M. Redgrave-V. Hobson-F. Robson			

WARNER BROS.

CURRENT 1945-1946

523	Night and Day *T (BM)	C. Grant-A. Smith-J. Wyman	128	8/3/46	b7/13/46
524	Two Guys From Milwaukee (C)F	Dennis Morgan-Joan Leslie	90	8/17/46	b7/27/46

CURRENT 1946-'47

613	The Beast With Five Fingers (H)	Robert Alda-Andrea King	88	2/8/47	b12/21/46
601	Big Sleep, The (My)A	Humphrey Bogart-Lauren Bacall	118	8/31/46	b8/17/46
603	Cloak and Dagger (D)A	Gary Cooper-Lilli Palmer	106	9/28/46	b9/7/46
605	Deception (D)A	B. Davis-P. Henreid-C. Rains	112	10/26/46	b10/19/46
612	Humoresque (D)A	J. Crawford-J. Garfield-O. Levant	126	1/25/47	b12/23/46
608	Kings Row	A. Sheridan-R. Cummings-R. Reagan	127	12/7/46	Reissue
620	Love and Learn (C-M)A	J. Carson-R. Hutton-M. Vickers-J. Paige	83	5/3/47	b3/29/47
606	Never Say Goodbye (C)F	Errol Flynn-Eleanor Parker	96	11/9/46	b10/26/46
614	Nora Prentiss (D)A	A. Sheridan-K. Smith-R. Alda	113	2/22/47	b2/8/47
604	Nobody Lives Forever (D)A	J. Garfield-G. Fitzgerald	100	10/12/46	b9/28/46
615	Pursued	Teresa Wright-Robert Mitchum	101	3/2/47	
616	The Sea Hawk	Errol Flynn-Claude Rains	109	4/26/47	Reissue
619	The Sea Wolf	E. G. Robinson-I. Lupino-J. Garfield	37	4/25/47	Reissue
602	Shadow of a Woman (D)A	Andrea King-Helmut Dantine	78	9/14/46	b8/17/46
617	Stallion Road (D)A	R. Reagan-A. Smith-Z. Scott	97	4/12/47	b3/2/47
616	That Way With Women (C)F	S. Greenstreet-M. Vickers-D. Clark	85	3/29/47	b2/15/47
611	The Man I Love (D)A	Ida Lupino-Robert Alda	97	1/11/47	b12/28/46
610	The Time, the Place and the Girl *T (CM)F	D. Morgan-J. Carson-J. Wyman	108	12/28/46	b12/14/46
607	Verdict, The (D)A	S. Greenstreet-P. Lorre-J. Lorring	86	11/23/46	b11/9/46
609	Wild Bill Hickok Rides	C. Bennett-B. Cabot-W. William	72	12/7/46	Reissue

COMING

622	Cheyenne (W-D)F	Dennis Morgan-Jane Wyman	100	6/14/47	b4/26/47
	Cry Wolf	Errol Flynn-Barbara Stanwyck			a9/7/46
	Dark Passage	H. Bogart-L. Bacall-A. Moorehead			
	Deep Valley	Dane Clark-Ida Lupino-Wayne Morris			a4/5/47
	Escape Me Never	E. Flynn-I. Lupino-G. Young			a3/8/46
	Life with Father *T	I. Dunne-W. Powell-E. Taylor			a9/14/46
	My Wild Irish Rose *T	Dennis Morgan-Andrea King			
	Night Unto Night	V. Lindfors-R. Reagan-B. Bennett			
	Possessed	J. Crawford-Van Heflin-R.Massey			
	Silver River	E. Flynn-A. Sheridan-T. Mitchell			
	Treasure of the Sierra Madre	H. Bogart-W. Huston-T. Holt			
	Two Guys From Texas *T	J. Carson-D. Morgan-D. Malone			
621	Two Mrs. Carrolls, The (D)A	H. Bogart-B. Stanwyck-A. Smith	99	5/24/47	b4/5/47
	Unfaithful, The	A. Sheridan-Z. Scott-L. Ayres			
	Unsuspected, The	Joan Caulfield-Claude Rains			
	Voice of the Turtle	R. Reagan-E. Parker-E. Arden			
	Wallflower	Robert Hutton-Joyce Reynolds			
	Whiplash	D. Clark-A. Smith-S. Z. Sakall			
	Woman in White, The	A. Smith-E. Parker-S. Greenstreet			a4/26/47

BRITISH PRODUCT (U. S. Distribution Not Set)

	Beware of Pity (D)A	Lilli Palmer-Albert Lieven	105	Rank	b6/20/46
	Carnival (D)A	Sally Gray-Michael Wilding	93	Rank	b10/26/46
	Green Fingers (D)A	Robert Beaty-Carol Raye	85	ABPC	b10/26/46
	Hue and Cry (D)F	Alastair Sim-Valerie White	82	Rank	b2/22/47
	Hungry Hill (D)A	Margaret Lockwood-Dennis Price	109		b1/18/47
	Laughing Lady *T (M)F	Anne Zeigler-Webster Booth	90	ABPC	b10/26/46
	The Man Within *T (D)A	Michael Redgrave-Jean Kent./	85	Rank	b4/12/47
	Men of Two Worlds *T (D)A	Phyllis Calvert-Eric Portman	109	Rank	b7/27/46
	Nicholas Nickelby (D)F	Cedric Hardwicke-Sally Howes	105	Rank	b3/22/47
	Root of All Evil (D)A	Phyllis Calvert-Michael Rennie	110	Rank	b2/22/47
	School for Secrets (D)F	Ralph Richardson-Pamela Matthews	108	Rank	b11/16/46
	Temptation Harbour (D)A	Robert Newton-Simone Simon	110	ABPC	b3/29/47
	While the Sun Shines (C)A	Barbara White-Ronald Howard	89	ABPC	b2/8/47
	White Cradle Inn (D)F	M. Carroll-I. Hunter-M. Rennie	83	London	b3/29/47

MISCELLANEOUS

	A Dairy for Timothy (Doc)F	Documentary	40	Eng. Films	b12/28/46
	Angel and Sinner (D)A	Micheline Preslie-Louis Salou	86	A.F.E.	b3/1/47
	A Yank in Rome (D)F	Valentina Cortese-Leo Dale	97	Film Rights	b3/22/47
	Barber of Seville (Opera)	F. Tagliavini-T. Gobbi	110	Excelsior	b4/19/47
	Before Him All Rome Trembled (D-M)A	Anna Magnani-Gina Sinimberghi	105	Superfilm	b3/1/47
	Bellman, The (D)A	Lucien Coedel-Fernand Ledoux	95	Mage	b4/5/47
	Carmen (D)A	Viviane Romance-Jean Marais	101	Superfilm	b12/7/46
	Citizen Saint (B)F	J. Prouty-L. MacMartin	65	Elliott	b5/3/47
	Clandestine (D)A	Constant Remy-Suzy Carrier	89	W. Hem.	b1/18/47
	Courtneys of Curzon St. (D-M)	Anne Neagle-Michael Wilding	120	Wilcox	b4/19/47
	Devil's Hand, The (D)A	Pierre Fresnay-Josseline Gael	80		b11/16/46
	Francis the First (C)A	Fernandel-Mona Goya	90	Vog Films	b1/25/47
	Ivan the Terrible (D)A	N. Cherkassov-L. Tselikovskaya	96	Artkino	b3/15/47
	Les Miserables (D)A	Henry Baur-Charles Dullin	193	Dis. Films	b12/21/46
	Man from Morocco, The (D)F	Anton Walbrook-Margaretta Scott	89	Eng. Films	b11/30/46
	Queen for a Night (O)A	Gurlie Lemon Bernhard-G. Bjoerling	89	Saga Films	b1/4/47
	Raider, The *T (Wa)F	Documentary	70		b10/5/46
	St. Francis of Assisi (D)F	Jose Luis Jimenez-Alicia DePhillips	119	Simplex	b4/5/47
	School for Danger (Doc)F	Capt. H. Ree-J. Nearne	60	Eng. Films	b2/22/47
	The Story of the Pope (Doc.)F	Documentary	60	Chap Films	b12/21/46
	Swing, Cowboy, Swing (W-M)F	C. Shrum-D. Weston-A. Lee	57	Westernair	b9/7/46
	Torment (D)A	Alf Kjellin-Mai Jetterling	95	Oxford	b4/19/47
	Two Anonymous Letters (D)A	C. Calamai-A. Checchi	83	Film Rights	b5/3/47
	Welldigger's Daughter, The (C)A	Raimu-Fernandel	122	Siritsky	b10/5/46

ADVANCE DATA

On Forthcoming Product

(Continued from Preceding Page)

I, CRED (UA) Dennis [illegible] Cornel Wilde, George Sanders, Lucille Ball, Charles Coburn. Director, Douglas Sirk. Plot: Scotland Yard is seeking a man who has been inserting ads in the personal columns for young and beautiful girls. Seven young women have disappeared under these circumstances. An American girl agrees to become a bait, and volunteers to answer every suspicious ad in the personal columns. She encounters a series of adventures and when one man is arrested, she thinks the case is solved. But the police arrest the man she loves, and she gambles to prove his innocence.

NATIONAL REVIEWING COMMITTEES' CLASSIFICATIONS

THE CAPTIVE HEART (Universal-International)

FAMILY—National Board of Review
CLASS A—[illegible]

THE HOMESTRETCH (20th-Fox)

FAMILY—National Board of Review
CLASS B—National [illegible]

MONSIEUR VERDOUX (United Artists)

MATURE—National Board of Review
CLASS B—National [illegible]

The authorities quoted in this column are as follows:

GENERAL FEDERATION OF WOMEN'S CLUBS. The motion picture committee is headed by Mrs. Arretus F. Burt, chairman, of St. Louis. Two reviewing committees are maintained—Mrs. Harry Lilly, New York, Eastern Committee chairman; Mrs. John Sterns Thayer, Los Angeles, Western Committee chairman. Designations used: FAMILY—8 years and up; MATURE FAMILY—14 years and up; ADULTS—Senior High School Students and Adults; **—indicates pictures is rated as "Exceptional."

NATIONAL BOARD OF REVIEW: Founded in 1909 "to represent the interest of the motion picture public." The reviewing committee consists of some 300 men and women of all ages, "representing a cross-section of public taste." Designations used: FAMILY—14 years of age and up (recommendations for age groups under 14 are by Schools M. P. Committee of the National Board); MATURE—18 years old up; *—indicates picture "especially worth seeing."

NATIONAL LEGION OF DECENCY: Committee of International Federation of Catholic Alumnae reviews pictures and publishes its classifications for guidance of members of the Legion—composed of those members of the Catholic Church who join the Legion. Designations used: Class A—Section I — Unobjectionable for General Patronage; Class A—Section II—Unobjectionable for Adults; Class B—Objectionable in Part; Class C—Condemned

SHORT Booking GUIDE

Short subjects are listed by series under headings of companies distributing them. Numerals in parenthesis following series title indicate number of releases in that group announced for, or sold for, the season. Numerals at left of titles is production or release number. Films reviewed are indicated by reviewers' ratings following titles. Third column gives running time of the subject and final column refers to date on which review of the subject was published.

COLUMBIA 1946-'47

ALL-STAR COMEDIES (10)

8431 Society Mugs .....Fair ..... 16 ..12/28/46
8432 So's Your Antenna.....Juvenile ..... 17 ..11/18/46
8433 Slappily Married .....Nonsense ..... 16½..12/ 7/46
8434 Moron Than Off.....Fair ..... 18 .. 2/ 8/47
8435 Andy Plays Hookey....Fair ..... 18 .. 3/15/47
8436 Meet Mr. Mischief..... 17½.....
8437 Scooper Dooper ..... 18 .....
8438 The Good Bad Egg..... 17 .....
8439 Bride and Gloom..... 16 .....
8440 Two Jills and a Jack..... 18 .....

ASSORTED 2-REEL COMEDIES (6)

8421 Pardon My Terror..... 16½.....
8422 Honeymoon Blues .....Dull ..... 17 ..11/16/46
8423 Reno-vated ..... 17 .....
8424 Hot Heir .....Funny ..... 18 .. 4/ 5/47
8425 Cupid Goes Nuts.....

THREE STOOGES COMEDIES (10)

8401 G. I. Wanna Home..... 15½.....
8402 Rhythm and Weep.....Fair ..... 17½..11/ 2/46
8403 Three Little Pirates....Funny ..... 18 ..3/15/47
8404 Half-Wit's Holiday ....Funny ..... 17½.. 3/29/47
8405 Fright Night ..... 17 .....
8406 Out West ..... 17½.....

COLOR RHAPSODIES—Technicolor (10)

8501 Loco Lobo .....Cute ..... 6 ..12/ 7/46
8502 Cockatoos for Two..... 6 .....
8503 Big House Blues..... 7 .....
8504 Mother Huba-Huba-Hubbard ..... 6 .....

COLOR PHANTASIES (12)

8701 Fowl Brawl .....Funny ..... 6 .. 4/ 5/47
8702 Uncultured Vulture ..... 6 .....
8703 Wacky Quacky ..... 6 .....
8704 Leave Us Chase It..... 6 .....

COMMUNITY SINGS (12)

8651 No. 1 (Leibert) The Gypsy ..... 9½.....
8652 No. 2 (Bakers) It's a Pity to Say Goodnight Entertaining ... 10½..11/ 2/46
8653 No. 3 (Leibert) Surrender .....Good ..... 10½..11/16/46
8654 No. 4 (Baker) Pretending .....
8655 No. 5 (Leibert) Rumors Are Flying...Singable ..... 9½.. 3/15/47
8656 No. 6 (Baker) Ole Buttermilk Sky ..... 10 .....
8657 No. 7 (Leibert) The Coffee Song & Open the Door, Richard .....
8658 No. 8 (Baker) I'll Close My Eyes.....
8659 No. 9 (Leibert) For Sentimental Reasons .....

THRILLS OF MUSIC (12)

8951 Jerry Wald & Orch..... 10 .....
8952 Machito & Orch.....Good ..... 10½..11/16/46
8953 Les Elgart & Orch.....Fair ..... 10 .. 1/25/47
8954 Ray McKinley & Orch..... 9½.....
8955 Shorty Sherock & Orch...Good ..... 10 .. 5/ 3/47
8956 Buddy Morrow & Orch..... 9½.....
8957 George Towne & Orch.....
8958 Ray Anthony & Orch.....

SCREEN SNAPSHOTS (12)

8851 No. 1 (Radio Characters)..... 10 .....
8852 No. 2 (Looking Down on Hollywood .....Good ..... 10 ..11/16/46
8853 No. 3 (Rodeo) .....Very Good .... 10 .. 2/ 8/47
8854 No. 4 (Skolsky Party)..... 9½.....
8855 No. 5 (Movie Columnists) .....Interesting .... 9 .. 3/15/47
8856 No. 6 (Behind the Mike) .....Fair ..... 9 .. 3/29/47
8857 No. 7 (Holiday in Las Vegas) ..... 10 .....
8858 No. 8 My Pal Ringeye (Smiley Burnette) ..... 10 .....
8859 No. 9 Famous Hollywood Mothers .....

SPORTS REELS (12)

8801 Army Football Champions.Excellent ..... 11 ..11/ 2/46
8802 Ten Pin Magic .....Fair ..... 10 ..11/16/46
8803 Hi-Li .....Interesting ..... 9½..12/28/46
8804 Best In Show (Dogs)..... 9 .....

COLUMBIA (Continued)

8805 Polo .....
8806 Cue Tricks .....
8807 Tennis Wizards .....
8808 Goofy Golf .....
8809 Wrestling .....

SERIALS

8120 Son of the Guardsmen.....15 Chaps. 20 .10/26/46
8140 Jack Armstrong .....15 Chap. 20-25.. 3/ 1/47
8160 The Vigilante .....15 Chaps. .....

METRO-GOLDWYN-MAYER 1946-'47

MGM TECHNICOLOR CARTOONS (16)

W-831 Henpecked Hoboes .....
W-834 Hound Hunters ..... 7 .....

TOM & JERRY (Technicolor) CARTOONS

W-832 Cat Fishin' ..... 8 .....
W-833 Part Time Pal..... 8 .....
W-835 Cat Concerto .....

PETE SMITH SPECIALTIES (10)

S-851 Football Thrills of 1945..... 10 .....
S-852 Sure Cures .....Excellent ..... 10 ..10/ 5/46
S-853 I Love My Husband But.....
S-854 Playing By Ear.....
S-855 Athletiquiz .....
S-856 Diamond Demon .....Amazing ..... 10 .. 3/ 1/46
S-857 Early Sports Quiz..... 9 .....
S-858 I Love My Wife But..... 9 .....
S-859 Neighbor Pests .....

TWO REEL SPECIALS (4)

A-801 Luckiest Guy in the World .....

PASSING PARADE (6)

K-871 A Really Important Person .....

TRAVELTALKS

T-811 Glimpses of California.....
T-812 Calling on Costa Rica..... 10 .....

PARAMOUNT 1946-'47

NOVELTOONS—Technicolor (65)

P6-1 Spree for All .....Good Start .... 7 ..10/26/46
P6-2 Stupidstitious Cat ..... 7 .....
P6-3 Enchanted Square ..... 10 .....
P6-4 Manhattan Island .....

PACEMAKERS (6)

K6-1 Brooklyn I Love You....Superb ..... 10 ..10/26/46
K6-2 Love in Tune.....Different ..... 9½..11/16/46
K6-3 Radio, Take It Away....Swell Satire ... 11 .. 3/ 1/47
K6-4 Try and Catch Me..... 9 .....
K6-5 Brains Can Be Beautiful.....

POPULAR SCIENCE—Magnacolor (6)

J6-1 No. 1 .....Average ..... 11 ..11/16/46
J6-2 The Sponge Divers.....Fair ..... 11 .. 1/25/46
J6-3 Air-Borne Pastures .....Good ..... 11 .. 2/ 8/47
J6-4 Marine Miracles .....Fascinating ... 10 .. 5/ 3/47
J6-5 Moon Rockets .....

SPORTLIGHTS (10)

R6-1 Race Horses Are Born...Good ..... 9 ..10/26/46
R6-2 Dive-Hi Champs .....Good ..... 10 ..11/16/46
R6-3 Queen of the Court.....Very Good .... 10 .. 1/25/46
R6-4 Like Father—Like Son...Interesting .... 10 .. 1/25/46
R6-5 Jumping Jacks .....Excellent ..... 9½.. 3/15/47
R6-6 Selling the Sun.....Excellent ..... 10 .. 2/ 8/47
R6-7 Under White Sails..... 9 .....
R6-8 Iced Lightning ..... 10 .....
R6-9 Making the Varsity.....
R6-10 Running the Hounds.....

UNUSUAL OCCUPATIONS—Magnacolor (6)

L6-1 No. 1 .....Average ..... 10 ..11/16/46
L6-2 Swedish Glass Makers....Interesting .... 10 .. 2/ 5/47
L6-3 G.I. Hobbies ..... 11 .....
L6-4 The Stunt Girl.....

PARAMOUNT (Continued)

SPEAKING OF ANIMALS (6)

Y6-1 Stork Crazy .....Very Good .... 10 .. 1/25/47
Y6-2 Pooch Parade .....Good ..... 10 .. 1/26/47
Y6-3 Country Life ..... 9 .....
Y6-4 They're Not So Dumb..... 8 .....
Y6-5 In Love .....

MUSICAL PARADES (6)

FF6-1 Sweet and Low..... 19 .....
FF6-2 Champaigne for Two..... 20 .....

GEORGE PAL PUPPETOONS—Technicolor (6)

U6-1 Wilbur the Lion.....Excellent ..... 10 .. 5/ 3/47
U6-2 Tubby the Tuba.....

POPEYE (6)

E6-1 Abusement Park ..... 7 .....
E6-2 I'll Be Ski-ing Ya.....

TWO REEL SPECIAL

37 Two Decades of History..... 22½.....

LITTLE LULU

O6-1 Loose in the Caboose.....
O6-2 Cad and Caddie.....

RKO RADIO 1946-'47

EDGAR KENNEDY (6)

73401 I'll Build It Myself.....Hilarious ..... 15 ..10/26/46
73402 Do Or Diet.....Good ..... 18 .. 3/15/47
73403 Social Terrors ..... 18 .....

FLICKER FLASHBACKS (8)

74201 No. 1 .....Excellent ..... 9 ..10/25/46
74202 No. 2 .....Good ..... 9 ..11/16/46
74203 No. 3 ..... 8 .....
74204 No. 4 ..... 10 .....
74205 No. 5 ..... 8 .....
74206 No. 6 ..... 9 .....

RAY WHITLEY MUSICALS (4)

73501 Bar Buckaroo ..... 16 .....
73502 Cupid Rides the Range..... 16 .....
73503 Bandits and Ballads..... 17 .....
73504 A Buckaroo Broadcast..... 18 .....

SPORTSCOPES (13)

74301 Skating Lady .....Smooth ..... 8 ..10/26/46
74302 Hail Notre Dame..... 9 .....
74303 Bowling Fever .....Fair ..... 8 ..12/26/46
74304 Kentucky Basketeers ....Excellent ..... 8 .. 1/25/46
74305 College Climbers ..... 8 .....
74306 Ski Champion .....Excellent ..... 8 .. 3/15/47
74307 Ice Skippers ..... 8 .....
74308 Wild Turkey ..... 8 .....
74309 Racing Sleuth ..... 7 .....

THIS IS AMERICA (13)

73101 Beauty for Sale.....Interesting .... 17 ..12/ 7/46
73102 Germany Today .....Informative ... 15 .. 1/25/46
73103 A Nation Is Born..... 20 .....
73104 Campus Boom .....Timely ..... 16 .. 3/15/47
73105 San Francisco—Pacific Gateway .....Excellent ..... 16 .. 3/22/47
73106 Forgotten Island ..... 18 .....
73107 Big Party ..... 17 .....

MUSICAL FEATURETTES (4)

73201 Melody Time .....Very Good .... 18 .. 1/25/47
73202 Follow That Music..... 18 .....

SPECIAL

73901 Football Highlights of 1946 ..... 20 .....

LEON ERROL

73701 Borrowed Blonde .....Fair ..... 15 .. 3/29/47
73702 Wife Tames Wolf..... 17 .....
73703 In Room 303..... 17 .....

WALT DISNEY

64116 Rescue Dog ..... 7 .....
64117 Straight Shooters ..... 6 .....

20th CENTURY-FOX 1946-'47

MOVIETONE ADVENTURES (12)

7201 Fantasy of Siam .....Excellent ..... 8 .. 2/ 8/47
7202 Royalty of the Range....Interesting .... 9 .. 3/29/47
7203 Harvest of the Sea.....Interesting .... 9 .. 3/29/47

(Color)

7251 Sons of Courage..... 8 .....
7252 Jamaica .....Excellent ..... 8 ..10/26/46

20th CENTURY-FOX (Continued)

7253	Historic Capetown	Excellent	8	9/21/46
7254	Girls and Gags		8	
7255	The Cape of Good Hope			
7256	Zululand	Interesting	8	3/29/47
7257	Gardens of the Sea			
7258	Romance of the Fjords			
7259	Sweden			

SPORTS REVIEWS—Technicolor (6)

7301	Football Fanfare	Good	8	3/14/46
7302	Style of the Stars	Good	10	3/29/47
7303	Tanbark Champion (Technicolor)			
7351	Winter Holiday	Good	8	9/21/46
7352	Summer Trails	Beautiful	8	1/25/46
7353	Playtime's Journey		8	

TERRYTOONS—Technicolor (20)

7501	Winning the West	Good	7	9 14/46
7502	The Tortoise Wins Again	Good	7	8/17/46
7503	The Electronic Mouse Trap	Very Good	7	2/ 8/47
7504	The Jail Break	Fine	7	10/ 5/46
7505	The Snow Man		7	
7506	The Housing Problem	Funny	7	9/21/46
7507	The Crockpot King	Wonderful	7	1/25/46
7508	The Uninvited Pests		7	
7509	Mighty Mouse and the Hep Cat	Very Good	7	1/25/47
7510	Beanstalk Jack		7	
7511	Crying Wolf		7	
7512	McDougal's Rest Farm	Very Funny	7	8/28/47
7513	Dead End Cats		7	
7514	Happy Go Lucky		7	
7515	Mexican Baseball		7	
7516	Aladdin's Lamp		7	
7517	Cat Trouble		7	
7518	Sky Is Falling		7	
7519	The Intruder		7	
7520	Mighty Mouse Meets Deadeye Dick		7	

MARCH OF TIME (13)

1	Is Everybody Happy		18	
2	World Food Problem	Excellent	17	10/ 5/44
3	The Soviets' Neighbor	Revealing	18	11/ 2/46
4	The American Cop	Good	18	12/8/46
5	Nobody's Children	Excellent	17	12/28/46
6	Germany—Handle With Care	Excellent	19	2/ 8/47
7	Fashion Means Business	Excelent	17½	3/ 1/47
8	The Teachers' Crisis			
9	Storm Over Britain			

DRIBBLE PUSS PARADE

7901	Monkey-Tone News	Amusing	9	2/ 8/47
7951	Fisherman's Nightmare	Entertaining	8	3/15/47

UNITED ARTISTS
1946-'47

DAFFY DITTIES

Choo Choo Amigo	Excellent	8	8/ 7/46
The Lady Said No		8	
Pepito's Serenade		7½	

MUSICOLORS (7)

Toscata and Fugue	Intriguing	10	10/28/46

WORLD TODAY

Wonder Eye		10	

UNIVERSAL-INTERNATIONAL
1946-'47

NAME BAND MUSICALS (13)

2301	Frontier Frolic	Good	15	12/28/46
2302	Champaigne Music	Good	15	1/25/47
2303	Tumbleweed Tempos	Very Good	15	12/28/47
2304	Moonlight Melodies	Excellent	15	12/28/46
2305	Tex Beneke & the Glenn Miller Orch.		15	
2306	Melody Maestro		15	
2307	Tommy Tucker Orch.		15	
2308	Charlie Barnet Orch.		15	
2309	Charlie Spivac Orch.		15	
2310	Jitterumba		15	

SING AND BE HAPPY (8)

2381	A Bit of Blarney	Good	11	10/12/46
2382	The Singing Barbers		10	
2383	Let's Sing a College Song		10	
2384	Let's Sing a Western Song		10	

TECHNICOLOR CARTUNES (13)

2321	Fair Weather Fiends	Funny	7	12/28/46
2322	The Wacky Weed	Good	7	12/28/46
2323	Musical Moments		7	
2324	Smoked Hams		7	
2325	Coo-Coo Bird		7	
2326	Overture to William Tell		7	

UNIVERSAL-INTERNATIONAL (Cont.)

THE ANSWER MAN (8)

2391	No. 1	Interesting	10	10/26/46
2392	Nature's Atom Bomb	Interesting	10	12/28/46
2393	The Jungle Gangster		10	
2394	Red Fury		10	

VARIETY VIEWS (8)

2341	Bear Facts		9	
2342	Pelican Pranks			
2343	Wild West Chimp			
2344	Rhumba Holiday		9	

JUVENILE JURY SERIES (8)

2361	Juvenile Jury No. 1		10	
2362	Juvenile Jury No. 2		11	

SERIALS (1)

Mysterious Mr. M.

VITAPHONE-WARNER BROS.
1946-'47

BLUE RIBBON CARTOONS—Technicolor (18)

3301	Fox Pop		7	
3302	Wacky Worm		7	
3303	You're an Education		7	
3304	Have You Got Any Castles		7	
3305	Pigs is Pigs		7	
3306	Cat's Tale		7	
3307	Goofy Groceries		7	

FEATURETTES (6)

3102	Minstrel Days		20	
3103	Alice in Movieland		20	
3104	Dog in the Orchard		20	
3105	Keystone Hotel		18	
3106	Remember When		20	

MELODY MASTERS (6)

3601	Desi Arnaz & Orch.		18	
3602	Melody of Youth	Very Good	10	3/ 1/47
3603	Big Time Review	Fair	10	3/29/47
3604	Stan Kenton & Orch.	Fair	10	4/ 5/47
3605	Vaudeville Revue		10	

MERRIE MELODIES—Technicolor (20)

2701	Kitty Kornered	All Right	7	7/28/46
2702	Hollywood Daffy	Very Good	7	8/ 3/46
2703	Eager Beaver	Very Good	7	8/14/46
2704	Great Piggy Bank Robbery	Good	7	9/14/46
2705	Bacall to Arms	Novel	7	9/14/46
2706	Of Thee I Sting	Very Good	7	9/ 7/46
2707	Walky Talky Hawky	Excellent	7	9/ 7/46
2708	Fair and Wormer	Fast	7	10/12/46
2709	Mousemerized Cat	Fair	7	11/18/46
2710	Mouse Menace	Good	7	12/28/46
2711	Roughly Squeaking		7	
2712	One Meat Brawl	Funny	7	5/ 3 47
2713	Goofy Gophers		7	
2714	Gay Antics		7	
2715	Scent-imental Over You		7	
2716	Birth of a Notion		7	
2717	Tweetie Pie		7	
2718	Rabbit Transit		7	
2719	Hobo Bobo		7	

SPORTS PARADE—Technicolor (13)

3501	King of the Everglades		10	
3502	Lazy Hunter	Good	10	11/16/46
3503	Battle of Champs	Excellent	10	5/ 3/47
3504	American Sports Album	Interesting	10	4/ 5/47
3505	Let's Go Swimming	Good	10	3/ 1/47
3506	Arrow Magic		10	
3507	Harness Racing		10	
3508	Flying Sportsman in Jamaica		10	

TECHNICOLOR ADVENTURES (6)

3801	Star Spangled City	Excellent	10	11/16/46
3802	Rubber River	Fair	10	12/28/46
3803	Kingdom of the Wild		10	

TECHNICOLOR SPECIALS (8)

3001	Cinderella's Feller		20	
3002	The Last Bomb	Tremendous	20	9/21/46
3003	A Boy and His Dog		20	
3004	Saddle Up		16	
3005	Song of a Nation		20	

VITAPHONE VARIETIES (6)

3401	So You Want to Keep Your Hair	Fair	10	12/28/46
3402	So You Want to Play the Horses	Funny	10	11/ 2/46
3403	So You Think You're a Nervous Wreck	Fair	10	3/29/47
3404	So You're Going to be a Father		10	

NEWSREEL SYNOPSES

(Released Wednesday, May 7)

MOVIETONE (Vol. 29, No. 71)—Marshall reports failure of the Moscow parley; Right Rev. Charles K. Gilbert installed as Protestant Episcopal Bishop in New York; Truman receives Mexican President Aleman to the U. S.; Chiang Kai-Shek on vacation; British royal family sees South Africa's Victoria Falls; Australian girls wear scarves for bathing suits; British soccer final; Shooting the rapids of Oregon's McKenzie River.

NEWS OF THE DAY (Vol. 18, No. 269)—Mexico's President gets huge ovation on visit to U. S.; Royal family sees Victoria Falls; Chiang Kai-Shek on vacation; Strange visitors (duckbilled platypuses); British football classic.

PARAMOUNT (No. 72)—Capital hails Mexico's President; Royalty meets in Rhodesia; Animal world headlines; Intimate films as Chiang Kai-Shek visits birthplace; Veterans, 1947 pioneers, win stake in rich area.

PATHE (Vol. 18, No. 74)—Mexico's President visits the U. S.; "Assembly line" homes produced ten-a-day; Czech collaborators sentenced in Prague; Princess Katherine weds British Major; Chiangs on vacation at Generalissimo's birthplace.

UNIVERSAL (Vol. 20, No. 25)—U. S. hails Aleman; Five dead in terror blast; Royalty in Rhodesia; Danes bury their King; Madrid victory parade; Greek king takes oath; Super yo-yo demonstrated; Platypus playground.

ALL AMERICAN (Vol. 5, No. 237)—Haven for kids in Chicago; Negro ball teams exhibit "stuff"; The old Arkansas artist; The Senator from Detroit; The Penn relays.

TELENEWS (Vol. 1, No. 2)—French village lives in fear; France plans "TVA" project; A strange spring; Floods hit Europe; Pierre Bonnard, French artist, honored; Bootlegging is back—in Poland; U. S. Navy visits Belgium; Poles in Chicago hail Constitution Day.

(Released Saturday, May 10)

NEWS OF THE DAY (Vol. 18, No. 270)—Thrilling films of the Kentucky Derby; Inside Moscow today; Aleman's triumphal tour; French President sails through Straits of Gibraltar for French West Africa; Lou Costello and Bud Abbott greet youngsters at Los Angeles Youth Center; Apple blossom festival in the Shenandoah Valley; Bonnets good enough to eat.

MOVIETONE (Vol. 29, No. 72)—High spots in the visit of President Aleman; President of France on tour of Empire; Russian wives wait to join British husbands; Tornado wrecks town in northwest Missouri; Abbott and Costello open Youth Center; Queen Shenandoah crowned at apple blossom festival; Bathing fashions from Hollywood; Jet Pilot wins Kentucky Derby.

UNIVERSAL (Vol. 20, No. 36)—Record crowd sees Jet Pilot win Kentucky Derby; Mexican President continues tour of the U. S.; President Auriol on tour of French colonial possessions; Los Angeles Youth Center opened by Abbott and Costello; Sugar-cake millinery inventions shown in Chicago.

PATHE (Vol. 18, No. 75)—France's President in Dakar; Sumptuous club for the Red army; New York cheers President Aleman; The Kentucky Derby.

PARAMOUNT (No. 73)—Aleman sees the sights; New York City pilot lands in traffic jam; Candy—Chicago says it with hats; First picture of the French President touring Africa; Jet Pilot wins the Kentucky Derby in photo finish.

'Man Who Stole a Dream' Bought by Pine-Thomas

Pine-Thomas have purchased "The Man Who Stole a Dream," by L. S. Goldsmith, for production as a Paramount release, to follow their "Fear in the Night," also a psychological melodrama.

Whitman Chambers will do the screenplay, following completion of his "Big Town After Dark," which goes into production soon.

Grable's New Contract

Following the expected birth of her baby in June, Betty Grable will return to 20th-Fox in September, probably to start "The Blonde from Bashful Bend," which Preston Sturges will produce, direct and write from an original by Earl Felton, according to the terms of a new term contract just signed by Miss Grable.

PRC Buys 'Angel'

An original story, "Angel with an Axe," has been purchased by Producers Releasing Corporation from Dorcas Cochran. PRC also has signed the author to write the screenplay.

this Kid's DYNAMITE!



He's SUPER-CHARGED with SHOW-MANSHIP...that BLASTS from your *screen*... and ROARS from your *lobby*...to *sock* your patrons *smack* between the EYES...and *full* upon the EARS...with the high-powered SELLING...that draws a CROWD...to your Box Office!

No job's *too big* for this little guy...*because* ...when it's YOUR attraction that has to be *sold*...you can count on him to do a job of TELLING...a bang-up job of SELLING... that insists on being HEARD...and SEEN... by entertainment-hungry patrons!

He backs up every attraction with *sock-filled* TRAILERS...and *punch-packed* ACCES-SORIES...that make patrons PUT-up...and SIT-up...and make *him* the PRIZE BABY of the Industry!

NATIONAL *Screen* SERVICE
PRIZE BABY OF THE INDUSTRY

MAY 20 1947 ©CIB 77261

SHOWMEN'S TRADE REVIEW

THE SERVICE PAPER OF THE MOTION PICTURE INDUSTRY

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PRODUCT GUIDES
Begin on Page 46

Vol. 46 No. 20

MAY 17, 1947

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CHARLES E. 'CHICK' LEWIS
Editor and Publisher



Charles P. Skouras See Page 8

FOREIGN PRODUCT BOOKING GUIDE
(See Pages 31, 32, 33, 35, 36)

WHERE PROFITABLE IDEAS COME FROM
(Jack Jackson Tells on Page 37)

SHOWMEN'S SILHOUETTE
(See Page 28)

BIG NEWS FOR THE FAMILY TRADE!



Okay Mr. and Mrs. America and offspring!
We want you to know that
M-G-M has launched the Biggest
Production Program in movie history!
Yes, Mr. M-G-M Exhibitor, your Friendly Studio
Is the busiest spot in California!
We safeguard your business future
With Big Stars in Big Entertainments!
Millions of dollars in star names and
Production values for your public!

(continued)

MAY 20 1947

(continued)

Within the next few weeks all these Mighty attractions will be under way:

"**HIGH WALL**"—Robert Taylor · Audrey Totter

"**IF WINTER COMES**"—Walter Pidgeon · Deborah Kerr · Angela Lansbury

"**VIRTUOUS**"—Van Johnson · June Allyson

"**KILLER McCOY**"—Mickey Rooney · Elizabeth Taylor

"**ALIAS THE GENTLEMAN**"—Wallace Beery · Tom Drake

"**CASS TIMBERLANE**"—Spencer Tracy · Lana Turner

"**KISSING BANDIT**" (*Technicolor*) Frank Sinatra · Kathryn Grayson

"**UPWARD TO THE STARS**"—Robert Walker · Donna Reed

"**ON AN ISLAND WITH YOU**" (*Technicolor*) Esther Williams · Peter Lawford
Ricardo Montalban · Cyd Charisse · Jimmy Durante

"**SPEAK TO ME OF LOVE**"—Greer Garson · Walter Pidgeon

"**THREE MUSKETEERS**" (*Technicolor*) Lana Turner · William Powell
Gene Kelly · Van Heflin

"**B. F.'S DAUGHTER**"—Katharine Hepburn

"**HOMECOMING OF ULYSSES**"—Clark Gable · Deborah Kerr

"**STATE OF THE UNION**"—Spencer Tracy · Claudette Colbert

Irving Berlin's "**EASTER PARADE**" (*Technicolor*) Judy Garland · Gene Kelly
Peter Lawford · Cyd Charisse

Yes, it's big news for America's millions! And as usual, M-G-M leads the way with optimism, daring and greatness!



FAN MAIL! Last week we reported a series of Previews of completed M-G-M attractions that have thrilled theatre audiences We're still getting fan mail about these big hits and so will you when you play them: "THE HUCKSTERS"—Clark Gable, Deborah Kerr, Sydney Greenstreet, Adolphe Menjou, Ava Gardner, Keenan Wynn, Edward Arnold · "SONG OF LOVE"—Katharine Hepburn, Paul Henreid, Robert Walker · "FIESTA" (Technicolor)—Esther Williams, Ricardo Montalban, Akim Tamiroff, Cyd Charisse, John Carroll, Mary Astor, Fortunio Bonanova · "GREEN DOLPHIN STREET"—Lana Turner, Van Heflin, Donna Reed, Richard Hart · "CYNTHIA"—Elizabeth Taylor, George Murphy, S. Z. Sakall, Mary Astor · "THE UNFINISHED DANCE" (Technicolor)—Margaret O'Brien, Cyd Charisse, Karin Booth, Danny Thomas · "ROMANCE OF ROSY RIDGE"—Van Johnson, Janet Leigh, Thomas Mitchell, Marshall Thompson, Selena Royle, Dean Stockwell · "LIVING IN A BIG WAY"—Gene Kelly, Marie McDonald, Charles Winninger, Phyllis Thaxter, Spring Byington · "THE BIRDS AND THE BEES" (Technicolor)—Jeanette MacDonald, Jose Iturbi, Jane Powell, Edward Arnold, Harry Davenport

THE TWO-MAN ROMANCE OF A ONE-MAN



Bright comedy and glowing love thrill . . . in this delightful story of a groomless bride stranded in Mexico City with oh, such a handsome diplomat to the rescue!

RKO RADIO PICTURES

GIRL

RKO
PRESENTS

SHIRLEY TEMPLE
FRANCHOT TONE
GUY MADISON

IN

Honeymoon

A WILLIAM KEIGHLEY PICTURE

with

LINA ROMAY · GENE LOCKHART
CORINNA MURA · GRANT MITCHELL

Produced by WARREN DUFF · Directed by WILLIAM KEIGHLEY
Screen Play by MICHAEL KANIN · Based on a Story by VICKI BAUM



Femme Fans In Buffalo and Pittsburgh,
Echo Daily Variety's Applause for This Great



"WOMAN'S PICTURE!"

Paramount
teams stars of the two latest
Academy Award hits, in

"The Imperfect Lady"

Starring

RAY MILLAND · TERESA WRIGHT

with

SIR CEDRIC HARDWICKE · VIRGINIA FIELD · REGINALD OWEN · ANTHONY QUINN · MELVILLE COOPER

PRODUCED BY KARL TUNBERG · DIRECTED BY LEWIS ALLEN

Screen Play by Karl Tunberg

THE STR EDITORIAL PAGE

Big Event of a Big Week

From the standpoint of industry-wide significance, nothing that has happened during this week of many important doings in film business compares with the event which took place in the very heart of filmdom—Hollywood—as the Variety Clubs International held their annual convention.

In the home of the film studios, members of an organization internationally identified with the motion picture industry found such hospitality, such genuine expression of welcome and goodwill as to make this 11th Annual Convention memorable through the many years of useful service which undoubtedly will mark a long, long future for a really great humanitarian movement.

It was a great thing, to begin with, that this convention should be held in Hollywood. The whole idea behind the Variety Clubs and the tremendously fine job done by the Tents has been too little heeded by the film industry as a whole. This convention in Hollywood has put a spotlight on the organization and its purposes and accomplishments which will mean a wider appreciation of the importance of the Variety Clubs to the industry as a practical, finely integrated, effective medium for every-day application to local charities of the traditional humanitarian instincts and impulses of show people.

It was very fitting, also, that the Variety Clubs should, in reward for their great achievements, receive the warm and exciting reception which was accorded by Hollywood to them. The event, thanks to the most able job of conducting the convention by Tent No. 25 under the dynamic leadership of its Chief Barker, Charles P. Skouras, will be as fruitful of future good to the Variety Clubs and the industry as it was productive of thrills and enjoyment to those attending it.

▲ ▲ ▲

Hands Across the Sea

Even one dependent upon reports from a distant point—at least one who knows American film men and their ways—could detect with unmistakable clarity the depth and warmth of the reception accorded to J. Arthur Rank and his party since their arrival in New York last weekend.

Mr. Rank is the possessor of a winning personality as well as being one who commands great talent as a financier and industrialist. That became apparent shortly after he arrived here on his first visit. He, naturally, commanded great respect even before he arrived in this country for the first time as a man identified importantly with the motion picture industry. But to the great respect Rank has added, so far as American film circles are concerned, a real affection. Indeed, J. Arthur is really one of the film fraternity here and the manifestations of personal regard so evident in the receptions for him in New York are receiving a "second the motion" nod of approval from motion picture people everywhere.

* * *

And, speaking of the cordial relations between the British and the U. S. industry, we note the growing bond as more contacts between American and English film people develop.

According to Jock MacGregor's report this week, as published elsewhere in this issue, the Hal Wallis unit, filming a picture over there, is receiving the most courteous and helpful cooperation from officials and people as they do location work in public places.

And why wouldn't it be a great idea for some of the British producers to send a unit over here to shoot a picture now and then? We offer the suggestion to Mr. Rank as something quite worth looking into.

▲ ▲ ▲

Meet the Showmen

We have no details as to precise program and policy observed in the meetings which 20th-Fox Advertising Head Charles Schlaifer has been conducting in the field at gatherings of his own exploiteers and exhibitors in the territories visited. But we have a distinct impression that this is a really good idea—this business of the head man of film company advertising to get out there and make periodic contacts with the fellows who run the theatres. Nothing makes for a more understanding handling of a job than a good understanding of the conditions and the problems faced by the theatremen who sell the pictures and for whose use distributor ad material is designed.

▲ ▲ ▲

Fore!

The day we go to press is the day Ned Depinet and his great RKO Radio outfit play host to picture people from far and near New York at the annual RKO Golf Tournament. This event has become the industry's golf classic of the East at which duffers and crack linksmen, gin rummy hounds and just mere spectators fortunate enough to be present are sure of a swell time, come rain or shine. And the more they enjoy themselves the more genial Host Ned beams with happiness.

—"CHICK" LEWIS

WHAT'S NEWS
In the Film Industry This Week

GENERAL—White-haired even-speaking Steve Broidy was talking. Monogram, he said, had to know where it stood on production costs. Monogram, faced with the spread of the Conference of Studio Unions-International Alliance of Theatrical Stage Employes jurisdictional battle and a new contract with Screen Actors' Guild, did not know what production costs would be. Therefore Monogram would shut down its studios some time next week after it completed the three pictures now in the works. Last minute development might change Broidy's decision for Monogram. But if it doesn't there will be another slow-up in B picture production, which at present doesn't offer any abundance of selection for product-starved exhibitors and if Broidy's sentiments are echoed by similar action among other B producers, the situation could easily become serious.

Broidy's statement highlighted the jurisdictional strike in Hollywood again, which has dragged on wearily at prohibitive costs to both employers and employes. In Washington this week, American Federation of Labor President William Green finally took one step in the right direction—a direction which the Screen Actors Guild had pointed out to him almost a year ago. He called a conference of 12 international unions which have workers in the Hollywood studios and from this came a committee of five who are to study the whole subject of jurisdictional strikes and make a report on what action should be taken to eliminate them. (Page 9).

Another labor front development found Pat Casey, studio labor relations head for the Association of Motion Picture Producers quitting and Charles Borne, manager of that group, moving into his spot.

A more encouraging sign of industry international understanding seemed in the offing this week as England's powerful British Film Producers Association and this counntry's powerful Motion Picture Association formed a joint advisory committee of six members (P. 9).

Announcement of this committee, which is the outgrowth of MPA President Eric Johnston' suggestion for an international film council, was made as lay and trade press reporters crowded into a conference room to interview visiting J. Arthur Rank, and Eagle-Lion's Robert Young. Rank was genial and smiling, denied the question asked by STR's reporter whether he was dissatisfied with the results English films were getting in America, acknowledged that he wanted more playing time but said progress to date was satisfactory, seemed a bit puzzled about the plans he was supposed to have about acquiring theatres in the United States, and flatly stated that he did not think partial socialization of the British film industry was either practicable or would come about (P. 9).

On the home front, the Southern Baptists in convention criticized pictures which glamorized "organized vice, gambling and drinking" and decided to tell Eric Johnston about it; in Hartford, Motion Picture Theatre Owners of America General Counsel Herman Levy took to the air in a forum on censorship, which may threaten Connecticut as the result of a request made by the Juvenlie Commission that the legislature do something about improper films.

And industry went to the courthouse again this week as Walter Reade, who operates a chain of theatres, among which are three in Plainfield, N. J., sued the eight majors and their affiliated theatre corporations for $3,900,000 under the trust laws over what he alleges is maintenance of uniform and unjustified clearance.

* * *

DISTRIBUTION—Unless the American Military Government will grant it such needed facilities as equipment, quarters and personnel, the Motion Picture Export Association will not be able to take over distribution of American films in occupied Germany on July 1 as planned, MPEA Vice-President Irving Maas said this week.

On the home front Screen Guild held its first sales conference with 50 franchise holders, managers and executives attending. The directorate, which met during the convention, reelected John Nunes, president; Robert Lippert, and Arthur Lock vice-presidents; I. H. Prinzmetal, secretary and S. K. Decker, treasurer. Jack Cartwright moved up from the post of publicity director to that of public relations director with Jack Leewood succeeding him in the publicity post.

* * *

EXHIBITION—On the west coast the exhibitors listened to the speaker. He was telling them that in the state of Washington not a single exhibitor paid a license fee to the American Society of Composers, Authors and Publishers. He urged them to consider this. They did, with the result that the closing sessions of the Pacific Coast Conference of Independent Theatre Owners voted to raise $25,000 as a war fund to test the legality of Ascap's theatre licensing as applied to music on sound films in court. The PCCITO also heard speakers discuss the decree, took a fling at the service offered by National Screen Service and laid groundwork for a fight against municipal admission taxes.

Meanwhile in the deep south Allied had moved in again in Louisiana and Mississippi after an absence of almost a decade when the local unit folded after its then-president, who was also its principal source of finance, pulled out because national Allied would not intervene in a film fight one of his relative's theatres was having in Texas. The new unit, dubbed Gulf States Theatre Owners' Association, numbers 100 theatres and is headed by Bill Pruitt.

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The News Spotlight



WILLIAM J. KUPPER . . . he's off overseas as he jumps from general sales manager of 20th-Fox to Great Britain Managing Director for 20th-Fox International this week.



SIDNEY J. BERNSTEIN . . . he runs Britain's Granada circuit, was Eisenhower's film chief during the war. Now he's Alfred Hitchcock's partner in Transatlantic Films which plans to spend five million in shooting its first two pictures. (P. 10).



RICHARD F. WALSH, IATSE chief. He was in Washington to participate in the AFL conferences on jurisdictional strikes. (P. 9).

Charles P. Skouras

(The Man on the Cover)

President of National Theatres and one of the industry's foremost figures who this week won plaudits in a new role, that of head man of an organization that played host to members of the Variety Clubs International who gathered in Hollywood for the 11th Annual Convention of that organization. Skouras has been prominently identified with the Variety Clubs since the formation several years ago of the Southern California Tent of which he is the Chief Barker.

NATIONAL NEWSREEL

Bank Night Ruling

Bank night is no violation of the recently-passed Minnesota state anti-gambling law, Attorney General J. A. A. Burnquist ruled this week. In an opinion furnished at the request of E. M. Greenberg, city attorney for Evelenth, Minn., which described the way bank night operated in the theatre there and asked for a legal ruling on its status, Burnquist wrote:

"In our opinion the so-called bank night enterprise is not within the term 'gambling devices' as used in the law."

Gulf State Theatremen Form Unit of Allied

Twenty-five exhibitors, representing over 100 theatres in the Gulf States area, this week had formed an Allied unit embracing that area and were seeking office space for a permanent headquarters in New Orleans.

The organization to be known as the Gulf States Theatre Owners' Association elected the following: W. A. Pruitt, president; Don George, vice-president; Abe Benreson, Gretna, secretary. Directors are: Bill Butterfield, M. A. Commett, Frank Corbitt, Milton Guidry, Nick Lamantia, Joe Guillory, D. B. Fisk, Harold Bailly. The organization marks the return of a national Allied unit in an area where Allied had not been for several years since the former unit was disrupted.

AFL Forms Committee for Jurisdictional Strike Study

Action Comes as Monogram Plans Studio Shut Down; IATSE, Painters Talk

Twelve unions of the American Federation of Labor which have locals in west coast studios this week met with AFL President William Green in Washington, D. C., and Wednesday appointed a committee to study ways and means of solving jurisdictional strikes as the most emphatic protest to date against such labor disputes came with the announcement that Monogram would shut down its studios upon completion of three pictures it is now finishing.

The Monogram announcement was made as the Senate passed a stringent labor measure barring jurisdictional strikes and sent it to the House.

Labor Meets

The AFL Washington meeting did not consider the Hollywood situation specifically or formally. The committee it appointed was given a mandate to: 1) Study jurisdictional strikes; 2) Analyze their cause; 3) Present a plan for settlement; 4) Offer this plan to the AFL unions for approval or rejection.

The committee consists of Richard F. Walsh, president of the International Alliance of Theatrical Stage Employes; Gus W. Tyler of the Electrical Workers; D. J. Tobin of the Teamsters; Lawrence P. Lindloff of the Painters and Paul Hutcheson of the A. F. of L. Carpenters.

Carpenters Absent

The union's only representative to absent himself from the committee meeting of the Operating Engineers, the Building Service Employes, Alliance Office Employes, Radio Directors Guild, the Plasterers and Cement Finishers. The Carpenters, whose jurisdictional dispute with the IATSE precipitated the current Hollywood situation, did not attend.

Labor observers were inclined to be more optimistic than they had been about the Hollywood situation however, despite the fact that the AFL meeting did not consider it formally. Their optimism arose from the report that Lindloff of the Painters union, which is a member of the striking Conference of Studio Unions and the IATSE's Walsh had agreed to discuss the Hollywood situation together.

If the differences between the two can be reconciled, this would be an important step towards bringing still another union back into the studios.

In Hollywood Monogram President Steve Broidy estimated that the studios would shut down next week at which time he thought work on "Robin Hood of Monterey," "A Guy Named Joe Palooka" and "Code of the Saddle" would be completed. Broidy said the action was contemplated because Monogram was becoming involved in the Conference of Studio Unions-IATSE dispute and further had to negotiate a new contract with the Screen Actors Guild. Since it was essential that the producing company know what its pictures would cost and since no basis of cost could be arrived at under the present unsettled conditions, future production would be halted, Broidy said.

Broidy did not say when he expected to reopen.

Hollywood Headache

Hollywood buzzed with the possibility that other studios in the Monogram category might follow Broidy's lead if they should face the same problems. Since these studios make the bulk of B pictures, their shutdown would cause a further decrease in available product.

Rank Satisfied With the Progress His Pictures Have Made in U. S.

Tall, urbane and soft-spoken, J. Arthur Rank, dominant figure of both Britain's milling and motion picture industries, made another short visit to New York this week during which he declared he did not expect English films to reach the place he thought they should hold over here in a short while and that he was satisfied with the progress they had made to date.

Rank's statement, which is contrary to reports to the effect that he had expressed dissatisfaction with the monetary returns his pictures were getting from United States bookings and had told his aides he wanted better results, was made at a jammed, floodlamp-lighted interview during which Universal newsreel cameras ground away and Motion Picture Association President Eric Johnston acted as master of ceremonies.

Attending the interview besides Rank and Johnston was Rank's Managing Director John Davis; Eagle-Lion board chairman and railroad apple cart upsetter, Robert Young; Eagle-Lion President Arthur Krim; American J. Arthur Rank Organization President Robert Benjamin; Universal Board Chairman Nate Blumberg, and Universal Vice-President Matthew Fox.

In addition to his remarks on British film, Rank declared that he anticipated no great drop in motion picture attendance over the world and at any rate none in Britain within the next 12 months; that he thought this would be a period of motion picture expansion; that as long as Britain had dollars she would buy American pictures, and that part socialization of the British motion picture industry was to his mind impracticable.

Others who joined in the interview were:

1) Young, who declared that he had entered the film business because he believed reciprocal trade a necessity and thought films were a good way to spread world understanding, thereby obviating the ruinous struggle for armaments whose cost was threatening free enterprise; that Eagle-Lion has spent more money than it anticipated regaining on early British imports in

(*Continued on Page* 10)

British-U. S. Joint Film Advisory Committee Set Up

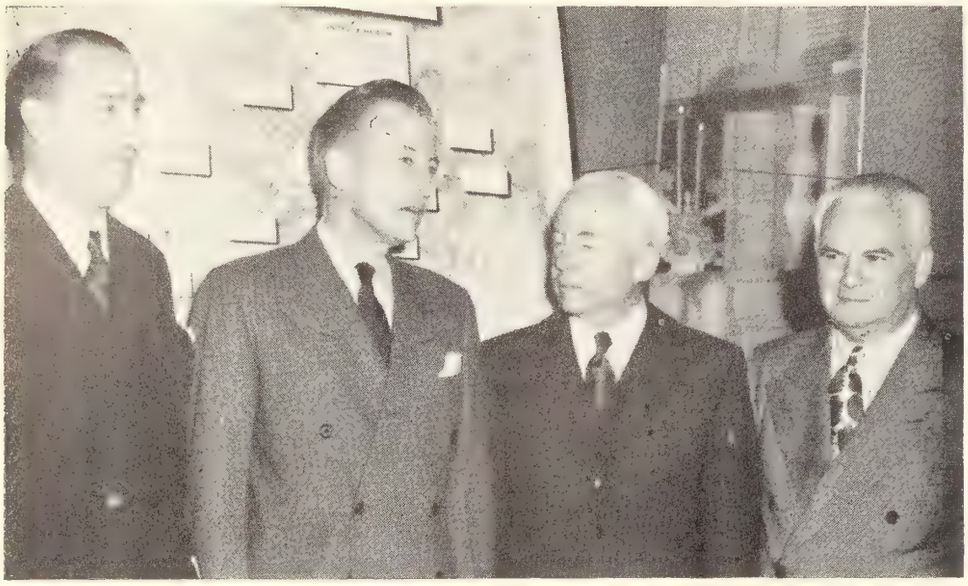
Two overwhelmingly dominant factors of the American and the British motion picture industry formally joined hands this week as the Motion Picture Association of America and the British Film Producers Association announced they had set up a standing advisory committee intended to facilitate cooperation between the two producer groups in meeting common problems.

Announcement of the new committee, which is to consist of six members, each of whom will have a deputy to serve as an alternate, was made at a press conference given by British Film Tycoon J. Arthur Rank shortly after his arrival in the United States.

The committee consists of the following: MPA President Eric Johnston, Loew's President Nichols M. Schenck, Paramount President Barney Balaban, representing the American industry; British Film Producers Association President J. Arthur Rank, D.L., J. P.,; Sir Alexander Korda of the BFDA Executive Council, Sir Henry L. French, G.B.E., director general of the BFPA, representing the British industry. Names of the deputies are to be announced.

The committee is the outgrowth of a suggestion for an international film council advanced by Eric Johnston. It will act on matters referred to it with the consent of both parties and will presumably formalize the cooperation which has been going on informally between the industries on such matters as film trade barriers and the like.

Four of a Mind



THEY ALL AGREE that interchange of films will promote world understanding and help trade. (Left to right) J. Arthur Rank, Eric Johnston, Eagle-Lion's Robert Young, Universal's Nate Blumberg as they met in New York for a mass interview Monday.

British Picture Progress O. K.—Rank

(*Continued from Page* 9)

order to get them off to a right start in this country.

2) Fox, who explained, in answer to a question put to Rank, that Universal had not abandoned its plan to acquire theatres in about 50 cities and that the houses would not be a circuit as the word is usually understood but merely showcases and that Universal hoped to sell circuits everywhere. Fox also defended the method of selling Prestige pictures, pointing out that "Brief Encounter," had achieved bookings over the New York Loew's circuit as part of a double bill and that the audience reaction had been favorable.

The interview was split into two parts, with the trade press opening up and the lay and fan press later taking over their seats to continue the interview. Johnston opened each section of the interview with questions designed to clarify the Rank ownership and interests in the United States.

As gleaned from the answers, Rank is the largest single stockholder in Universal. Eagle-Lion is owned by Pathe Industries in the United States and in the Latin Americas. Eagle-Lion elsewhere is owned by Rank.

In answer to questions Rank said that he expected it would take "two or three" years for British films to get the number of bookings he wanted.

"I don't expect," he said, "in a short time to arrive at the point that I'd be satisfied. But I am satisfied with the progress that we are making . . . and we are satisfied with Universal and Eagle-Lion's efforts. . . . I want to see British pictures get some reasonable playing time on this great market," he continued, adding that he sought wider bookings sooner than greater returns because by getting wider distribution British films would promote better understanding between the countries.

Rank would not say what amount he expected to get from the United States in rentals. To the remark that $20,000,000 annually had been reported, Universal's Matthew Fox, who is faced with the sale of some of the pictures, said:

"Twenty million is a good target."

Rank also declared that the allocation of his

(*Continued on Page* 18)

Warner Newsreel Due in November

Warner Bros. long-talked-of newsreel, which has been under discussion for several years, now will make it sbow to the theatres of the country in November, Pres.ident Harry M. Warner announced this week. James Allen, one-time public relations head for the Department of Justice in Washington and a Warner studio executive since 1943, will be in charge of the reel, headquarters for which will be in New York with processing done in the Warners' Brooklyn laboratories.

While no statement was made as to the number of issues to be turned out weekly, trade sources indicated that it would be the normal two editions of the usual newsreel operation. The reel will be distributed by Warners' short subject department under Short Subject Sales Manager Norman H. Moray.

Red Tape May Delay MPEA Handling Films in Germany

Unless the American Military Government can provide the necessary quartering, personnel and other facilities needed, the Motion Picture Export Association may not take over actual distribution of American films in Germany from the Army on July 1 as planned, MPEA Vice-President Irving Maas declared in New York this week.

Maas said MPEA was ready to relieve the Army of the distribution functions, but pointed out that in a militaryly-occupied country the assistance of the Army was needed even to get a pencil and that such facilities as exchanges, inspecting machinery and trained help could only be obtained from the Military Government.

"It's a question," he declared, "if the Military Government will be in the position or will be willing to turn over the necessary facilities to us by July 1."

Another bone of contention seems to be, he pointed out, the refusal of the Military authorities in Germany to turn over to the MPEA for handling the newsreel produced by British and Americans for German consumption. No reason was ascribed for this, Maas said, and MPEA is distributing a similar film in the Japan-Korea area. The British-controlled sectors of Germany, he continued, are willing to let the J. Arthur Rank Organization handle the newsreel in the areas the British control.

If the MPEA does take over in Germany, Harold Smith will go in as the home office representative. Maas said. Headquarters will be in Berlin with exchanges in Frankfort, Munich, Stuttgart and Hamburg. Maas did not know when MPEA would open if it fails to start operations on July 1.

Transatlantic Pictures Ready to Start Two Films

Transatlantic Pictures is ready to go ahead with its first two pictures "Rope" and "Under Capricorn"—on a budget of $5,000,000 from a loan made by Bankers Trust of New York, Sidney L. Bernstein, who with Producer Alfred Hitchcock are partners in the new enterprise, said in New York Tuesday.

Bernstein, who is head of Granada Theatres, large English independent circuit of 45 houses, declared the recently-formed company planned to start with two pictures a year and would produce on both sides of the Atlantic, declaring:

"The intention is not to make a lot of films but to make a few good pictures. We will have a small production unit in England and a small production unit in California."

The company, which he explained is really two corporations—one English and one American—will admit actors, writers, directors into partnership for specific pictures, Ingrid Bergman having a percentage interest in the Technicolor "Under Capricorn." Bernstein is now attempting to arrange an American distributing deal.

Washer Assumes Duties In Para. Publicity Post

Ben Washer this week assumed his duties as eastern publicity manager for Paramount Pictures. Washer had been employed in the same capacity for Samuel Goldwyn.



about the big new Bouncing Ball song series
and the whole new streamlined line-up of

Paramount Shorts

FOR 1947-'48

Paramount

Increases the supply of its leading audience favorites...

Adds an important *new* color-cartoon series...

Strips down the number of series for the most concentrated values ever, in its...

64 New-Season Shorts

MORE CARTOONS—24 IN ALL —AND ALL IN TECHNICOLOR*

NEW Screen Song Cartoons (8)

Starring THE BOUNCING BALL

So popular were its two 1946 test releases that The Bouncing Ball has now been promoted to stardom in a series all its own. These join-in-the-fun-and-sing shorts are the greatest audience-participation subjects ever to hit the screen.



MORE Popeye Cartoons (8)

Yes, *8* instead of 6 because showmen can't get enough of the Strong Man of ticket-selling laughter.



MORE Noveltoons (8)

Maintaining the recently announced increase in number of releases from 6 to 8, because of their overwhelming public acceptance. The series that "discovered" The Bouncing Ball and introduced other novelties.

** All Produced by Famous Studios*

A REPEAT ORDER OF THESE THREE FAMOUS SERIES

6

Musical Parade Featurettes

IN TECHNICOLOR

Made like features, cast like features with real marquee star-names. Scored like features with real hit music.

Produced by Harry Gray



6

Paramount Pacemakers

A new series that has made good. So original that these were the first shorts ever picture-featured by "Life" Magazine.



10

GRANTLAND RICE

Sportlights

Produced by Jack Eaton

The 27th year of America's unchallenged leader in its field. And its field is America's most popular topic—sports.



THE 3 JERRY FAIRBANKS SERIES CONTINUED BY POPULAR DEMAND

6

Speaking of Animals

Honored *twice* with Academy Awards, they have highlighted with fun and interest every show they've played.



6

Popular Science

IN MAGNACOLOR

Dramatizing the headlines of science in the terms of every-day living, these fine Shorts assure program diversity and high-level audience interest.



6

Unusual Occupations

IN MAGNACOLOR

Your patrons meet such interesting people, doing such fascinating things that this series has been audience-acclaimed for 10 years.

AND SING OUT
THE BIGGEST NEWS OF ALL...

Paramount News

THE EYES AND EARS OF THE WORLD

Newsreels are *not* all alike because today no other newsreel is like Paramount News. Unrivalled in coverage, unique in editing slants, it scoops all competitors time after time. Your patrons are missing something if you don't show Paramount News!

It takes your audience *everywhere* — shows them *more* — shows it *more dramatically*. Its best-on-film reporting points up every event from human interest items to world-shaking headlines. You'll find everything important to the public presented more importantly in its 104 issues a year.



AND HERE'S A BRAND NEW
PROGRAMMING IDEA...

The Paramount Shorts Package

A Paramount-pioneered innovation already popular with exhibitors as 2nd feature substitutes, program balancers or holiday, midnight, and kiddies' specials.



• • •

The Boxoffice Will Sing With

64 Shorts

42 In Color — In 9 Series
Plus Paramount News

from

Paramount

for 1947-'48

NATIONAL NEWSREEL

Tent No. 32 In

Tent No. 32 of northern California was inducted into the Variety Clubs International Monday night as three National officers—R. J. O'Donnell, Marc Wolf and Charles E. (Chick) Lewis—came to San Francisco for the ceremonies accompanied by Charles P. Skouras, chief barker of Tent No. 25 of Los Angeles, Elmer Lux of Buffalo and Bill O'Donnell of Dallas.

The services took place in the Tent's magnificent new club rooms in the Tivoli Theatre Building with Wolf conducting the ritual and obligation of the Tent's first chief Barker, Abe Blumenfeld, and the newly-elected officers. O'Donnell introduced the speakers; Rotus Harvey was toastmaster and Col. Bill McCraw principal speaker. On hand to greet old acquaintances was former San Franciscan Sid Grauman.

After the induction, the national, local officers and members of the tent, among whom were Jimmy O'Neil, Jack Marpole and Herman Kersken, adjourned to Blumenfeld's home for a steak dinner.

Rites Held Wednesday For Richard A. Rowland

Funeral services for Richard A. Rowland, 66, who at one time or other was connected with every branch of the film industry and who at the time of his death was with 20th Century-Fox's eastern production, were held in New York Wednesday with burial in Pittsburgh Thursday. Rowland, who is survived by his widow, Mrs. Daisy Rowland and two sisters—Mrs. Jessie R. Miller of New York and Mrs. Oliver McCracken of Los Angeles—died in New York's Beekman Hospital after a long illness.

In business since 18, he organized Metro, had been a general manager for First National which he brought into the theatre business in a big way by merging the interests in the east of the Stanley Company with the West Coast houses to form a 350-house circuit, and had been variously connected with Paramount RKO, Republic, MGM as a producer, as well as an independent producer who made "Three Cheers for Miss Bishop." He entered films through his father's carbon lamp business which he expanded into theatre supplies and into film distribution by acquiring rights on films until he had built up an eight-exchange distributing organization.

J. P. Normanly Dies of Heart Attack on Coast

James P. Normanly, 53, who went to the west coast from New York to take charge of the Bank of America branches and who served at one time as vice-president and general manager of Universal studlios, died at his Hollywood home Monday of a heart attack.

Higher St. Louis Theatre Taxes

St. Louis Motion Picture Theatres faced increased taxes through larger real estate assessments imposed by the city assessors, it was revealed this week

Variety Clubs' Convention Most Enthusiastic in History

Fun-loving and frolicking Variety Club Barkers, who have been treated and rained of entertainment and sightseeing as fast-paced as an action western and as colorful as a Technicolor carnival, sat down to serious business Thursday as the Variety Clubs International 11th annual convention opened its business sessions in Hollywood at the Ambassador Hotel in what appeared to be the biggest and most enthusiastic Variety meeting held since the inception of the organization.

Approximately 800 Barkers were registered as the business sessions got under way with the total crowd at the convention, swollen by Barkers' wives and their friends, possibly carrying the number attending up to the 1200 mark and overflowing from Los Angeles hotels.

The better part of Thursday was taken up with preliminary business sessions and a slate of officers for the election. Friday morning's session was occupied by the "heart" reports of the various Tents, the reports which outlined in detail the various humanitarian activities of each city's Tent.

Friday afternoon was occupied by elections.

But even as the delegates sweated it out over reports, carpenters' hammers in the Warner Bros. studios at Burbank were battering away as they set up decorations for the giant Variety Club banquet scheduled to be held there Saturday night.

The banquet, to make use of two of the studio's vast sound stages, was set for a real circusy atmosphere as Warner technicians converted their stages into giant big tops.

The banquet, which was to be preceded by a cocktail party for 1200 people, was to be served from what is probably the world's largest cook tent, which was to employ some 30 cooks, 120 waiters and 20 waiter captains, lined up under Dave Chasen, veteran showman and caterer.

The entrance to the sound stage had been built to simulate the main entrance to the circus, complete [illegible] and flanked by [illegible] animals.

Inside the big sound stage, [illegible] big-top canvas and the tent atmosphere further simulated with canvas drapes. At one end a permanent stage was erected for the show which will entertain the barkers after the dinner. The show was scheduled to offer, under direction of Leroy Prinz, such stage talents as Jack Carson, Dennis Morgan, Janis Paige, Ann Sheridan, Ronald Reagan, Alexis Smith, Joyce Reynolds, Zachary Scott, Martha Vickers, Alan Hale, Gale Robbins, Angela Green, Eve Arden, Geraldine Brooks, Dorothy Malone, Forrest Tucker and Kyle MacDonnell. Leo Forbstein's orchestra, dressed in circus red and gold, will furnish the music.

Five newsreels will cover the event.

While the Variety Barkers attend this stag affair, the ladies will be the guests of Sid Grauman at a theatre party at El Capitan, where Ken Murray's "Blackouts" is showing.

Friday's entertainment program included a lunch for the Barkers with Henry Ginsberg and Paramount as hosts, while Oscar Oldknow and the Hollywood Turf Club were hosts to the Barkers' wives at a luncheon and fashion show at the Cocoanut Grove.

On Thursday the Barkers were guests of Gene Autry for lunch; at night Monogram, Allied Artists and their President Steve Broidy entertained the Barkers and their wives at a dinner in Earl Carroll's Theatre Restaurant.

Wednesday Darryl Zanuck and 20th Century-Fox played host to the Barkers only at lunch; Wednesday night, Charles P. Skouras, who was spark plug for the convention and whose Tent

(Continued on page 12)



EARLY BIRD. Taking no chance of being late for the Variety Clubs International Convention was Theodore Gildred (extreme left) of Mexico City, who came to Los Angeles one week early to look around. With him are National Chief Barker R. J. O'Donnell (center) and "Chick" Lewis (extreme right).

NATIONAL NEWSREEL

Reade Seeks Theatre Divorce In $3,900,000 Trust Suit

Alleging existence of a conspiracy to maintain a uniform and unjustified clearance in favor of Newark, N. J., over Plainfield, N. J., Walter Reade's Strand Theatre Operating Company which operates the Strand, Oxford and Paramount in the latter city this week filed suit under the anti-trust laws against eight major distributors and five theatre corporations for $3,900,000 damages and an injunctive relief which includes theatre divestiture.

The suit, filed in the Federal court at Newark, is directed against Warner Bros. Distributing Corporation; RKO Radio Pictures, Inc.; Loew's, Inc., (MGM); Paramount Pictures, Inc.; 20th Century-Fox Film Corporation; Big U Film Exchange (Universal); Columbia Pictures Corporation, United Artists; Warner Bros. Circuit Management Corporation (operating the Bradford, Newark; Regent and Ritz, Elizabeth; Cranford, Cranford); the Stanley Company of America (owned by Warners); Nu-Broad Company (partly owned by Loew's, operating Loew's State, Newark); Essex Amusement Corporation (partly owned by Paramount, operating the Paramount, Newark); RKO-Proctor Theatres (operating the RKO Proctor, Newark, the Rivoli and State at New Brunswick).

The suit alleges:

1) That the plaintiff lost $1,300,000 (which tripled under the punitive provision of the trust laws amounts to $3,900,000) due to the Newark clearance over Plainfield.

2) That the clearances are uniform in the case of each defendant and were reached by agreement.

3) That the clearance is not actually granted for Newark, which is non-competitive with Plainfield, but to benefit the defendant houses in Elizabeth by allowing them to play day-and-date with Plainfield.

Seeks Injunction

The suit seeks in addition to damages:

1) An injunction which would prohibit all allegedly illegal practices and which would set aside the clearance over Plainfield.

2) An injunction ordering the distributor defendants to divest themselves of theatres in the areas involved — Essex, Union and Middlesex counties.

The theatre divestiture angle gains some significance in view of the fact that Reade, while having no hand in the RKO operations at New Brunswick, is reportedly part owner of the Rivoli and the Senate there with RKO. Under the statutory court decree RKO would have to gain 95 per cent ownership of these houses in order to retain them.

The case is further novel in the charge that the Newark clearance over Plainfield is designed to benefit the defendants' houses in Elizabeth.

Attack Clearance

Geographically, Elizabeth is right next to Newark, and plays pictures 14 days after Newark first-run, which is equivalent to playing them day-and-date with Plainfield. If Plainfield were not under clearance to Newark, it could run ahead of Elizabeth. Further, trade sources say, if Plainfield were not under clearance to Newark, it could probably get a general release date for the territory and play ahead of Newark and equally with New Brunswick, which Reade appears to consider his opposition and which can play pictures under general area release without waiting on Newark.

PCC Raising War Fund to Attack Ascap Fee System

Closing sessions of the Pacific Coast Conference of Independent Theatre Owners convention this week were set to raise a $25,000 war fund with which to attack the legality of the American Society of Composers, Authors and Publishers' license system in theatres in a court test case.

The PCCITO moved to start a court test case after the convention had heard Robert Graham, president of the Seattle Junior Chamber of Commerce tell it that not a single exhibitor in the state of Washington paid an Ascap fee. Graham urged exhibitors elsewhere to follow this policy and to attack the license system in court actions.

Byron Bryant, San Francisco lawyer, declared that organizations such as the PCCITO could serve as police under the decree to see that the terms of competitive bidding were kept and declared, "the real issue is the drive by the government for divorcement."

"The present situation," he asserted, "is monopolistic. The danger rests in other big chains buying out present big fellows."

Delegates and their ladies were entertained by the studios Wednesday. Thursday night a banquet at the Biltmore Bowl closed the convention.

Picture People

Loew's International President **Arthur M. Loew** may be happy over the fact that his outfit has bought a New York building at 1600 Broadway to house his expanding staff, but **Helen O'Toole,** secretary to the President Fred Wehrenberg of the Motion Picture Theatre Owners of America and lots of other tenants who'll have to move out aren't too happy.

Universal-International foreign operations has moved **Keith Goldsmith,** formerly general manager in India to a spot as liaison for Universal interests and the African Consolidated Films in Johannesburg. The outfit is the new Schelsinger-Universal-Rank combine. Other changes: **Vincent Palmeri** from southernmost South America to Mexico; in Sweden, **Karl Jungmarker** as manager to replace the retired **Leo Gussen.**

Astor Pictures President **Bob Savini** will come home from the Variety convention by way of Seattle and San Francisco.

United Artists Western Sales Manager **Maury Orr** is traveling again, this time for six weeks over his territory.

Harry W. Smith, RKO Pathe director-cameraman and News Editor **John Le Vien** are off for a survey of Europe.

Attacks Censorship

Motion Picture Theatre Owners of America General Counsel Herman Levy took to the air Thursday night as a speaker against censorship for Connecticut in a radio forum held on the subject.

Levy's action followed a telegram from the Juvenile Commission of Hartford which wired the state legislature urging methods to prevent showing of pictures which are an "afront to moral standards." The telegram was directed against "Duel in the Sun," and while the Commission did not recommend censorship, started a flurry in that direction.

Variety Clubs Hold Enthusiastic Meet

(*Continued from Page* 11)

25 was host to the meeting, gave a dinner for the national officers and national canvassmen at the Beverly Hills Club.

Tuesday's entertainment ranged all the way from sightseeing to impromptu events with a dinner given by Paramount in the evening with a surprise showing of Paramount's "Variety Girl" following the dinner.

Delegates who arrived early—and some arrived as early as Monday—found themselves getting off the train in a festive atmosphere. At the south patio of the Union Station in Los Angeles, gayly-dressed senoritas were on hand to smile a welcome while a Mexican string orchestra played airs and a group of cowboys whooped it up.

Tent City

Then when they arrived at the Ambassador Hotel, they found a tent city awaiting them with 33 Tents—one for each Variety Club—set up on the lawn outside the hotel and a huge sign—the largest on the Pacific coast—spelling out "Welcome Barkers" over the hotel entrance. The sign was the work of Oscar Oldknow and National Theatre Supply.

Tent No. 25 of southern California was host to the convention. A team headed by Charles P. Skouras and consisting of Property Master W. H. (Bud) Lollier, Dough Guy George Topper, Publicity Director Sherrill Corwin and Heart Committee Chairman Dr. Ben Feingold worked with members of the convention committee to set up the convention. On the committee were Willard Keith and Howard Stubbins, studio contacts; George Topper, finance; Oscar Oldknow, decorations; Jack Berman, token and gifts; Norman Manning, coordination. Lollier also served as chief of registration, hotels and transportation.

E-L 12 Pictures for Next Year to Cost $18,000,000

Eagle-Lion Production Vice-President Bryan Foy this week announced from Hollywood that his company would produce 12 pictures on its next year's schedule at a total cost of $18,000,000. Of these four would be in color costing $2,000,000 each, Foy said.

Two changes in Foy's staff took place this week as Kenneth Thompson, Hollywood actor, producer and executive secretary of the Screen Actor's Guild joined the organization as Foy's executive assistant to replace Irving Lazar, who had been promoted to a producer whose first assignment will be "New Girl in Town."

SELLING THE PICTURE

Wide Press Coverage Is Set for 'Repeat' Premiere

Extensive press and radio coverage has been set for the world premiere of Eagle-Lion's "Repeat Performance" at the Liberty Theatre in Zanesville, Ohio, on May 22. Top-ranking radio commentators, syndicate representatives, feature writers and nationally syndicated columnists have signified their intention of covering the event.

The picture's opening has been set by Zanesville and Ohio officials as the highlight of the statewide sesquicentennial celebration commemorating the founding of Zanesville 150 years ago. Originally planned as a citywide celebration, the affair has spread throughout Ohio, and will also be observed in the neighboring states of Pennsylvania, Kentucky, Indiana, West Virginia and Michigan.

Press representatives who will cover the premiere from New York City are scheduled to leave LaGuardia airport May 21 aboard a special American Airlines DC-3 which the airline has rechristened "Repeat Performance." They will return on May 23.

Col. Philip ("Flip") Cochran, air force hero of World War II and inspiration for the "Flip Corkin" character in the cartoon strip, "Terry and the Pirates," will be guest of the Zanesville native, Richard Basehart, star of "Repeat Performance." Hollywood personalities, city and state officials are also expected to participate in the ceremonies.

Jerry Pickman, Eagle-Lion director of advertising, publicity and exploitation, was in Zanesville over the weekend supervising final plans for the premiere. He returned to New York on Monday.

Post to Carry Story on Career of William Boyd

A *Saturday Evening Post* story based on the career of William (Hopalong Cassidy) Boyd will appear in the June 15 issue of the magazine.

The 5,000-word article, written by Collie Small, traces the history of the famed Hollywood western star, who now produces his own pictures for release through United Artists. Boyd has just completed his 64th picture in the Hopalong series.



SHOWMEN PLAN FOR 'CHEYENNE' PREMIERE. Ray Davis (center), district manager for Fox-Intermountain, held a meeting of local managers recently on the world premiere of Warners' "Cheyenne," which will make its debut in three theatres in that Wyoming city on May 22. Left to right: Donald Campbell, manager of the Princess; Pete Foust, manager of the Lincoln; Davis; Jack McGee, city manager, and Charles Wallace, manager of the Paramount.

Barbecue, Rodeo, Other Events Are Set for 'Cheyenne' World Premiere

With "the big day" drawing near, plans were nearing completion this week for the world premiere of Warners' "Cheyenne" on May 22 at three Fox-Intermountain theatres in Cheyenne, to be followed by pre-release engagements throughout that region.

Already planned for the gala three-theatre opening is an Intercollegiate rodeo, as well as a buffalo barbecue, the first to be held in Cheyenne in over half a century. The barbecue was arranged by order of Governor Lester C. Hunt, who directed the game warden to bring in wild buffalo, elk and other game. Spits will be set up in the public square on the day of the premiere, with local citizens and visitors witnessing the biggest free barbecue ever held in that region.

A special edition of the Cheyenne *Tribune* will be published on May 20 to herald the premiere. The special issue will be designated the "Cheyenne Premiere Edition" and will carry salutes from merchants, civic groups and prominent individuals, along with the felicitations of the Governor and the Mayor.

A Western Style Show presenting a preview of the color costumes to be worn in ceremonies on the day of the "Cheyenne" premiere was held Thursday (15) at the Lincoln Theatre under the sponsorship of the Western Ranchman, world's largest outfitters for western attire.

One of the latest premiere activities launched is a contest for the most original and attractive window display in town. Bumper strips announcing the opening are being placed on all Cheyenne cars, also on autos in Casper, Laramie and other surrounding cities. All business trucks will carry a banner or one-sheet.

Nearly 10,000 cardboard tents are being placed in hotel rooms, on dining room tables and in other spots in Cheyenne and nearby towns. Tents carry imprint: "Will be seein' you at world premiere of 'Cheyenne' May 22," with thumbnail head pictures of the stars.

Meanwhile, Warners announced this week that 1,500 pressings of transcribed radio interviews have been ordered in connection with the premiere. Three Warner stars—Dennis Morgan, Jack Carson and Janis Paige—each have recorded 30-second spots on a single record, which will be supplied to radio stations from Nebraska to the Pacific Coast.

Nearly 150 playdates will be involved in the Rocky Mountain Preview to follow the Cheyenne premiere, while more than 60 Fox-Intermountain and Gibraltar Enterprises houses have booked the picture for Sunday opening, May 25. Other circuits and independent exhibitors will open "Cheyenne" in almost a hundred additional spots throughout that area within the same week.

NRDGA to Aid 'Miracle'

Backed by a tieup with the National Retail Dry Goods Association, numbering 7,500 member stores throughout the country, 20th-Fox's "Miracle on 34th Street" will premiere in key cities next month. A pattern for local cooperation of NRDGA members has been formulated, and a concentrated promotion of the picture is being worked out by Charles Schlaifer's 20th-Fox exploitation staff to cover a period of three weeks before the premiere showings in each key city.

In New York, where the picture opens at the Roxy on June 4, a promotional campaign to be sponsored by the members of the 34th Street Association will turn the Herald Square area into a gala civic celebration prior to and during the film's run. Streamers on crosstown busses, banners and posters in windows stretching the length of 34th Street, drop-in lines in all Association members' display ads, plus 500,000 imprinted slipsheets in all outgoing packages are a few of the elements to be utilized in the "Miracle of 34th Street" campaign. Both Macy's and Gimbel's department stores figure prominently in the picture.

Double-Header Promotion

In addition to being featured by Lux Soap in a complete national magazine campaign, Joan Crawford will appear in a simultaneous [illegible] campaign being [illegible] by the soap company this summer, coincident with the release of her next Warner picture, "Possessed," which will be specially mentioned in all ads. J. Walter Thompson agency is handling the account.

SELLING THE PICTURE



AUTOGRAPHED RECORDS FOR TEEN-AGERS. This display in the D. L. Holmes department store in New Orleans was tied in with a big teen-age promotion in conjunction with the engagement of Jules Levey's "New Orleans" at the Saenger Theatre. Youngsters congregated at the store to receive autographed discs of the music from the picture. Dorothy Patrick, star of the United Artists release, did autographing honors during her visit to the city.

Roxbury Food Stores and Libraries Help Shapiro Exploit 'California'

Manager Norton Shapiro of the Rivoli Theatre, Roxbury, Mass., found the food stores and the suburb's four local branches of the Boston public library very helpful in his exploitation campaign for Paramount's "California." The four leading food stores contributed a total of 6,000 bags to be imprinted with the theatre's copy, only cost to Shapiro being that of imprinting the bags. In return he used the name of each store on its bags, copy reading: "————(name of store) salutes another big value"—the big value being the film copy, with a cut, which occupied the rest of the page. The stores' distribution of the bags covered the immediate neighborhood of the theatre and the surrounding districts. Proprietors of the food stores expressed their gratification at the use of their names on the bags.

Tieup with the four Roxbury branches of the Boston public library took the form of bookmarks—2,500 of them being distributed. A little more than half of the top of the bookmarks was devoted to a list of books on California, lower portion being devoted to the film, theatre and playdate. Copy was approved by the director of the library system, with titles of the books having been supplied by the librarians.

Special 7½x11-inch heralds—2,000 of them—with a cut, copy and four still reproductions of dramatic scenes from the film, were distributed. A thousand of the heralds were given to children going to, or coming home from school, as copy also mentioned the Saturday matinee cartoon carnival; 500 were inserted in a local daily at a newspaper stand; the other 500 were distributed house to house in a neighborhood at the end of the local carlines.

Shapiro showed a teaser trailer for two weeks in advance, the regular trailer for one week. Regular newspaper advertising was carried in all Boston dailies during the run; an extra line was taken in the local papers a week in advance, with a special ad with a mat in the locals during the run.

The usual lobby advertising setup was used, consisting of stills of various sizes and a 14x36 insert card. Coming attraction board carried 8x10 upright stills with an 8x10 top card used the long way. A large cutout of Popeye was spotlighted in the lobby, calling attention to the playdate of "California" and the cartoon carnival that supplemented the Saturday matinee.

Search for Double

Manager Walter Kessler of Loew's Ohio, Columbus, staged a contest with the *Citizen* to find a local double for Claude Jarman, Jr., in connection with the showing of MGM's "The Yearling." Winner will receive a bicycle.—COL.

Movie Review Contest

Heavy publicity was promoted in the Ottawa *Citizen* by Manager Ernie Warren of the Elgin Theatre, Ottawa, Ontario, in the staging of a Movie Review Contest for United Artists' "The Strange Woman." Entries were judged by the paper's film reviewer.—TOR.

Hold-Over Angle

An ingenious method of plugging Universal-International's "Great Expectations" was tried by Manager M. Wakeman of the Electric, Burton, England. He took space in the local newspaper to point out that because of the film's popularity he was trying to retain it for a second week, but that this way by no means certain and that patrons were advised to come early to avoid disappointment. As a result, the hold-over figure was passed and the picture retained.

Kemp's Intensive Selling On 'Bel Ami' in Memphis

An intensive newspaper and radio campaign for the world premiere of United Artists "The Private Affairs of Bel Ami" was relied on mainly by Manager William Kemp of Loew's State Theatre in Memphis to promote the showing although he plugged it through many other channels.

Eleven days in advance, Harry Martin, movie editor of the *Commercial-Appeal* devoted a part of his column in the Sunday issue to the coming of the picture under a banner line at the top of the page. His review occupied prominent space and his Sunday page, following the premiere, carried a two-column pictorial layout. The Memphis *Daily News* announced the coming of the film on its front page. The weekly *This Week in Memphis,* with a 30,000 free distribution in every hotel room and restaurant in the city, gave it a two-column pictorial layout with a banner line announcing the world premiere.

Large Still Layouts

Kemp arranged for the distribution in Walgreen drug stores and in the Toddle House restaurants throughout the city of 20,000 imprinted napkins, and 20,000 blotters in all downtown office buildings. A "Bel Ami" book display appeared in the window of Goldsmith's department store, the largest in Memphis, and the Blossom Flower shop, also the city's biggest, gave the film a window. The Woolworth store gave it a window and a large overhead at its music counter. The Three Musquetters Book Shop in the Peabody Hotel gave it large still lay-outs tieing in the picture and the De Maupassant novel.

Stair-Risers Used

Inserts were placed in all leading hotels and in 10 of the best restaurants. Loew's Palace gave the State's coming attraction a 40x60 blowup in its lobby. Three-sheets were posted in prominent Memphis and West Memphis, Ark., locations. Two weeks before opening two flights of stairs of 10 steps each in the inner lobby carried stair risers on the playdate. A large overhead banner with cut-out letters was placed at the top of the grand staircase, above the risers, 10 days in advance. Regular lobby displays completed the announcements in the theatre.

Fur Show, Beauty Hints On Century Schedule

In cooperation with Michelson's, Inc., Century Theatres is conducting a limerick contest in which four silver fox fur jackets valued at $500 each will be awarded on the stages of the Patio and Marine theatres on May 27 and May 28, respectively. As part of the presentations, both theatres will feature a fall fashion revue at which $100,000 to $150,000 worth of the latest style furs will be exhibited by professional models.

Meanwhile, Richard Willis, radio's beauty and style consultant whose show, "Here's Looking at You," is heard in New York over WNEW and nationally over a CBS hookup, was scheduled to make a personal appearance at the Patio on May 15-16, with Willis interviewing women from the audience and telling them what's wrong with their style of make-up and dress, then advising them what to do about it.

SELLING THE PICTURE

MGM Names Winners in Film-Book Exploitation

Winners in MGM's film-book exploitation contest on "The Harvey Girls," "The Postman Always Rings Twice" and "They Were Expendable," were announced recently. Five prizes of $75, $50, $20 and two $10 prizes were awarded for the best promotion campaigns on each of the three pictures. MGM had offered a total of $300 in prizes and to this amount the World Publishing Company added $200, bringing the total to $500.

Winners, in the order named from first to fifth, on the three campaigns were:

"The Harvey Girls"—Ed Fischer, Loew's State, Cleveland; Ludy Bosten, Uptown, Muscatine, Ia.; Willis Schaffer, Orpheum, Atchison, Kan.; Frank Hensen, Loew's Akron, O., and Ted Teschner, Loew's Valentine, Toledo.

"The Postman Always Rings Twice"—Robert Hynes, Midwest, Oklahoma City, Okla.; Ed Fitzpatrick, Loew's Waterbury, Conn.; Don Geddes, Fifth Avenue, Seattle; Tom Delbridge, Loew's Vendome, Nashville, Tenn., and Lou Cohen, Loew Poli, Hartford, Conn.

"They Were Expendable"—Bradley V. Stiles, Braumart, Iron Mountain, Mich.; Charles Taylor, Shea's Buffalo, Buffalo; Chet Price, Centre, Salt Lake City; Harold Martin, Loew's State, Syracuse, and William Saxton, Loew's Century, Baltimore.

Bergman, Aides to Map 'Odd' Plans in 6 Cities

Advertising, publicity and exploitation campaigns on J. Arthur Rank's "Odd Man Out," about to be released in key cities by Universal-International, will be discussed with theatre representatives on the ground as a three-man team of executives from U-I's home office visit six important key cities (Detroit, Cleveland, Cincinnati, Louisville, Indianapolis and Chicago) to map out campaign plans.

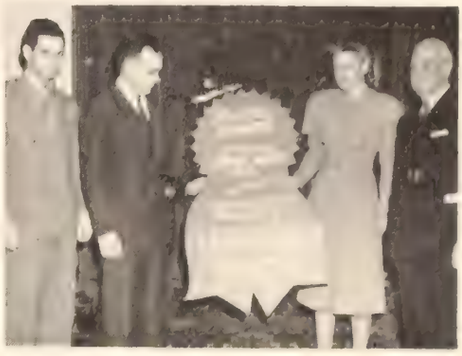
Maurice Bergman, eastern advertising and publicity director, Al Horwits, publicity manager, and Charles Simonelli, special events director, comprise the team that will show "Odd Man Out" to motion picture critics, radio commentators and newspaper columnists in the six cities, after which plans will be developed for campaigns to be handled by field men who will follow the trio into these territories.

Heavy Campaign for West Coast Premiere

A heavy exploitation campaign has been prepared for the West Coast premiere of Roy Del Ruth's "It Happened on 5th Avenue," Allied Artists film scheduled to have its premiere May 16 at Grauman's Chinese theatre in Hollywood.

In addition to three Fifth Avenue busses covering Southern California as traveling ticket offices, campaign includes street car cards, 110 24-sheet boards, 400 six-sheets, 25 window tie-ups in Hollywood area, and advertising tieups with Owl and Thirfty drug chains, Lux, Southern California Gas, Texsun and other users of newspaper space.

Radio dramatization of "It Happened on 5th Avenue" is set for Lux Radio Theatre on 19th, and radio coverage also includes spot announcements on all local stations.



BLUE RIBBON AWARD for Warners' "Stallion Road" was presented by the Little Rock Horse Show Association when the picture recently opened there at the Capitol Theatre. Illustration shows the award on display in the lobby with (l-r) Capitol's Advertising Manager A. M. Norman, Robb and Rowley Theatres City Manager D. F. Callahan, Mrs. Fred Terry, chairman of the Junior League Horse Show Committee, and Little Rock Horse Show Association President R. Snow Wilson, Jr.

'Night and Day' Tieup

In an area without public transporation reaching his theatre, Manager J. Jackson of the Floral Theatre in Floral Park, L. I., tied up with a cab company to take patrons to the theatre. Signs on the doors of the cabs read: "We are on duty 'Night and Day'. See it at Century's Floral Theatre," with playdate copy. In the lobby he installed a 30x40 card emphasizing the fact that the taxi service would be available for Floral patrons every evening. The exploitation was successful, despite the fact that the service had to be discontinued as the cab company could not get a hack license.

Permanent Tieup

A permanent tieup with the Murphy store's luncheonette has been instituted by the State Theatre, Harrisburg, Pa., whereby the theatre prints menus for the lunch counter and, of-course, includes the title of the current feature.

Horse Show, Riding Club Plug 'Stallion Road'

Warner Bros. "Stallion Road" [illegible] Chicago [illegible] Horse Show in Boston put on a "Stallion Road" open [illegible]

The lead horse in the Chicago parade wore a huge canvas blanket imprinted with "Horse for a Day—the prettiest filly on Stallion Road," with appropriate ceremonies in front of the theatre. Also coinciding with the picture's showing and the opening of the Sportsmen's Park Racetrack, the latter staged as its fourth race a "Stallion Road Handicap," with announcement of the event being sent over the press [illegible]

Jumping Stakes Featured

The feature event at the second annual New England Horse Show held in Boston Garden was a "Stallion Road" open jumping stakes, with a "Stallion Road" trophy being presented to the winner by Robert N. Sternberg, district manager of M & P Theatres. For several days before the horse show, the trophy was displayed in a colorful window layout at the Jordan Marsh Co. store. Several other downtown stores gave the picture window displays, mentioning the current playdate at the Metropolitan. Royal Crown Cola displayed cards on the picture throughout the theatre's area.

Illinois Humane Society Endorses 'Stallion Road'

The showing of Warner's "Stallion Road" in Great States Circuit houses throughout Illinois will benefit from a letter of endorsement being placed in all mail sent out by the Illinois Humane Society during the month of May. The letter already has been sent to all members of the Society.

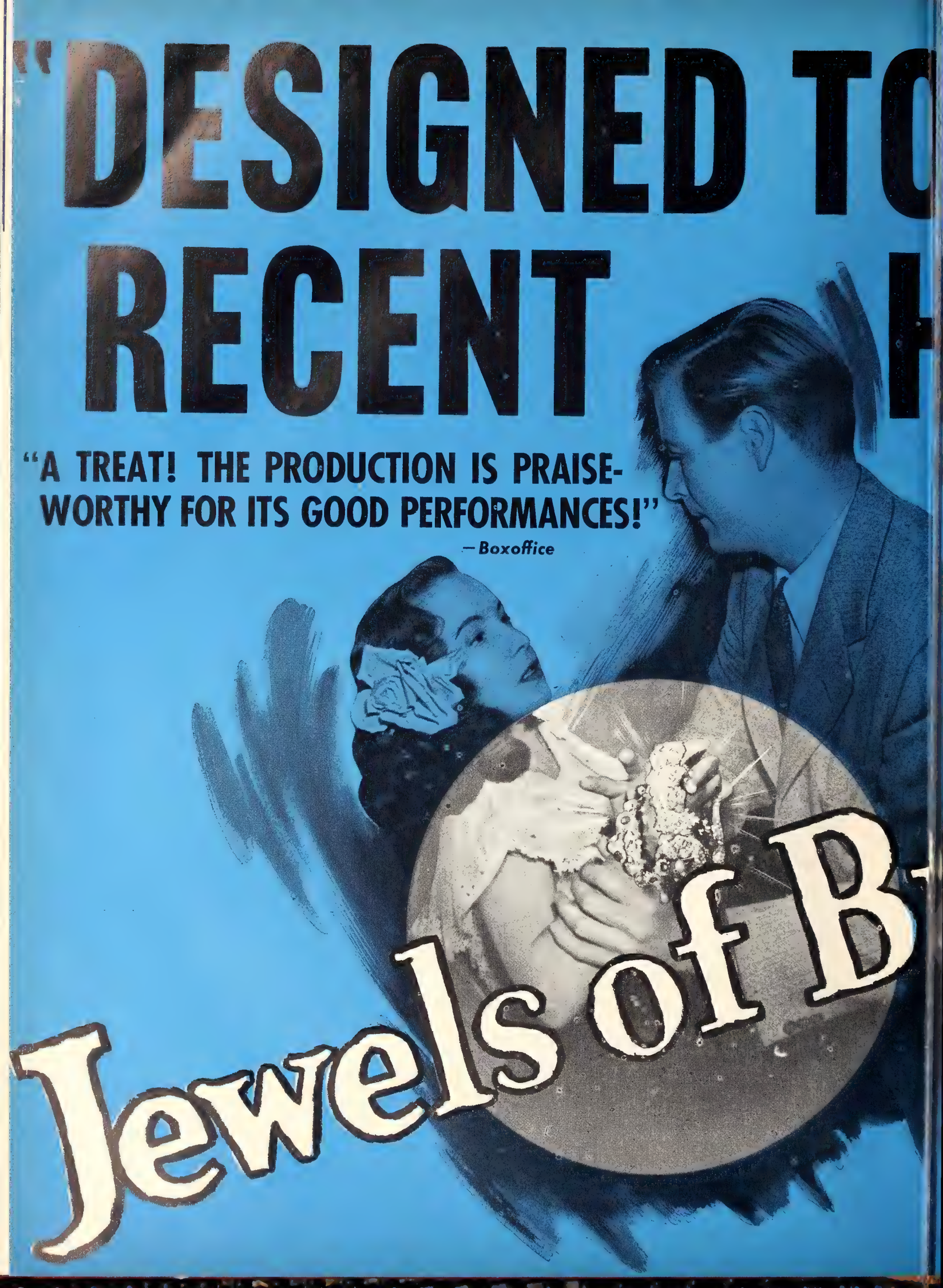


AND STILL THEY LINE UP. You've seenpictures of crowds lined up during the first-run engagement of a film. Well, this one is different. As you look at those prospective patrons waiting in front of the Victoria Theatre, New York, to see "The Jolson Story," just bear in mind that the Columbia picture had finished its tour of the territory and was brought back to a first-run house on Broadway. Looks as if this practice could go on and on.

"DESIGNED TO
RECENT H

"A TREAT! THE PRODUCTION IS PRAISE-WORTHY FOR ITS GOOD PERFORMANCES!"

—Boxoffice



Jewels of B

CASH IN ON EADLINES!"

—Daily Variety

RST RATE! VIOLENT MELODRAMA THAT WILL PLEASE!" —Hollywood Reporter

"EXCITEMENT AND SUSPENSE!" —Film Daily



andenburg

"JEWELS OF BRANDENBURG" with RICHARD TRAVIS MICHELINE CHEIREL · LEONARD STRONG · CAROL THURSTON and Lewis L. Russell · Louis Mercier · Fernando Alvarado · Directed by EUGENE FORDE · Produced by SOL M. WURTZEL PRODUCTIONS, INC. · Original Story by Irving Cummings, Jr., and Robert G. North · Screenplay by Irving Elman, Irving Cummings, Jr., and Robert G. North

Released by 20th Century-Fox

SELLING THE PICTURE

Kid Bubble Gum Contest Norfolk 'Ramrod' Stunt

Manager Milt Kaufman of Loew's in Norfolk, took advantage of the current rejuvenated bubble gum craze to hold a contest on the stage in connection with the opening of Enterprise's "Ramrod."

Merchants donated the supply of bubble gum and approximately 500 juvenile entrants participated in the hour-long morning show in competition for guest tickets to Loew's. A radio broadcast by Joe Brown and His Gang from the stage aired proceedings over WRVA.

A heavy campaign was engineered by Kaufman with Norfolk merchants to launch "Ramrod" and the build-up brought co-op ads, free radio time, window displays, etc. The Venetian Blind Corporation presente da "Man on the Street" program from the lobby of the theatre every morning during the run of the picture. WLOW's "Wake Up Alarm Clock" program mentioned the picture several times with name plugs for the cast.

Co-op ads were arranged with the Meekin-Roughton Corporation and the Triplex Shoe Store on Veronica Lake. Swartz' Department Store made up a huge luggage window using a 40x60 blowup of Joel McCrea and Miss Lake with framed stills of the picture as decorative trimming. Schneer's Jewelry, Woolworth's, the leading hotels in Norfolk and Dowdy's Beauty Salon also cooperated with windows, floor displays and framed art signs.

Posed 'Temptresses'

As a gag on "Temptation," Jim McCarthy of the Warner Strand, Hartford, Conn., tied-up with a local beauty salon to have some local models pose in costumes of "Temptresses of History," for newspaper photos.—HFD.

Undercover Man

An undercover man for "Undercover Maisie" was the principal promotion stunt for the MGM picture at Loew's Theatre in Reading, Pa. Manager Larry R. Levy carried an ad in Reading papers addressed to girls offering a $10 cash award to the one who first recognized the undercover man. The stunt caused plenty of excitement among the girls on the main street during the specified half hour, and proved effective in promoting attendance.

Warner Film Gets Eight Windows in Boston Store

When a picture gets eight window displays in one store, there must be a reason for it. The reason, in the case of Warner's Technicolor musical, "The Time, the Place and the Girl" at the Metropolitan Theatre, Boston, was the opportunity it gave for presenting new dress styles for 1947. The R. W. White Company, one of the city's leading stores, presented the new styles in eight full window display.

The songs hits in the picture were also a reason why nearly 175 music store windows contained "The Time, the Place and the Girl" displays in a tieup with Columbia Records. The film's current song hit, A Gal in Calico, as recorded by Benny Goodman and his Orchestra, was featured in all 175 windows. Music store promotion also included the placing of 500 specially-printed window cards featuring Janis Paige and the various songs hits in the picture.

Additional publicity came through an article on the career of songwriter Arthur Schwartz, who collaborated on the film's score, which was published in the Sunday sectiosn of many New England newspapers.



STAR'S P.A., BIG PARADE HERALD THEATRE OPENING. Seldom does a theatre opening have the benefit of a star's personal appearance and a big parade. But when everything breaks right, as it did in Milwaukee recently, wise publicity men like Ervin Clumb are right in there pitching. Opening of the new Walworth Theatre, operated by Spheeris & Pappas, who also operate the Towne in the same city, was scheduled for April 25. And Hollywood's Don DeFore was also going to be in town. So Clumb, publicity director of the Towne and Walworth, arranged a gala parade marking the star's personal appearance, the opening of the Walworth and the midwest premiere of United Artists' "Ramrod."

British Film Progress Satisfactory, Says Rank

(*Continued from Page* 10)

pictures for distribution by Universal and Eagle-Lion was done by a committee consisting of himself, Eagle-Lion's Krim and Universal's Fox.

Fox also answered the question propounded to Rank about his plans to acquire theatres in the United States.

"Universal will acquire theatres initially; Rank will own them in proportion to the profit his pictures bring in," Fox said. He explained that the Universal plan had been blocked by high costs of building material and real estate and that so far as acquiring houses was concerned, "exhibitors have made so much money the prices they ask (for their theatres) are prohibitive."

Questioned about the possibility of England's film industry being partially nationalized in accordance with a plan proposed in London at present, Rank replied:

Not Practicable

"It's not a practicable thing to do. I don't think it will ever come about. You'd either have to do the whole thing or nothing at all."

Asked if he thought a world recession was due at the box-office, he answered:

"No, I think there is room for a great expansion."

Fox also explained the reason that Prestige pictures were developed, citing the care that was taken to handle them and to present them to audiences where they might be expected to find an appeal. He cited the handling of "Brief Encounter" which subsequently got a booking in Loew's New York houses.

A reporter from the lay press asked Fox if he thought selling "Brief Encounter" as the second half of a bill with "Song of Scheherzade" was an example of good handling.

Fox defended it as the "step in the right direction . . . The audience reaction," he continued, "was splendid," adding that the more people who see the picture, the greater its general appeal will be.

Young for Reciprocity

Young explained that Eagle-Lion had put heavy effort and funds into exploiting its British imports to sell them right to the public and that he wanted to put the trade in a position of reciprocity so that if the pound got frozen again in England, there would be a trade basis which could operate outside of monetary barriers.

While in New York Rank was entertained at several events, which were topped off Tuesday night by a dinner given in his honor by the directors of the Motion Picture Association.

RCA Opens a Permanent Exhibit of Its Products

A permanent public exhibit of RCA products, including a complete miniature theatre fitted with RCA-Brenckert projection and sound equipment, was opened Wednesday at 36 W. 49th St., in the heart of New York's Rockefeller Center.

RCA theatre, communications, television, radio and electronic equipment will be on permanent display. The miniature theatre, which is in charge of Projectionist Charles Kellner, seats 84 persons, and is equipped with 16-mm. and television apparatus, in addition to the complete 35-mm. installation.

REGIONAL NEWSREEL

MILWAUKEE

Clinton Theatre, at Clinton, Wis., has been sold to H. M. Otto, of Portage, Wis., by C. H. Pilze. The new owner held a grand re-opening on May 4, with "No Leave, No Love," on the screen.

New sound equipment has been installed at the Grand Theatre at Grantsburg, Wis. The installation was made by Bert Wiedenhoeft of Siren, Wis. J. Kelly is the manager of this house.

"The Best Years of Our Lives," after a three-week run at the Riverside Theatre (Standard) in downtown Milwaukee, is now in its third week at the Alhambra with the end of the first-run not yet in sight, according to manager Friedwald.

At Rib Lake, Wis., A. F. Hughes, owner of the New Lake Theatre, reports a redecorating program just in the offing. An entire new scheme of decoration throughout the interior is promised.

Owner Frank Kinas of the Thorp Theatre, Thorp, Wis., reports a 23x39 addition to the house. The proscenium, and boiler room are being replaced with new equipment, and 100 more seats are being added. A new heating and ventilating system is to be installed.

The Clyde Elliott picture, "Citizen Saint," which opened at Milwaukee's Pabst Theatre on May 9th for a week's run, is to be kept over for another week, and, perhaps, longer, according to producer Elliott, who was at the Pabst on opening day. The film is being distributed by Central Films, of which James Zanias is president and S. G. Honeck, general manager.

Word comes from Morris, Ill., that a new corporation has been formed in that city, known as Anderson Theatre Corporation, with 1,000 shares of common stock at $100 per share par value. Incorporators are F. W. and Irma L. Anderson and Daniel R. LaBar.

During a recent "fire incident" at the Princes Theatre, Milwaukee, during a show, the patrons remained in their seats, although all saw firemen with equipment hurry down one of the aisles to put out a small fire in the penthouse on the building. The fire was caused by a short circuit in the theatre ventilating system. Damage was small.

At a meeting of the Milwaukee County Better Films Council on May 5, H. B. Nash, superintendent of schools at West Allis, a suburb of Milwaukee, told his audience "Educators cannot ignore movies." Many educators, he said, pride themselves on the fact that they do not go to movies, but that, he declared, does not contribute anything toward solving problems concerned with motion pictures.

OMAHA

Manager Will Singer of the RKO-Brandeis is trying to figure ways to stretch the 1,200-seat house to 400 more places to handle crowds that reach capacity every night.

Mayor Leeman's wish to change Omaha to daylight saving time is out. A poll conducted locally showed so small a majority in favor that he decided to forget about the change.

Raymond Johnson, who used to manage the Strand at Hastings, Neb., now has a theatre of his own at Republican City, Neb. It is a 300-seater, remodeled city auditorium and renamed the Garden.

M. L. Stern, Variety Club treasurer, reports that so far more than $3,000 has been turned in on benefit matinees for children in the territory. Proceeds go to help equip Children's Memorial Hospital.

Universal Branch Manager Harold Johnson was visited over the weekend by his son, Harold, Jr., Mrs. Johnson, and Julie Marie. The younger Johnsons live in Minneapolis.

Frank Pavelec, RKO-Brandeis projectionist, is vacationing.

Anita Bruno is new at MGM as a stenographer.

Universal Branch Manager E. Heiber spent several days in the city.

Dorothy Paulsen, Warners, underwent an operation at a local hospital.

Otto Einspaher is new owner of the Inland Theatre, Martin, S. D. He purchased from C. E. Bradshaw.

Columbia District Manager Ben C. Marcus and Mel Evidon of Des Moines, branch manager there, were in town for the meeting of Allied Independent Theatre Owners of Iowa and Nebraska. John Wolfberg of Denver, president of the Rocky Mountains Allied unit, made a special trip to look on at the two-state parley.

Paramount District Manager Ralph LiBeau, assisted by Branch Manager Donald Hicks held open house during the sessions. Leon Bamberger, RKO publicist, passed out decks of playing cards.

Ruth Matejka, former RKO-Brandeis, has a baby girl, Linda.

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Shows Banned Film

Clif Peck, theatre operator of Covington, Tenn., did a good bit of extra business last week by showing "The Macomber Affair" which had been banned in Memphis by Lloyd Binford, censor.

COLUMBUS

Opening of the World Theatre, the former Olentangy, with [illegible] has been delayed to May 21. Operators Lee Hollaender and Al Sugarman announced, as remodelling and redecorating has not been completed. "Brief Encounter" will be its first picture.

Cartoon [illegible] here. The Palace and the neighborhood Hudson announce cartoon programs. Manager Carl Rogers of Loew's Broad did excellent business with his recent Saturday morning show.

The six candidates for May Queen of Ohio State University appeared on the stage of the University Theatre. Winner will be a guest at the world premiere of Eagle-Lion's "Repeat Performance" at the Zanesville Liberty on May 22. Eagle-Lion will give a screen test of the winning May Queen from all Ohio colleges.

Harold Russell, handless actor in "The Best Years of Our Lives," made a number of personal appearances here and was interviewed by the press.

Six-year-old Larry Geiger, formerly of this city and now under contract to Warner Bros., visited his sister, Mrs. William O. Riggs. His first screen appearance was in "The Shadow of a Woman."

Three holdovers here last week were "The Best Years of Our Lives," "The Yearling" and "The Farmer's Daughter."

Current issue of the American magazine hails Jean Peters, Ohio State co-ed last year, as a future star. Her first picture will be 20th Century-Fox's "Captain from Castile."

LOUISVILLE

Electric power service to the city of Hickman, Ky. with a population of 2,500 was cut off in a fire which destroyed the Ruffin Amusement Company's Ritz Theatre and threatened adjacent buildings. Loss has been estimated at approximately $25,000. The fire was believed to have started in the cooling system.

The Bonnieville Amusement Co., which is currently in the process of completing its Bond Theatre in Bonnieville, lists its owners as follows: W. B. Reynolds, Oscar Kessinger, Cleon Mage, Leonard Highbaugh, Ralph Clausen, Ralph Cottrell, M. H. Ferriss, H. S. Jaggers, C. M. Walters, Herbert Clausen. This would appear to be some sort of a record for owners of one theatre. This is their first venture in the theatre business, however, it is assumed it will not be their last.

The Associated Theatre Owners of Indiana has recommended that every exhibitor exploit to the fullest 20th Century-Fox's March of Time release "Teacher's Crisis." They state this subject definitely comes under the heading of public relations.

McAdoo Bruington is proceeding with the building of his new theatre near Owensboro, Kentucky and an early opening date is contemplated.

Recent visitors on the local scene included: Robert Enoch, State and Grand Theatres, Elizabethown, Ky.; A. N. Miles, Eminence Theatre, Eminence, Ky. [illegible]

(Continued on Page 20)

REGIONAL NEWSREEL

(Continued from Page 19)

Bonnieville Amusement Co., Bonnieville, Ky.; M. H. Sparks, Strand Theatre, Edmonton, Ky.; Oscar Fine, Premier Theatres, Evansville, Ind.; Ralph Cundiff, Allen Theatre, Liberty, Ky.; Oscar Hopper, Arista Theatre, Lebanon, Ky.; Curt Davis, Sandy Theatre, Sandy Hook, Ky.; F. X. Merkley, Rialto Theatre, Columbia, Ky.

Frank Riffle, Altec Service Engineer in the Louisville area, is back in town following a business trip to Cumberland, Md., and a pleasure trip to St. Louis.

Robert Suell is manager of the Park Theatre, Nicholasville, Ky., owned by Charles H. Behlen, head of the Nicholasville Amusement Co.

Johnson Musselman, alias Aska the Magician who pilots the Rialto Theatre in Louisville between his jaunts as a semi-professional magician, has received a letter from Charles Hugo, a manager of magicians in Los Angeles, saying that of all the magicians in America he had picked Johnson to make a world tour under his auspices. Johnson as yet hasn't turned down this offer, neither has he accepted it.

PORTLAND

Ted Gamble of Gamble Enterprises announces acquisition of the pioneer theatre, The Circle from a veteran theatre owner, Col. H. W. Woodlaw. Ralph Woods, with the concern for the past 20 years will be retained as manager.

Van Johnson, a popular redhead will take the role of "Eric the Red" in the annual Taft Redhead Roundup at Taft, Ore., June 27-29.

Phil Phillips, exploitation supervisor for Universal International is covering key cities of Pacific Northwest.

Eddie Bracken, film comedian, was emcee at the "Show of Shows" at Portland's Mayfair Theatre May 8. Proceeds went to the Shrine Hospital. Show was under the supervision of Oregon motion picture theatres' entire film row.

Representative exhibitors of Washington and Oregon went to Los Angeles for annual meeting of the PCCITO.

Western Amusement Company has added the McKenzie Theatre in Springfield, Ore., to its growing circuit of Oregon theatres. Austin Dodge and Roy Carpenter retain an interest in the theatre. Harrison Doorman will manage it.



EXCHANGE VISITORS. Mr. and Mrs. Don DeFore visit the Monogram exchange while in New York for exploitation in connection with Roy Del Ruth's Allied Artists release, "It Happened on Fifth Avenue." Morey Goldstein, general sales manager, is seen at the left.

BOSTON

The dinner for Frank Lydon at the Bradford Hotel sponsored by the Independent Exhibitors was a most successful affair and was a sellout. Lydon, who recently left Affiliated Bookings, is now with the Selznick Releasing Organization.

Phil Lavigne has returned from a stay in Florida to take up his duties as manager of Nutting's Ballroom on the Charles River. He was formerly district manager for Ralph Snider.

A change in the ownership of the Rialto Theatre in Brockton will soon be forthcoming.

First-run road pictures will return as the policy of E. M. Loew's Center Theatre in Boston. First booking may be that of Admiral Byrd's Antarctic film. It is likely that Admiral Byrd will appear in person on the opening night.

Maribel Vinson, star and part owner of "Everything's on Ice" at the Center Theatre, fell and broke her leg on the eve of leaving for Hollywood. She tripped over a bad piece of ice at the show.

A second operation on Arthur Howard of Affiliated Theatre Bookings was performed at the Newton Hospital in Newton, Mass., where he will be happy to hear from his friends.

Fred Meyer of the Universal home office was a Boston visitor.

E. M. Loew is back from a trip to South Carolina where he conferred with Phil Berler of the Charlotte circuit.

Details are expected to be announced shortly of a change in the ownership of the Concord Theatre in Concord, N. H.



TIME OUT FROM BUSINESS SESSIONS. During the annual convention of Allied Independent Theatre Owners of Iowa and Nebraska in Omaha last week the group above took time out to face the photographer. Back row (l-r): the ever-present Leon Bamberger, RKO Radio sales promotion manager; Tim Evans, Clinton, Ia., ATO ex-secretary and treasurer; Harold Klingman, Primphar, Ia.; Charles Niles, Anamaso, Ia.; Mel Cruse, Pierce, Neb., assistant secretary. Front row (l-r): Neil Munkres Weeping Water, Neb.; Howard E. Brookings, Oakland, Ia., ATO president; Herman Fields, Clarinda, Ia.; Leo F. Wolcott, Eldora, Ia., chairman of the board; Oscar W. Hanson, Omaha, and A. A. Renfro, RKO branch manager in Omaha.

ATLANTA

Another film theatre has closed due to lack of business. This time it's Paul Rubenstein's theatre at Safety Harbor, Fla.

Roy W. Mitchell, owner of the Stone Theatre, Stone Mountain, Ga., gave a special show to buy a supply of streptomycin for Pat Avery who is putting up a fight for life in the Battey General Hospital in Rome, Ga.

Monogram Florida Special Sales Representative Jack Barrett was here for conferences with Atlanta Branch Manager Babe Cohen, after which both left for a trip through Florida.

William Richardson of Astor Pictures of Georgia has hit the jackpot with the short, "Open the Door, Richard," which is playing all circuits in the south.

Miss Christine Chambers, former head booker for United Artists, and Col. Bert Davis, sales representative for the same company, have joined Henry Krumm's staff at Selznick Releasing Organization.

Ike, Dave and Harry Katz, owners of the Kay Exchange with branches in Atlanta, Memphis, New Orleans, Charlotte and Washington, were guests of honor at a luncheon tendered them by the Georgia Theatre Company at the Athletic Club here. Ike and Harry Katz have gone to Memphis to attend a sales meeting.

W. H. Rudisill, Kay Exchange branch manager here, has returned from visiting circuit heads in Jacksonville, Fla.

Miss Jane de Ovies of the booking department of the Monogram Southern Exchange, has returned from a pleasure trip to Raleigh, N. C.

Paramount Southern Publicity Director Leonard Allen has returned from a trip to Hendersonville, N. C.

Recently seen on film row: C. D. Crumby, new owner of the Roxy in Milan, Ga.; Paramount Short Subject Sales Manager Oscar Morgan.

J. H. Harrison of the Wilby-Kincey Theatre Corporation and Mrs. Harrison have left for a trip to Hollywood, Calif.

Arthur C. Bromberg, president Monogram Southern Exchanges with headquarters in Atlanta, went to New Orleans.

William ("Snake") Richardson, president Astor Pictures of Georgia, has left Atlanta for a trip through Tennessee, Alabama and Florida.

Mrs. W. M. Richardson, head of the accounting department of Astor Pictures of Atlanta, is confined to her home by illness.

French Harvey has returned to his old post as manager of the Howell Theatre in Palatka, Fla. Howard Palmer, former manager of the Howell, will take over the managerial post at the Sunrise Theatre, Ft. Pierce, Fla.

John M. ("Sunny") Shepherd, has been appointed manager of the Miami Theatre, Miami, Fla.

In Knoxville, Tenn., the new amusement tax has forced theatres to raise the admission one and two cents at night.

REGIONAL NEWSREEL

NEW YORK

Balmy weather hit film row this week and apparently sent exhibitors fishing since none of them were noticed around. Looks like they show up only after snow or when it rains. Otherwise things get pretty dead around the row.

Harold Dunn, assistant sales manager for PRC, is back at his desk after a cross-country tour which took him into the southwest and the west coast, and over at Eagle-Lion, Mrs. Lige Brien, wife of Eagle-Lion's exploitation manager presented him with another boy, who weighs seven pounds, four ounces. Their first youngster is now five years old.

The socially-minded at RKO are brushing up their ideas, trying out new dance steps and studying new picnic receipts for the day when they'll cut loose on the annual party for RKO Pictures, RKO Theatres, the newsreel and the film exchanges. Among them all some 2,000 are expected to sail on the S. S. Robert Fulton up the Hudson on May 19 with a repeat performance aboard the S. S. Peter Stuyvesant on May 26. The trip is to Bear Mountain.

Show business in New York is pushing itself again for a humanitarian cause, this time for the Greater New York fund which covers some 423 hospitals, health and welfare agencies.

Housing Note: 20th Century-Fox District Manager Ray Moon has bought a house in Larchmont and will be moving shortly.

United Artists Office Manager Pat Marcone is an uncle now; and not to be outdone the same staff's Irne Greenberg became an aunt at about the same time. Upstate salesman Ray Wylie lost his aunt last week.

PRC will open "Born to Speed" over Loew's circuit on May 20.

Century Theatre switched managers again. Here's the new lineup: George Haag from manager, Franklin Square, to manager Alan; McKendree Williams, from manager of Baldwin to manager of Franklin Square; Herbert Sumby, assistant manager at the Grove to manager of the Baldwin; Gerald Pratt, transferred as assistant manager from the Huntington to the Grove; Robert Schneider named assistant manager of the Huntington; Morris Yentes, assistant manager at the Farragut, and Raymod Marshall, assistant manager at the Alan.

Bill Dowling of Rudy Hagen's film checking department at Warner Bros. is the father of a girl, Lorraine Ann, born on Mother's Day (11) to Mrs. Dowling in Fifth Avenue Hospital, New York.

New York's Cinema Lodge of B'nai B'rith will hold the premiere of the new motion picture, "This Is B'nai B'rith," in the Auditorium of the Museum of Modern Art on Monday evening, May 19, in connection with a special memorial tribute to the late Henry Monsky, international president of B'nai B'rith, Robert M. Weitman, president of the Lodge has announced. Ira A. Hirschmann will be the principal speaker.

VANCOUVER

Cecil Neville, British Columbia district booker for Famous Players, has left for a long delayed trip to his native England will travel via air across the Atlantic. He will be away for two months. Lou Karp is pinch-htiting for Neville at the Vancouver office.

Carmen Gentile, manager of the Odeon North Vancouver Theatre, is the daddy of a baby girl born in North Vancouver General Hospital. It's number 1 for the Gentiles.

Frank Soltice, B.C. manager for Eagle-Lion Films, has done such a good job here in selling the British pictures, the head office has moved him temporarily to cover the three western Provinces for E-L. Soltice will be away for four months.

Harry Howard of Theatre Equipment has re-equipped the Log Cabin Theatre at Lillooet and the Rex Theatre Salmon Arm, B. C., with new projectors and sound.

The downtown houses of the Odeon Circuit are all having the exteriors given a beauty treatment in anticipation of the visit of their chief, Arthur Rank who will be here from Great Britain this month. He will address the Canadian Club on May 26.

The State Theatre here, taken over a few months ago by Keith Linfirth of Seattle and Vnacouver's only stageshow house, reverted to the owner, Hymie Singer, on May 15. State is a problem house, business being away off the past few months.

PRC Canadian Sales Manager David Griesdorf and his wife were Vancouver visitors, stopping off on their way to Hollywood for the Variety Club convention. Leo Devaney, RKO Canadian head was also here on his annual visit and conferring with his recently appointed B.C. manager, Jim Davie.

No trace had been found at this writing of the TCA plane lost near Vancouver with 12 passengers aboard and a crew of three. Among the passengers was Victor Armand, head of the purchasing and maintenance department of Famous Players, western division. Plane has been missing for two weeks is believed down in the sea.



WB MID-ATLANTIC SALES PERSONNEL MEET. Norman Ayers (seated, center), Warners' eastern division sales manager, presided over a two-day meeting in Philadelphia of WB sales personnel covering the mid-Atlantic district in connection with the company's current sales drive. At Ayers' left is W. G. Mansell, Philadelphia branch manager, and at his right, Robert Smeltzer, mid-Atlantic district manager. Standing behind them are W. W. Brumberg (extreme left), captain of the sales drive, and members of the local branch office, including George Hutcheon, Tom Noble, Charles Beilan, B. F. Bache, Dave M. Cooper and O. B. Guilfoil.

Asks Sales Tax

Governor Robert F. Bradford of Massachuetts has asked the legislature to impose a sales tax in the state and to increase the state income tax 100 per cent. The Commonwealth must have added millions to be obtained by this means to operate successfully during the next two years, the Governor stated.

Mike Phillit of Edmonton, acting for North Western Theatres, has bought the Elite Theatre, Kamsack, Saskatchewan, from John Knowbel. The theatre will be enlarged, new seats [illegible] air conditioning [illegible]

HARRISBURG

Several legitimate stage attractions occupied the boards in local theatres. Paull Whiteman and his orchestra played a matinee and evening performance in the Forum. The Duke of Paducah brought in his "Ole Opry Company" to the Rio, which cancelled films for three days; the Hershey Junior College Players presented "College Daze," in the Hershey Community Theatre; and the Harrisburg Community Theatre presented "Personal Appearance" in a week's run.

A cartoon show was held last Saturday at the Senate, where more than a dozen comics were shown for 25 cents. Bob Sidman, Senate manager, is trying the Saturday cartoon carnivals again, having cancelled them because of poor attendance during the winter months.

Charles Coghlan, former director of the Harrisburg Community Theatre, has left the Memphis playhouse, and is recruiting professional talent for the summer theatre at nearby Mount Gretna, which he has directed for several seasons. His wife, Kathleen Phelan, has spent a number of months in Hollywood, doing screen work.

Miss Genevieve Funk, secretary at the Colonial, and Mrs. Franklin Maury, wife of the assistant manager, have returned after a vacation in New York. They attended a number of screen actors' benefits.

Charles Crouse, former doorman at the Colonial, now residing at Honeybrook, was a visitor. Other visitors in town were Lou Golding and J. D. Egan, of the Fabian New York staff; Charlie Bierbauer, Allentown theatre manager; and Herman Nowitsky, Norfolk. Milton Young, exploiteer, was in town also.

Harry C. Chubb, manager of the Hershey

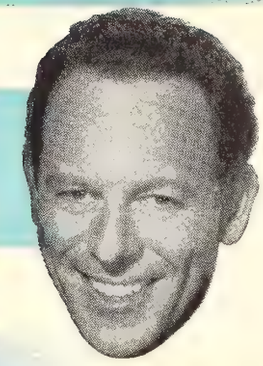
(Continued on page 24)

....a Great Big













"I Guess I'll Have That Dream Right Now"

"Is There Anyone Here From Texas?"

"The Cats Are Goin' To The Dogs"

"Chiquita From Santa Anita"

with a host of hit songs by Jimmy McHugh and Harold Adamson

KEEP YOUR BOX OFFICE

Wonderful Show!

EDDIE ALBERT · CONSTANCE MOORE · JOAN EDWARDS

HIT PARADE of 1947



with GIL LAMB · BILL GOODWIN · WILLIAM FRAWLEY

WOODY HERMAN and his ORCHESTRA

AND REPUBLIC GUEST STARS

ROY ROGERS and TRIGGER

BOB NOLAN and the SONS OF THE PIONEERS

Screen Play by Mary Loos · Original Story by Parke Levy · Songs by Jimmy McHugh and Harold Adamson · Associate Producer and Director, Frank McDonald

A REPUBLIC PICTURE

EYE ON SKY-ROCKETING REPUBLIC!

REGIONAL NEWSREEL

(Continued from Page 21)

Community Theatre, as well as the Hershey Park ballroom, reminds that the favorite screen bands will be seen at the ballroom this summer. The season opened with Tommy Tucker, followed by Jan Garber and Carmen Cavallero —the latter, incidentally, drew the second largest crowd last summer.

Downtown houses have returned to regular opening days after a series of switches to permit special shows. Only the Rio remained on its usual twice-a-week change on the double bills.

LOS ANGELES

Marvin Beck, formerly of Minneapolis, has replaced Henry Lefko as PRC booker. Harold Goldstein is the new office manager and Neva Harris has taken over Edo Malsen's spot as stenographer. Imogene McSchooler replaced Lillian Pastmanter as availability clerk at PRC.

RKO has added Ed Lebby, formerly of the Pittsburgh office, as salesman.

George Lefko is shepherding the local forces in the campaign for prizes in the PRC sales drive, in honor of Harry Thomas. The drive started April 23, Thomas' birthday.

Carson Fox and Henry Schick have started the Cinema Equipment Engineering Company at 1977 S. Vermont. The partners both worked in radio. Prior to their going into business for themselves, they were employed at Packard-Bell. The new concern plans to export used equipment and domestically to service 16-mm. equipment in Southern California.

Rollin Gunderson, who was a shipper for UA before the war, is now a booker, having replaced Miriam Bloom (formerly Cohen).

Gordon Wilson, newly-named MGM chief booker, returned from the sales convention in New York City. He was several days ahead of Western Sales Manager George Hickey, his assistant, Sam Gardner, and Branch Manager Thomas J. Aspell, Jr. The latter trio stopped over in Chicago for a few days. Howard Perretz took over Wlson's spot when he was gone.

Ted Tribe, MGM's head shipper, has been on vacation in Ogden, Utah, visiting his parents; Harry Horn, his assistant, subbed for Ted.

Joe Markowitz, MGM city salesman, returned to work after a short siege of illness. Sheriff Jack Valpey, who succeeded Joe as office manager, inherited Markowitz's secretary, efficient Mrs. Helen Michaelis.

The RKO Hillstreet Theatre last week celebrated its 25th anniversary. The occasion was marked by a completely redecorated house with modern lighting and bodiform seats. M. A. "Andy" Anderson also observed simultaneously his 12th year of operating the partnership of the Hillstreet and Pantages Theatres in Hollywood.

MGM West Coast Sales Manager George A. Hickey announced promotion in the Los Angeles branch for former office manager Joe Markowitz, who was raised to salesman. "Sheriff" Jack Valpey, former head booker, took Markowit's spot as office manager. New head booker is Gordon Wilson, who moved up from a regular booking post.

Matched the Egg

Universal-International's exploitation man in Philadelphia, Ed Rosenbaum, agreed to wear his "Egg and I" hand-painted tie on the opening day of the picture. After making his promise, he discovered that the tie didn't match any of his suits, so he went out and bought a suit to match the tie. Opening day came; the weather was so cold he couldn't wear the new suit, and had to wear the "Egg and I" tie with another suit which wasn't exactly in style.

HARTFORD

About 100 persons attended the 45th anniversary banquet of Local 84, IATSE, Hartford (stagehands), held at the Hotel Bond. Newly-installed officers: Rube Lewis, business manager; Charlie Obert, president; John Sullivan, vice-president; Harry Sweet, secretary; Lew Mello, treasurer; Frank LaCava, Harry Hoff, Oscar Majorie, and Lew Mello, executive board; Jack Terry, George Richardson, Dan Debonee, trustees. Among guests were Richard Walsh, IATSE president; and Hy Fine, M&P Theatres district manager.

Jim Clancy, formerly of WTIC, has been named director of public relations, Conn. Society for Crippled Children and Adults. Prior to joining WTIC, he was with Keith and Poli Theatres for nearly 25 years. At one time, he was with Paramount Pictures publicity dept., N. Y. He's well-known to theatremen throughout the territory.

Tim O'Toole, manager of the Columbia, New Haven, exchange, and Walter Silverman, Columbia salesman, were in Hartford. Also in Hartford was Harry Green of Alexander Film Co., and Bucky Harris, RKO exploitation representative.

Back in town after trips: A. M. Schuman, general manager, Hartford Theatres Circuit, Hartford, and Mrs. Schuman, have returned from a Miami visit; Sam Harris, who is secretary and treasurer, State Theatre, Hartford, and Mrs. Harris, returned from a Florida vacation.

Down in suburban Newington, Paul Purdy, manager of the Newington Theatre, and Mrs. Purdy returned from a visit to New Hampshire.

Harry F. Shaw, division manager for Loew's Poli-New England Theatres, and Arthur Moskowitz, of Loew's Theatres, New York, were business visitors in Hartford.

In New Haven, number of new appointments to film row locations have been announced. Sanford Klein is the new salesman and booker for Star Film Distributing Co., and John Ricciuti has been appointed booker-office manager, PRC exchange. Eleanor Nuzzo, Warners, New Haven exchange, inspector, will be married May 17. Mollie Stickles, Meriden Loew's-Poli Palace manager, ran a Meriden Popular Brunette contest Wednesday night last week (7), with top winner getting a complete wardrobe, through courtesy of a Meriden clothier.

Frances L. Roth of New Haven, an associate professor of law at Yale Law School, and assistant to the vice-president of the American Arbitration Association, has been named chairman of the committee on arbitration for National Association of Women Lawyers.

DENVER

Denver's first drive-in theatre is being built at a cost of about $115,000 on East Colfax, just opposite Fitzsimons General Hospital, at the edge of Aurora, Colo., a Denver suburb. The theatre is being built by the newly-organized Denver Drive-In Theatre Corporation, headed by John Woflberg, manager of the Broadway, and his cousin, Harold Cohen, recently a film salesman in Kansas City. The theatre is slated to open about June 1.

Cooper Foundation Theatre city managers of four Colorado cities were in Denver for an all-day screening of short subjects. Attending were Ike Hiog, Colorado Springs; Kenneth Mead, Pueblo; Vern Austin, Grand Junction, and Jack Bruno, Greeley. Pat McGee, general manager of the circuit, attended the Variety convention in Los Angeles, and Ralph Ayer, his assistant, made a swing around the circuit.

RKO District Manager Albert Kolitz has accomplished in the short time he has been here something folks thought was impossible. He found a house to rent. Kolitz has just returned from a business trip to Salt Lake City.

Godfrey ("Buddy") Briggs has been named assistant manager of the State by his dad, "Buzz," who has been State manager for years and years.

National Theatre Supply Branch Manager Joe Stone is back from the Los Angeles sales meeting for branches in the western portion of

(Continued on Page 26)



PCCITO TRUSTEES CONGRATULATE STAR. Following his speech on behalf of the Screen Actors Guild before a session of the Pacific Coast Conference of Independent Theatre Owners in Los Angeles, Ronald Reagan (fourth from right), Warner Bros. star, was congratulated by the organization's trustees. Seen above (l-r) are: George Diamos, ITO of Southern California and Arizona; M. W. Mattacheck, ITO of Oregon; William Graper, Jr., ITO of Oregon; Robert H. Poole, PCCITO executive secretary; L. O. Lukan, ITO of Washington, Northern Idaho and Alaska; Reagan; Rotus Harvey, ITO of Northern California and Nevada; Ben Levin, ITO of Northern California, and Hugh Bruen, ITO of Southern California.

"A BOY AND HIS DOG"

and an OSCAR!





IN TECHNICOLOR

A TWO-REEL WARNER SHORT

BASED ON THE STORY THAT WON THE O. HENRY MEMORIAL AWARD

TWO OF THE THREE ACADEMY AWARDS FOR SHORT SUBJECTS AGAIN THIS YEAR WENT TO

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REGIONAL NEWSREEL

LONDON OBSERVATIONS

Wilcox Fears British Films Becoming Too Serious; Launder, Ostrer, Powell, Betty Box Also Comment

By JOCK MacGREGOR

Appointment of Earl St. John as production advisor to the Rank Organization is, I believe, more far reaching than the mere press release suggests. Up till now, each producer in the group has pretty well made what he wished. My hunch is that Mr. St. John will act as a co-ordinator and that a planned program will result.



MacGregor

The need for such an appointment was brought forcibly home to me after "Chick" Lewis's editorial on "The 'Family Trade'" in which it was suggested that British pictures were too "adult." This caused great interest among the producers here and, so far, I have found none who does not admit it is a good point.

Herbert Wilcox who has many popular hits to his name believes that British pictures are in danger of becoming too serious and intellectual. While he regards moviegoers as being far from morons, he prefers to stir the emotions whether it is by making them laugh or cry. Being a realist he strives after human subjects.

Frank Launder agrees that it is a sound point and one that can only be adjusted by the planning of the overall British program.

Maurice Ostrer is a firm believer in popular appeal. While several of his subjects touch on sex, he stresses the colorful backgrounds and the need for action and romance.

While Sydney Box declined to comment, his sister, blonde Betty Box, who is in charge of Gainsborough's Islington Studios, quite obviously revels in the adult subject. Her answer: the public, hardened by war, has grown up mentally, is not interested in trivialities and wants serious entertainment. The British box-offices at least confirm her conviction.

Provocative Michael Powell states: "I think Chick Lewis is right but we had to get English families in to see our films first. This has taken until now. The other English-speaking families come next. We are determined to please them too. We have only one policy: to keep production costs where they are and double the grosses."

* * *

British Film Producers Association have started a national advertising campaign with the slogan "Good, its a British Picture" overprinted on titles of past successes. These, however, omit three of the greatest Denham-made successes ever: "Mr. Chips," "Yank at Oxford" and "The Citadel."

* * *

Months back I warned that too much panning of Hollywood would have an adverse effect on cinemas generally and the circuits in particular. That is beginning to happen. The public is not attending the American films in the way it did and those circuits which need every penny possible for production ventures are being boomeranged.

It is significant that RKO Radio, Universal-International and 20th-Fox have recently offered as much as $2,000 for exploitation prizes. In two instances the contest is open only to GB circuit houses. For "Magnificent Doll" the prize money will be divided among the staff of the winning cinemas. Judging will be on intelligent use of exploitation, imagination, the percentage of business over normal and general use of collective ideas from the staff.

* * *

Business generally is off and some of the big West End houses have reverted from a feature and a couple of shorts to a double bill. "I'll Be Yours" and "Michigan Kid" started the skid at the Gaumont. Now the New Gallery bows in with "Janet Ames" and "Blackie and the Law" and the Tivoli "Lost Honeymoon" and "Swell Guy," though the latter is the only one where equal billing is given.

An exception is Rank's "Black Narcissus" which has been held over at the Odeon, having done better than expectations with the result that Cineguild's "Take My Life" has been put back and its release postponed.

* * *

The man in the pub the other night said: "I see they're filming round the corner." So around I went and it was a pleasant surprise to renew acquaintances with a group of Hollywood friends. Hal Wallis had started production work on his Paramount British production "So Evil My Love" with night exteriors a week ahead of schedule. Lewis Allen was directing with Ray Milland and Ann Todd doing their stuff before a good London crowd. Walter Seltzer has come over as publicity adviser and Jack Saper is here as personal assistant to Mr. Wallis.

The authorities gave unlimited facilities. Since this is a period picture, the street lamps were replaced with gas-burning props and the police diverted motor traffic. The Water Board cooperated, as it was a fine night, by lending a water truck to wet the street, before a hansome cab drove down it.

* * *

Michael Balcon at a press club dinner made one of the most vicious attacks yet on Hollywood. Only American present was Dan Sangster who was pre-occupied posting "Duel in the Sun" stickers on champagne glasses and slipping "Duel" Sunseed packets into press men's pockets.

* * *

Had the pleasure of lunching with Sidney Wynne newly-appointed publicity director for the Rank Organization. Though new to films, he has had vast experience in publicity and journalism and has an amazingly quick mind. He has inaugurated a novel institutional advertising campaign plugging JARO. This is well off the beaten track and will be dealt with shortly in "Selling the Picture."

Incidentally U-I are also starting a series of national newspaper ads plugging their product.

(*Continued from Page 24*)

the country.

Serious injuries were incurred by all three members of a fishing party, when their car overturned four times. A. P. Archer, president of Civic Theatres, who was driving, suffered a broken collar bone and three broken ribs. He is in an aluminum straight jacket, so to speak, at Presbyterian hospital. Arthur Sears, Civic Theatres auditor, suffered a sprained shoulder, and his son, Charles Sears, incurred a broken shoulder.

Universal Exchange Manager Mayer Monsky was in Omaha to attend the funeral of his brother, Henry.

A. C. Stalcup, city manager Fox Intermountain Theatres, North Platte, Neb., gave the use of the Fox to the 120th district Rotarians for their convention.

The Craig, Craig, Colo., a closed theatre owned by Gibraltar Enterprises, was a total loss in a fire last week. The theatre was being remodeled.

Barney Shooker, Columbia salesman who is recuperating rapidly from a recent operation, put in an appearance at the office this week.

Paul Allmeyer, Paramount booker, who lives in Idaho Springs, Colo., is on the Junior Chamber of Commerce committee that is putting on Gold Rush Days there June 21-27. The town will be wide open on these days, and theatre men from other parts of the country will see plenty if they attend.

PRC District Manager Sam Milner and Frank Soule, manager of exchange operations, were in town conferring with M. R. ("Bud") Austin.

F. A. ("Bud") Lewis, Manley Popcorn salesman, has been transferred to the Denver territory from Indianapolis, Ind.

John Denman, Mayan manager, has been named by the South Side Civic Association, of which he is a member, to represent them on the Denver Tourists and Convention Bureau.

TORONTO

Critical comment regarding the Production Code in the United States and praise for British and foreign films were contained in the official report for the year ending March 31 by O. J. Silverthorne, Toronto, chairman of the Censorship and Theatre Inspection Branch of the Ontario Government, the statement issued May 12.

Much of the success of films produced in countries other than the United States was due, in the opinion of the Board, to the candid manner in which non-American producers approached their topics "which are wider in range than those permitted Hollywood craftsmen as dramatic material." Silverthorne continued by saying "the continued criticism of Hollywood films as stereotyped has angered American pro-

(*Continued on Page 28*)

'Jolson' 1000 Times

In the 20 weeks that Columbia's "Jolson Story" has run at the Balaban and Katz loop Apollo Theatre, Chicago, its more than 1,000 performances have used eight complete sets of the film. Prospects are the picture will run into the summer months. One woman parton has been back eight times to witness the picture.

Screen Guild's SHOWMEN'S GROUP Number 3

Adventure!
Action!
Romance!

"Buffalo Bill Rides Again"



with
RICHARD ARLEN
Jennifer HOLT · Lee SHUMWAY
Gil PATRICK

Producer, JACK SCHWARZ
Director, BERNARD B. RAY

Greed!
Gold!
Glamour!

"The Bells of San Fernando"



Donald WOODS · Gloria WARREN
Shirley O'HARA · Anthony WARDE

Producer, JAMES S. BURKETT
Associate Producer
RENAULT DUNCAN
Director
TERRY MORSE

Fearless!
Daring!
Roaring!



ROBERT L. LIPPERT presents

"SHOOT TO KILL"

with
Russell WADE · Edmund MacDONALD
Douglas BLACKLEY · Susan WALTERS

Produced and Directed by WILLIAM BERKE

Rugged
Daredevils
of the
North!

"Bush Pilot"



with
Rochelle HUDSON Jack LaRUE
Austin WILLIS · Frank PERRY

Producer, LARRY CROMIEN
Associate Producer, JACK W. OGILVIE
Director, STERLING CAMPBELL

2 DETECTIVE ACTION STREAMLINERS



"THE HAT BOX MYSTERY"
Tom NEAL · Allen JENKINS
Pamela BLAKE · Virginia SALE

"The Case of the BABY SITTER"
Tom NEAL · Allen JENKINS
Pamela BLAKE · Virginia SALE

Executive Producer, MAURY NUNES · Produced by CARL HITTLEMAN · Directed by LAMBERT HILLYER

Distributed by **SCREEN GUILD Productions, Inc.**

HOME OFFICE: 346 So. La Brea, Hollywood, California
FOREIGN DEPT.: 723 7th Avenue, New York City . . . CABLE ADDRESS: Guild Film

REGIONAL NEWSREEL

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ducers and directors, many of whom are now demanding a revamping of the present Production Code which has imposed restrictions on subject material for a quarter of a century."

Films made outside of the United States and Great Britain were free from any restriction of subjects and one such feature, recently exhibited, made reference to four topics which are not permitted Hollywood producers, the report stated. British films provided examples of discretion in the use of provocative themes. Such films have what is regarded as novelty and realism.

During the year the Ontario Board authorized the release of 1,867 film subjects of all kinds, of which 89 per cent were produced in the United States and seven percent in Great Britain. The balance originated in Russia, Czechoslovakia, Poland, Mexico, Finland, Switzerland, Italy and Sweden. The Board had rejected 87 film subjects. In the 16-mm. field, 672 films had been examined and 633 were approved in their original state. The lists of 35-mm. films included 472 features of which 64 had been classified as "Adult Entertainment" because they included much crime, murder, suicide, excessive use of alcoholic beverages, sex depicting loose conduct between man and woman and domestic infidelity.

Wrong Information

Pedestrians on State Street, Columbus, O., passing the marquee of Loew's Ohio on the coldest May 8 in the 68-year history of the local weather bureau, forgot blue noses and chapped lips for a moment. The marquee spelled out:

'Suddenly It's Spring."

In the year under review licenses had been issued to 421 theatres in Ontario and 45 other theatres were under construction at March 31; licenses were issued 904 projectionists and to 16 film exchanges handling 35-mm. films and nine 16-mm. exchanges.

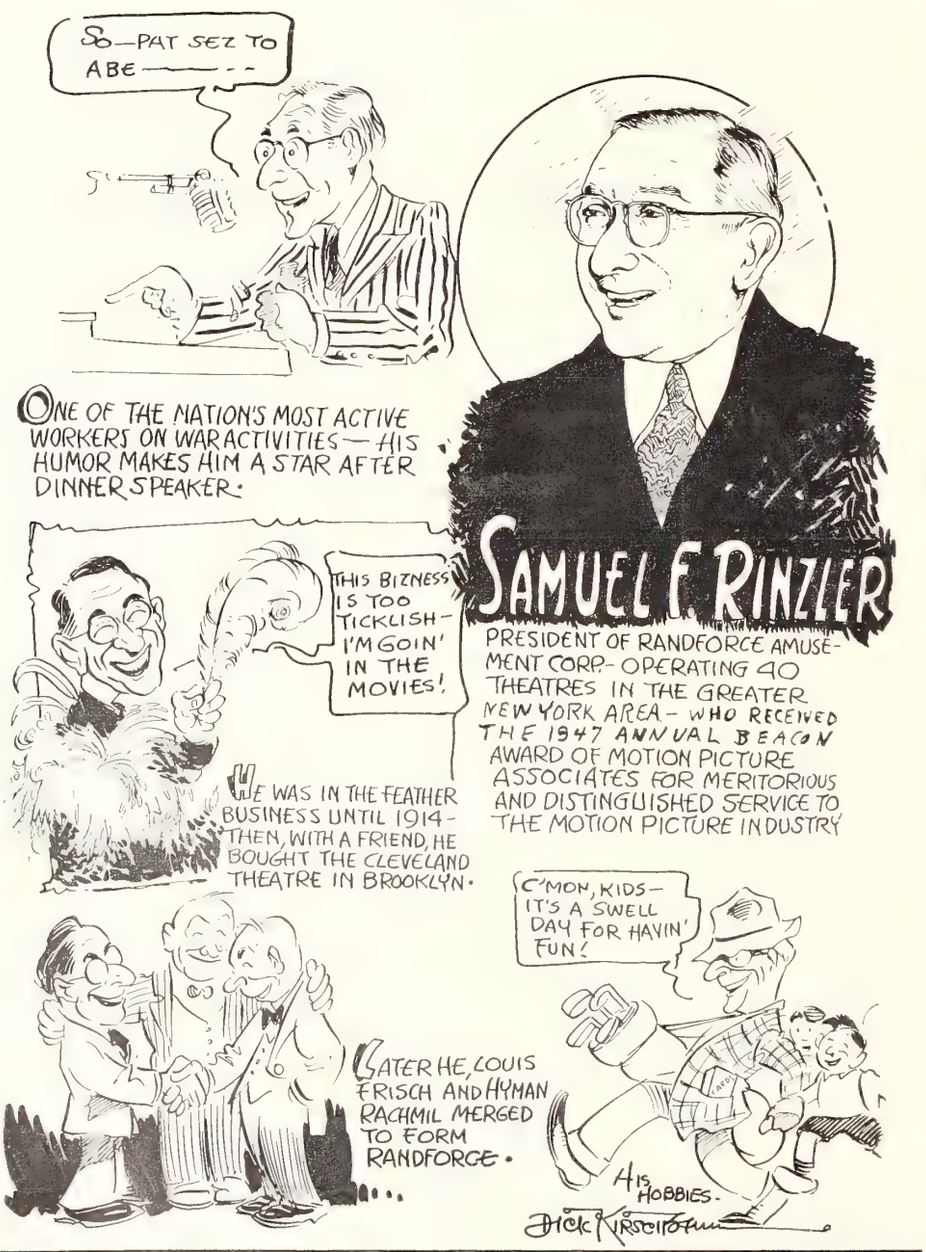
No loss by fire in any of the 60 branch film-exchange offices across Canada has been reported for 1946 by the Dominion Fire Prevention Association, Ottawa.

The first of the open-air theatres in Eastern Canada to get under way for the season was the Skyway Drive-In at Windsor, Ont., where a 50-cent adult price prevails with single bills changing three times weekly, presented twice each night.

President J. J. Fitzgibbons of Famous Players Canadian Corp., donated $1,000 and Vice-President R. W. Bolstad contributed $500 to the United Jewish Welfare Fund of Toronto.

George H. Beeston, who has resigned as a director of Odeon Theatres of Canada, is continuing as a director and secretary of Empire-Universal-Films Limited, Toronto, which is a Paul L. Nathanson company. Nathanson is presently at odds with Arthur Rank and the latter's film and theatre companies.

SHOWMEN'S SILHOUETTES by Dick•Kirschbaum



Next Week . . . . . **WALTER READE**

PHILADELPHIA

The Motion Picture Foundation has its big meeting this week at the Broadwood Hotel at which time those present elected the following officers: Jay Emanuel, exhibitor and publisher, was elected national trustee, Martin Ellis, an exhibitor, was elected as zone chairman and Ulrik Smith, distributor, vice-chairman. Lester Wurtele, sales manager for Columbia Pictures, was elected secretary and Harry Abbott, of the Operators' Union, IATSE, was voted in as treasurer. The Board of Directors include, Sid Samuelson, an exhibitor; Al Davis, a distributor; George Schwartz, distributor; William Mansell, distributor; Jack Greenberg, exhibitor; Lewin Pizor, exhibitor; Norman Lewis, exhibitor; Ted Schlanger, exhibitor; Sam Gross, distributor; Sam Varbalow, exhibitor; Ben Amsterdam, exhibitor; and Bud Hissner, an exhibitor.

Esther Muchnick, of the Warner publicity department will have at least $2.50 when she returns from vacation. She won the office baseball pool for the highest runs for the week.

The law finally caught up with Charles Enery, assistant manager of the Tower Theatre, a Paramount operated house. He had been hunted for the past month on a charge of stealing $6,700 from the office safe.

A bill has been introduced in the Pennsylvania State legislature to increase the salary of the chairman of the Pennsylvania State Board of Censors, Mrs. Edna A. Carroll, from $4,800 to $6,000 per year.

All the flowers which were sent to the new Warner exchange building for the opening were turned over to the Philadelphia Naval Hospital the next day.

It is rumored that Universal-International will move its offices to the space recently vacated by Warner Bros. Pictures and that Columbia will take over the office space at 302 N. 13th Street when the Vine Street widening project gets under way.

Stanley Kositsky has been named city salesman for Columbia Pictures.

Joe Bernhard, head of Film Classics, was visiting here last week.

Mary Meadowcraft, office manager for PRC-

REGIONAL NEWSREEL

Eagle-Lion, has been on the sick list for some time.

Monogram has acquired a new "hello" girl. Her name is Rita Hankin.

Lillie Rosentoor, booker at 20th Century-Fox and Dave Brodsky, decorator, were on hand for the opening of the Capitol Theatre at Shenandoah.

Larry Goldmeier, of Poppers Supply Company, has closed a deal whereby Poppers is the official supplier of popcorn and machines for all the Phillie's farm teams.

Lovely Bettie Lamont, S-W receptionist, whose real profession is singing, came out on top in a recent audition, but had to decline acceptance because it would have taken up too much time. Bettie had her own radio show before coming to Philadelphia.

Henry Weiss, formerly with PRC, has opened his own law offices.

Major Albert Warner was in town last week looking over the new exchange building and visiting with executives.

Jack Engel, branch manager for Screen Guild-Film Classics, has returned from a business trip to New York.



LAUNCHES VARIETY CLUB HEART PROJECT. Harold Russell (center), in Cleveland recently to launch the Variety Club heart project launching the Paradise Valley Boys' Camp, is shown here with Harry Walders (left), RKO branch manager, and Milton Cohen, RKO district manager, at the Variety luncheon attended by 100 members and friends.

MEMPHIS

In formal opening ceremonies featuring W. C. Handy in person, "The W. C. Handy," Memphis newest Negro theatre and said to be the most modern Negro theatre south of Chicago, opened Sunday, May 11, at Airways and Park. Opening with the picture "Back Lash," the only completely air-conditioned Negro theatre in the South, had as added stage events Cootie Williams and his Orchestra Bob Merrill the Four Congeroos, Miller and Boojee and Mantan Moreland, the Negro motion picture comedian. The theatre, built at a cost of about $200,000, is owned and operated by Nate Evans, Chalmers, Ed Cullins and Kemmons Wilson. The house program will open each day with the playing of "Memphis Blues," and close with the playing of "St. Louis Blues," both written by Handy.

Harold Russell, handless star of "The Best Years of Our Life," visited Memphis Monday (12) and was interviewed on three Memphis radio stations and received a good press. The picture now is running at the Malco Strand.

The Turrell Theatre at Turrell, Ark., owned by Warren L. Moxley, has reopened after being rebuilt following a fire about 60 days ago. The new house seats 600 and has a gallery for Negroes. Modernistic throughout, it was built at a cost of about $40,000, and has a stage, soundproof walls, cushioned seats and RCA and Simplex sound equipment. Moxley has announced that he plans to play "The Outlaw," and other pictures which have been banned in Memphis, Turrell being only a short drive from Memphis.

NEW HAVEN

Ben Parker, producer-director of General Films Company, New York was weekend visitor. During stay in New Haven he and Mrs. Parker were seen talking to Morris Rosenthal, manager of Loew's Poli.

With Universal-International's "The Egg and I" opening at Poli Bridgeport and New Haven, shortly, both Hank Linet, New York exploitation head of U-I and Bill Schulman, field representative out of Boston, were in New Haven to attend publicity exploitation meeting with Harry F. Shaw, Loew Poli New England division manager; Lou Brown, publicity head of circuit; Matt Saunders, Poli Bridgeport manager and Morris Rosenthal, Poli New Haven manager. This is the first Universal picture to play Poli, New Haven in many years.

Morey Goldstein, general [illegible] of Monogram Pictures, making a quick visit to New Haven.

Springfield, Massachusetts theatres have decided to go back into the two daily newspapers, the *News*, an afternoon sheet, and the *Union*, a morning publication. All newspapers in Springfield, with exception of Sunday [illegible] publication some months ago due to labor trouble and just recently went back publishing. Two other papers, the *Union*, evening edition, and *Republican*, morning sheet, still are not being published. All the papers are owned by one concern.

Rumor has it that another paper will come into Springfield as a daily, in tab form. It is understood new sheet has local backing. The town is still without local Sunday paper.

Mother of Barney Pitkin, branch manager of RKO, died after a long illness.

Hy Fine, district manager of the M and P theatres, making a swing around the circuit, was found in deep conference with Jim Darby.

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RECEIVES COMMISSION. William K. Jenkins (right), president of the Georgia Theatre Company, receives from Georgia's Adjutant General Alpha Fowler, Jr. his commission as Naval Aide to Governor M. E. Thompson.

NEW THEATRES

Los Angeles—Hugh Bruen has let contracts for new theatres in Whittier and Pico and will start construction, he says, as soon building restrictions ease up. The Whittier Theatre, he said, would be of the stadium type and have 1,100 seats. The Pico house will seat 1,000. Meanwhile Bruen is spending $40,000 remodeling his present theatre in Whittier.

Portland, Ore.—Construction has been started on a new drive-in theatre one mile west of Kennewick, Wash., on Kennewick Avenue at its intersection with Kadow Road up the West Highlands. It will have a capacity of 800 cars. Owner is the Midstate Amusement Company, which states the drive-in will be locally managed. Dick Rector is supervising construction.

St. Louis—Pitner and Barnes, of the Strand [illegible] purchased a site directly across from the Strand as a site for a 1,000-seat theatre to replace the Uptown, a 430-seater.

St. Louis—Hubert Williams, owner of the Strockton Theatre, Strockton, Ill., will build a [illegible] material markets ease up.

St. Louis—Dave Williams [illegible] is building a new house there to be known as the Royal.

St. Louis—Bob Butler, Everett Malcolm and John O. Young will build a new 600-seat theatre to be called the Butler in West Plains, Mo., and also will build in Mountain View where they have been using the court house for shows.

REGIONAL NEWSREEL

(Continued from Page 29)

Paramount, New Haven manager.

First clear and warm Sunday in weeks, found New Haven theatres suffering from lack of matinee business with usual customers taking to the open road and beaches. Savin Rock, local outdoor amusement park, chalking up huge business and crowds taking advantage of the sun.

Ben Simon, branch manager of 20th Century-Fox and Bob Kaufman, exploiteer, planning sneak preview in a neighborhood theatre of one of the company's new pictures. Preview will be attended by theatre owners and press from New Haven, Bridgeport and Hartford and will be preceded by press dinner.

INDIANAPOLIS

Everett Barnes has been appointed manager of the Ritz Theatre here. Before coming to Indianapolis he was associated with Roy Duddy, of the Fox West Coast Theatres, in Stockton, Cal.

Lonnie Davis, manager at the Airways Theatre, Louisville, Ky., has been transferred to the Airways Theatre in Memphis, Tenn., his native home town.

J. J. Grady, mid-east district manager for 20th Century-Fox, spent Thursday at the local branch on business.

The annual summer outing by the employes' club of Universal-International has been set for May 17, at the Shades State park, near Crawfordsville. Thelma Smith, is in charge of arrangements.

W. C. Gehring, central division sales manager for 20th Century-Fox, was a business visitor at the branch Thursday.

Albert Ackerman, who operates the Tacoma and Tuxedo Theatres here, sold the Tacoma to J. Slutzky, who also operates the Paramount Theatre.

Jules Goldman, office manager of Warner Bros. branch, has gone to New York City for a brief vacation.

Ben Van Borssum, who operates the Savoy Theatre, Terre Haute, Ind., was seriously injured in an auto accident, and is confined at one of the local hospitals.

H. L. Hancock, 20th-Fox salesman is confined to his home by an attack of influenza.

Guy Craig, manager Columbia branch, called on exhibitors in Louisville, Ky., and southern Indiana during the week.

Ward Farrar, United Artists home office representative, is in the city directing the publicity for "Dishonored Lady."

Rex Carr, general manager of Marcus Enterprises, and Albert Pond, spent the week in Dayton, O. Pond, formerly manager of the Ritz Theatre here, has been appointed manager of the Columbia Theatre in Dayton, one of the Marcus houses.



CITED FOR WAR EFFORT. Joseph R. Springer (left), Century Theatres general manager, receives from Frederick W. Gehle, Chase bank executive and former state chairman of the War Finance Division, a medal and citation from the Treasury Department lauding "the time and effort which you unselfishly devoted to the promotion and sale of war bonds."

MINNEAPOLIS

Howard Hughes plans a million dollar build-up of a new motion picture star, Faith Domergue, according to Alec Moss, one of Hughes' chief executives from New York, who was in Minneapolis in connection with the current showing of "The Outlaw" at the Lyceum. The picture in which she stars is "Vendetta," to be released this fall.

Among the movie stars who contributed to the auction for benefit of Texas City disaster victims were Margaret O'Brien, Van Johnson, Belita, Bette Davis, Rita Hayworth, Clark Gable, Cary Grant, Lionel Barrymore, and Ginger Rogers. The auction was held at the Minneapolis auditorium Thursday (May 15) with Jimmie Fidler, Hollywood columnist, in person together with local radio and newspaper celebrities acting as auctioneers.

Frank McInerny, *Daily Times* columnist and friend of many theatrical people, died last week. He was onetime manager of the old Empire Theatre in Chicago. He was once a press agent for Wallace Beery.

John Balaban, of Balaban and Katz Theatres, Chicago, will speak at a luncheon meeting of the Motion Picutre foundation May 19 at the Nicollet Hotel, Minneapolis, at which an attendance of more than 100 is expected. Harry B. French, president of Minnesota Amusement Co., is acting chairman of the organizing committee for the Minneapolis film exchange territory. Others on the committee are Stan Kane, Ben Berger, M. A. Levy and Harold Field.

The El Lago Theatre, Minneapolis neighborhod house, has just made the first installation of push-back seats in this area. Seats were installed by Foster Seating Co. for Harry Green of Lake Amusement Co.

Eagle-Lion District Manager Harry Mandell was in town for conferences with Abbott Swartz on E-L's "The Adventuress" and "Lost Honeymoon."

Triple damages amounting to $600,000 are sought in a suit filed by Menasha Theatre Realty Company, Menasha, Wis., charging major distributors and Fox Wisconsin circuit with conspiracy to keep product away from the Brin Theatre, Menasha.

PITTSBURGH

William Scott, a member of the local motion picture industry for more than 25 years, and for the past 23 years salesman for United Artists Corporation, resigned effective May 10. He plans to take a long rest, for six months and possibly a year, which he will spend in the south and west, before accepting another assignment.

The AMPTO of Western Pennsylvania, Inc., will hold a banquet on Wednesday, June 4, in the Urban Room of the Hotel William Penn here in honor of its veteran secretary, Fred J. Herrington and his wife, who will celebrate their 50th wedding aniversary on that day. This is expected to be the biggest event of its kind in the local motion picture industry. Co-chairmen of the affair are Norman B. Mervis, circuit operator, and William Finkel, prominent independent exhibitor. Other committee members are William Blatt, circuit operator, and Robert Klingensmith. Herrington is one of the organizers of the local independent exhibitors organization and has been its secretary since it was inaugurated. Reservations for this banquet are now being accepted by the local office of the AMPTO and committee members.

Harry Burnstein has been appointed manager of the Penn Theatre, Ambridge, Pa., which is operated by H. Norman Ball and Henry Friedman, succeeding Frank Austin who has resigned because of poor health. Burnstein was formerly associated with the Warner Theatre Circuit in this territory.

David Leff, acting branch manager for United Artists, here during the illness of his late predecessor, Ira H. Cohn, has now been appointed permanent resident manager. Before coming to Pittsburgh Leff worked as a sales representative out of the Buffalo branch for UA.

The Pittsburgh Variety Club will hold its

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THERE'S HARMONY IN THIS QUARTET. Harmony is expressed by this jovial foursome as the photographer snapped them at New York's famed "21" Club last week during RKO Radio's press reception for the company's new production chief, Dore Schary (extreme right). With Schary (l-r) are Robert Mochrie, RKO vice-president; William H. Clark, RKO treasurer, and James Mulvey, president of Samuel Goldwyn Productions.

Films From Abroad Gaining Screen Time Here

Distributors Name Better Quality and Interest of Cultural Groups As Aids

By BILL SPECHT
News Editor

Less than a year ago foreign-language films were a drug on the market with playdates limited to "art" theatres in a few metropolitan centers and some spasmodic, scattered bookings in the field under sponsorship of cultural and educational groups.

Today there emanates from American screens all the way from "Back-Bay"-conscious Boston to loud and lusty Los Angeles, foreign tongues and over 60 theatres, in places as far apart geographically and temperamentally as New Haven and New Orleans, are giving foreign-language product pretty regular bookings.

Further, imported pictures have spread out not only from the small art houses to standard-sized theatres (a few of which are operated by a chain devoted to film imports), but also to the second half of double feature bills in some houses of larger cities.

The change in that short time has been stupendous, even though the results to date do not offer evidence that the presentation of foreign-language films are steady and standardized.

Proponents of the foreign-language films declare their current popularity is the result of superior quality, which is notably true in such pictures as "Open City," "Children of Paradise," "The Well-Digger's Daughter."



FOREIGN FILMS GROW MORE PROMINENT ON AMUSEMENT PAGES. Above are advertisements from newspapers in New York, Boston and Los Angeles. The foreign films are currently enjoying considerable favor from the newspaper and magazine critics and it will be noted that quotes figure importantly in the advertisements reproduced above. In upper left is the Ambassador, New York, display for "Children of Paradise"; upper right is Boston's old South theatre advertisement for "Carmen"; at lower right are ads for three New York theatres, The Avenue Playhouse presenting "Torment," the 55th Street Playhouse featuring a return-by-popular-demand line for "The Well-Digger's Daughter," and the 5th Avenue Playhouse advertisement for "Red Head." At lower left is an advance ad for a new theatre, the Las Palmas, in Los Angeles, at which foreign films are presented.

More 'World Conscious'

They add further that as the public gets the opportunity to see what foreign producers can do even larger audiences will be developed. They say, that the present spread can be attributed in part to service men who brought home a taste for foreign pictures; in part to the large number of hard-of-hearing who find difficulty with sound and can enjoy titled films well done; and, in part, to those who find in foreign treatments of sex a piquant touch which Mr. Breen's Production Code does not permit producers in puritanically-conscious America.

These are all contributing factors to which must be added the equally practical consideration that the imported films also attract a type of patron who is not the usual movie-goer but who is interested in certain selected material and the further consideration that these films have a snob-appeal for those who like to think of themselves as art lovers and believe art speaks any language so long as it is NOT American. Also the foreign films are in part benefiting from two sources of exhibitor irritation—product shortage and high rentals.

Exhibitors who find they are short of product have found in some instances that by buying a good foreign picture and handling it well, they can do better than they can on a Grade C type of "B" film. There is also the added recommendation that up till now, foreign pictures could be bought much more cheaply than American product in this day of percentages on reissues.

Win Time on Double Bills

These last causes are undoubtedly due to the expansion of foreign product bookings in neighborhood houses in some of the larger cities which would otherwise be taking on what "B's" were available for their second or "supporting" attraction on double-bills.

Probably more important, however, in the effect of foreign films on the industry is that showmen are again finding that good entertainment is good entertainment in any language.

The methods used by exhibitors to sell these pictures are not unusual, but they display effort coupled with what apparently is a cordial attitude on the part of the magazine and the newspaper press.

Probably the general methods used in Boston, Chicago and Los Angeles serve as a [illegible] for the remainder of the country. New York houses playing foreign-language films are practically operated in the same manner as an ordinary film house would be and offer the average exhibitor little as a guide to effective selling of foreign films.

But in Chicago, where Italian films play the Annex; Russian and French product the World Playhouse; Mexican pictures hold forth at the Balaban and Katz Globe, while Swedish and

(Continued on Page 30)

Newspapers Sell Best

Newspaper advertising is the best way to reach customers for foreign-language pictures, Glenn W. Dickinson, Jr. head of the Dickinson Operating Company with houses in Kansas, said this week. Next best is direct-by-mail and third is lobby and front displays.

"We have," the circuit executive declares, "used window cards, heralds, and the like and find them of little value."

Dickinson is playing the imported product in six of his circuit's houses and announces that in addition to instituting another foreign-policy house in Kansas City, at the Tampico, he plans to extend playing time to such pictures at all of his 31 theatres.

They Say It's Because . . .

Some of the reasons advanced for the sudden success of foreign-language films in the United States sum up as:

1) Quality.
2) Service men who saw life abroad and got to like foreign films.
3) Hard of hearing patrons who don't have to bother with sound but can read the titles.
4) Those who seek piquant treatment of themes forbidden under the production code in America.
5) Appeal to certain types of audiences which are usually non-moviegoers.
6) Snob appeal.
7) Product shortage.
8) Lower rentals.

Large Supply of Foreign-Language Films Available to U. S. Theatres

The following listing of foreign-language pictures is based on information supplied by U. S. distributors handling such films. All information given is in accordance with data from the distributors, who are listed alphabetically with the titles and running times of pictures they distribute grouped under name of country of origin or language spoken.

A. F. E. CORP.

French

Port Arthur. Danielle Darrieux. 80 minutes.
Boys School. English Titles. Eric Von Stroheim. 91 minutes.
Abused Confidence. English Titles Danielle Darrieux. 82 minutes.
Devil Is an Empress. English Titles. Francoise Rosay, Conrad Veidt. 73 minutes.
Angel and Sinner. English Titles. Micheline Presle. 90 minutes.
Twilight. Englsh Titles. Louis Jourdan. 94 minutes.
The Girl from Arles. English Titles. Raimu. 95 minutes.
There Goes the Bride. English Titles. Micheline Presle. 76 minutes.
Carnet Du Bal. English Titles. Fernandel, Francoise Rosay. 105 minutes.
Heart of a Nation. English Titles. Raimu, Louis Jourdan. 99 minutes.

A. F. FILMS, INC.

French

Daredevils of the Alps. English Narration. 20 minutes.
Camps of the Dead. English Narration. 20 minutes.
Rouad—Island of the Crusaders. English. Narration. 10 minutes.
Spelunking—A New Science. English Narration. 20 minutes.
Tyranny. English Narration. 10 minutes.
Liberation of Paris. English Narration. 30 minutes.
Crafts of the Fire. English Narration. 10 minutes.
The Sunken Fleet. English Narration. 10 minutes.
Aubusson Tapestries. English Narration. 15 minutes.
Hermits of the Sky. English Narration. 10 minutes.
Four Years—A Summing Up. English Narration. 10 minutes.
The Wheels Turn Again. English Narration. 10 minutes.
The Passing Hours. English Narration. 10 minutes.

ARTHUR MAYER & JOSEPH BURSTYN, INC.

French

Marie Louise. English Titles. Josianne. 93 minutes.
Portrait of a Woman. English Titles. Francoise Rosay. 83 minutes.

Italian

Open City. English Titles. Anna Magnani. 104 minutes.

ARTKINO PICTURES, INC.

Russian

Stone Flower. English Titles. 85 minutes.
Ivan the Terrible. English Titles. Nikolai Cherkassov. 96 minutes.
Russia on Parade. English Narration, 45 minutes.
Moscow Music Hall. English Titles. Red Army Ensemble. 30 minutes.
The Turning Point. English Titles. Russian Red Army. 85 minutes.
Hello, Moscow! English Titles. 85 minutes.
The Vow. English Titles. Mikhail Gelovani.
Life at the Zoo. English Narration. 10 minutes.
Adventure in Bokhara. English Titles. 85 minutes.
Alexander Nevsky. English Titles. 90 minutes.
Beethoven Concerto. English Titles. 66 minutes.
Chapayev. English Titles. 95 minutes.
Conquests of Peter the Great. English titles. 104 minutes.
Dark Is the Night. English Titles. 70 minutes.
Days and Nights. English Ttitles. Russian Red Army. 89 minutes.
Defense of Siberia. English Titles. 75 minutes.
Diary of a Nazi. English Titles. 67 minutes.
"1812." English Titles. 95 minutes.
Four Hearts. English Titles. 79 minutes.
Frontier. English Titles. 87 minutes.
General Suvorov. English Titles. 90 minutes.
Girl from Leningrad. English Titles. 92 minutes.
Girl No. 217. English Titles. 95 minutes.
Golden Key. English Titles. 54 minutes.
The Great Beginning. English Titles. 95 minutes.
A Greater Promise. English Titles. 85 minutes.
Heroes Are Made. English Titles. 77 minutes.
Heroes of the Sea. English Titles. Russian Navy. 74 minutes.
In the Rear of the Enemy. English Dub Print. 60 minutes.
Lad from Our Town. English Titles. 66 minutes.
Last Hill. English Titles. 90 minutes.
Lenin in October. English Titles. 93 minutes.
Lenin in 1918. English Titles. 130 minutes.
Lonely White Sail. English Titles. 85 minutes.
Mashenka. English Titles. 71 minutes.
Military Secret. English Titles. 74 minutes.
Moscow Skies. English Titles. 80 minutes.
Musical Story. English Titles. 80 minutes.
Natalka Poltavka. Ukranian Dialogue. 64 minutes.
No Greater Love. English Dub Print. 76 minutes.
The New Teacher. English Titles. 94 minutes.
Once There Was A Girl. English Titles. 71 minutes.
Peasants. English Titles. 105 minutes.
Peter The First. English Titles. 95 minutes.
Professor Mamlock. English Titles. 102 minutes.
The Rainbow. English Titles. 93 minutes.
Red Tanks. English Titles. 62 minutes.
The Russian Story. English Titles. 73 minutes.
Seeds of Freedom. English Titles. 70 minutes.
Shors. English Titles. 92 minutes.
Six P.M. English Titles. Marina Ladynina. 65 minutes.
Soviet Border. English Titles. Zoya Fyodorova. 94 minutes.
Spring Song. English Titles. Ludmila Tselikovskaya. 78 minutes.
Tanya. English Titles. Lubov Orlova. 75 minutes.
Taras Family. English Titles. 90 minutes.
Taxi to Heaven. English Titles. 70 minutes.
They Met in Moscow. English Titles. 86 minutes.
This is the Enemy. English Titles. 71 minutes.
Three Women. English Titles. 91 minutes.
Two Soldiers. English Titles. 75 minutes.
University of Life. English Titles. 97 minutes.
Ural Front. English Titles. 84 minutes.
Volga-Volga. English Titles. 96 minutes.
Wait for Me. English Dub Print. 79 minutes.
We Are from Kronstadt. English Titles. 93 minutes.
We Will Come Back. English Titles. 93 minutes.
Wings of Victory. English Titles. 97 minutes.
Without Dowry. English Titles. 78 minutes.
Zoya. English Titles. 86 minutes.
The Bear. English Titles. 56 minutes.
Career of Lieutenant Hop. English Titles. 20 minutes.
Jubilee. English Titles. 40 minutes.
Leda and the Elephant. English Titles. 18 minutes.
Marriage. English Titles. 48 minutes.
Vanka. English Titles. 30 minutes.
Black Sea Fighters. English Narration by Frederic March. 62 and 38 minutes.
Day After Day. English Narration. 63 minutes.
Fall of Berlin. English Narration. 65 minutes.
The Mannerheim Line. English Narration. 72 minutes.
Moscow Strikes Back. English Narration by Edward G. Robinson. 60 minutes.
One Day in Soviet Russia. English Narration by Quentin Reynolds. 58 and 32 minutes.
People's Avengers. English Narration by Norman Corwin. 55 minutes.
Russians at War. English Narration. 61 minutes.
Siege of Leningrad. English Narration by Edward N. Murrow. 62 minutes.
Soviet Frontiers on the Danube. English Narration. 64 minutes.
Ukraine in Flames. English Narration by Bill Downs. 55 minutes.
Accordion Serenade. English Narration. 10 minutes.
Armenian Art. English Narration. 10 minutes.
Bayaderka Ballet. English Narration. 10 minutes.
Concert at the Front. English Narration. 10 minutes.
Dance Festival. English Narration. 10 minutes.
Golden Mountains. English Narration. 10 minutes.
Golden Slippers. English Titles. 30 and 20 minutes.
Kazakhstan Music Festival. English Narration. 20 minutes.
Leningrad Music Hall. English Narration. 40 and 20 minutes.
Moscow Circus. English Narration. 20 minutes.
Musical Journey. English Narration. 20 minutes.
Prize Winners. English Narration. 10 minutes.
Red Army Chorus. English Narration 10 minutes.
Russian Ballet and Folk Dances. English Narration. 10 minutes.
Russian National Choir. English Narration. 10 minutes.
Singing Puppets. English Narration. 10 minutes.
Stars of Tomorrow. English Narration. 10 minutes.
State Ensemble of Folk Dances. English Narration. 10 minutes.
Swan Lake Ballet. English Narration. 10 minutes.
Young Musicians. English Narration. 20 minutes.
An Abundant Harvest. English Narration. 10 minutes.
Answer From Red Square. English Narration. 20 minutes.
Agricultural Exposition in Moscow. English Narration. 40 minutes.
Albania. English Narration. 20 minutes.
All Slavs. Unite! English Narration. 10 minutes.
Armistice With Finland. English Narration. 20 minutes.
Battle of the Don. English Narration. 10 minutes.
Capture of Budapest. English Narration by Paul Lukas. 30 minutes.
Children At War. English Narration. 10 minutes.
Citizens of Tomorrow. English Narration. 40 minutes.
Coronation of Alexei. 40 minutes.
Czechoslovakia. English Narration. 40 minutes.
Defense of Moscow. English Narration. 20 minutes.
Easter Day in Moscow. 10 minutes.
Election Day in the U.S.S.R. English Narration. 20 minutes.
57,000 Nazis. English Narration. 10 minutes.
Front Line Hospital. English Narration. 10 minutes.
Heroic Sevastopol. English Narration. 10 minutes.
Iran. English Narration. 20 minutes.
Kazakhstan. English Narration. 20 minutes.
Maidenek Death Camp. English Narration. 10 minutes.
May Day in Moscow. English Narration. 20 minutes.

CINEMA SERVICE CORP.

Yiddish

The Singing Blacksmith. English Titles. Moishe Oysher. 85 minutes.
Green Fields. English Titles. Helen Beverly, Isidor Cashier. 85 minutes.
Mirele Efross. English Titles. Berta Gersten. 80 minutes.
Mazel Tov Yidden. English Titles. Michael Rosenberg. 80 minutes.
Love and Sacrifice. English Titles. Lazar Freed, Cantor Waldman. 75 minutes.
I Want to Be a Mother. English Titles. Hannah Hollander, Leo Fuchs. 75 minutes.
Der Lebediker Yusem (The Living Orphan). English Titles. Fania Rubinia, Gustave Berger. 90 minutes.
Kol Nidre. English Titles. Lili Liliana, Cantor Waldman. 82 minutes.
Motel the Operator. English Titles. Chiam Tauber. 89 minutes.
The Jewish Melody. English Titles. Izidor Cashier. 89 minutes.
Eli Eli. English Titles. Esther Field. 85 minutes.
Her Second Mother. English Titles. Esta Salzman. 89 minutes.
The Great Advisor. English Titles. Irving Jacobson. 70 minutes.

CLASA-MOHME, INC.

Mexican (Spanish Dialogue)

Vertigo. Maria Félix, Emilio Tuero. 75 minutes.
La Reina De La Opereta. Sofia Alvarez. 101 minutes.
El Camino De Sacramento. Jorge Negrete, Charito Granados. 96 minutes.
El Amor Las Vuelve Locas. Mapy Cortés, Rafael Baledón. 90 minutes.
Sinfonia De Una Vida. Julián Soler, Pituka de Foronda. 86 minutes.
Pepita Jimentz. Rosita Díaz, Ricardo Montalbán. 90 minutes.
La Hija Del Payaso. Evita Muñoz, Agustin Isunza. 90 minutes.
Sol Y Sombra. Antonio Moreno, Luis Procuna. 82 minutes.
El Hijo De La Otra. Emilio Tuero, Carmen Montejo. 85 minutes.
El Socio. Hugo del Carril, Gloria Marin. 108 minutes.
El Sexo Fuerte. Mapy Corés, Rafael Baledón. 77 minutes.
Guadalajara Pues. Luis Aguilar, Joan Paige. 105 minutes.
La Reina Del Tropico. Maria Antonieta Pons, Luis Aguilar. 98 minutes.
El Puente Del Castigo. Ana María Lynch, José Cibrián. 90 minutes.
Embrujo Antillano. Maria Antonieta Pons, Ramón Armengod. 123 minutes.

Ya Tengo A Mi Hijo. Fernandito Bohigas, Isabela Corona. 105 minutes.
Soy Un Profugo. "Continflas". 109 minutes.

CONTINENTAL MOTION PICTURES CORP.

Italian

Cuore Infranto. English Titles. Beniamino Gigli. 91 minutes.
Musica Proibita. English Titles. Tito Gobbi, Maria Mercader. 93 minutes.
Mamma. English Titles. Beniamino Gigli. 85 minutes.
Canto Di Primavera. English Titles. Beniamino Gigli. 143 minutes.
Canto Ma Sottovoce. English Titles. Francesco Albanese. 85 minutes.
Re Del Circo. Clara Calamai, Maurizio D'Ancora. 88 minutes.
Voglio Bene Soltano A Te. English Titles. Beniamino Gigli.
T'Amero Sempre. Alida Valli, Gino Cervi. 92 minutes.
Pagliacci. English Titles. Beniamino Gigli, Alida Valli. 89 minutes.

DANUBIA PICTURES, INC.

Hungarian

Eletre Iteltek. Paul Javor, Gyorgy Zador. 92 minutes.
Kulvarosi Orszoba. Steve Nagy, Katharine Karady. 85 minutes.
Nemes Rozsa. Joseph Bihari, Elma Bulla. 82 minutes.
Heten Mint A Gonoszok. John Sardy, Manyi Kiss. 82 minutes.
Ejfelre Kiderul. Leslie Timar, Vali Kacz, 85 minutes.
Szovathy Eva. Paul Javor, Katharine Karady. 80 minutes.
Hegyek Lanya. Steve Nagy, Alice Fenyes. 85 minutes.

DISTINGUISHED FILMS, INC.

French

Amok. English Titles. 77 minutes.
Les Miserables. (In two parts) English Titles. Harry Baur. 200 minutes.
Her First Affair. English Titles. Danielle Darrieux. 80 minutes.
Carnival of Sinners. English Titles. Pierre Fresnay. 88 minutes.
Cloistered. English Dubbed Print. Filmed by special permission of Pope Pius XI. 70 minutes.
Symphony in White. Paris Opera Ballet. 30 minutes.

DUKE INTERNATIONAL CORP.

French

Voyage Surprise. English Titles. 90 minutes.

EXCELSIOR PICTURES CORP.

French

The Golem. English Titles. Harry Baur. 88 minutes.
Dark Eyes. English Titles. Harry Baur. 85 minutes.

Italian

Life of Mozart. English Titles. Gino Cervi. 101 minutes.
Barber of Seville. English Titles. Ferruccio Tagliavini. 120 minutes.

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French

Jericho. English Titles. Pierre Brasseur, Brochard, Santa Relli. 99 minutes.
The Idiot. English Titles. Edwige Feuillère, Gérard Philippe. 100 minutes.

FILM RIGHTS INTERNATIONAL, LTD.

Italian

A Yank in Rome. Italian and English dialogue. English Titles. Valentina Cortese, Leo Dale. 110 minutes.
Two Anonymous Letters. English Titles. Clara Calamai, Andrea Checcii. 84 minutes.
Elisir D'Amore. English Titles. Margherita Carosio, Carlo Romano.
Gelosia. English Titles. Luisa Ferida, Roldano Lupi.
Marco Visconti. English Titles. Carlo Ninchi, Marietta Lotti.
Rossini. English Titles. Nino Besozzi, Paola Barbara.
Sin of Papa Martin. English Titles. Ruggero Ruggeri, Enrico Clori.

French

Les Enfants Du Paradis. English Titles. Arletty, Jean-Louis Barrault. 145 minutes.

HOFFBERG PRODUCTIONS, INC.

French

Tourbillon de Paris. English Titles. Ray Ventura, Jean Tissol. 88 minutes.
I Sing for You Alone. English Titles. Tito Schipa. 71 minutes.
Barge Keeper's Daughter. English Titles. Louis Jouvet. 65 minutes.
Crime and Punishment. English Titles. Harry Baur. 78 minutes.
Three Hours. English Titles. Pierre Aumont. 91 minutes.
Carnival in Flanders. English Titles. 87 minutes.
Hatred. English Titles. Harry Baur. 71 minutes.
Marseillaise. English Titles. 79 minutes.
Tender Enemy. English Titles. 65 minutes.
Betrayal of Catherine the Great. English Titles. Annie Vernay. 84 minutes.
Mlle. Ma Mere. English Titles. Danielle Darrieux. 82 minutes.
Escape from Yesterday. English Titles. Jean Gabin, Annabella. 95 minutes.
They Were Five. English Titles. Jean Gabin. 78 minutes.
Love Life of Beethoven. English Titles. Harry Baur. 82 minutes.
Pearls of the Crown. English Titles. 94 minutes.
The Puritan. English Titles. 84 minutes.
L'Orage. English Titles. Charles Boyer, Michele Morgan. 84 minutes.
Heart of Paris. English Titles. Michele Morgan, Raimu. 84 minutes.
32 Rue Montmarte. English Titles. Gaby Morlay. 86 minutes.
Ladies in Green Hats. English Titles. 95 minutes.
Pique Dame. English Titles. Blanchard. 78 minutes.
Martha Richard. English Titles. Eric Von Stroheim. 71 minutes.
Moulin Rouge. English Titles. Lucien Baroux, Rene Dary. 85 minutes.
Fire in the Straw. English Titles. 76 minutes.
They Met on Skis. English Titles. 70 minutes.
Princess Tam Tam. English Titles. Josephine Baker. 76 minutes.
Claudine. English Titles. 88 minutes.
Schubert's Serenade. English Titles. Louis Jouvet. 98 minutes.

Italian

Tu M'Ami Io T'Amo. (I Love You You Love Me). English Titles. Alida Valli, Amedeo Nazari. 95 minutes.
La Mia Canzone Al Vento (My Song To The Wind). Giuseppe Lugo. 80 minutes.
Il Corsaro Nero (The Black Pirate). Ciro Verratti. 96 minutes.
Dente Per Dente (Measure for Measure). English Titles. Canerina Boratto, Carlo Tamberlani. 84 minutes.
L'Uomo Venuto Dal Mare (Man of the Sea). English Titles. Maria Mercader, Massimo Serato. 86 minutes.
Un Mari Di Guai (Sea of Trouble). English Titles. Umberto Melnati. 80 minutes.
Cosi Si Fa L'Amore (The Way to Make Love). English Titles. 79 minutes.
Du Cuori Sotte Sequestro (Two Hearts Entwined). English Titles. Massimo Serato, Maria Mercader. 91 minutes.
Belle O Brutte Si Sposan Tutte (Beautiful or Ugly, They Marry). Umberto Melnati, Maria Dennis. 75 minutes.
Pazza Di Gioa (Two on A Vacation). English Titles.
Yittorio De Sica. Maria Denis. 84 minutes.

Swedish

Pensionat Paradiset (Hotel Paradise). Thor Modeen. 85 minutes.

Polish

Zabawka. E. Gucke, S. Sielanske, E. Bodo. 82 minutes.
Pan Redaktor Szaleje. S. Sielanske. 82 minutes.
Ada, To Nie Wypada. Loda Nievirzanka. 93 minutes.

Spanish

Cuatro Corazones. Alberto Vila, Gloria Guzman. 80 minutes.
Las De Baranco. Olinda Bozan. 80 minutes.
Noches De Las Mayas. English Titles. 85 minutes.
Sed De Amor (Thirsty for Love). Gina Cabrera, Rafael Bertrand. 82 minutes.
Un Hombre Del Mar (Man of the Sea). 88 minutes.
Linda O Feo Se Casan (Beautiful or Ugly, They Marry). 75 minutes.
Aventura Hipica. 71 minutes.
Quien Mal Anda. 66 minutes.

INTRA WORLD, INC.

French

African Diary. English Dubbed Print. Harry Baur, Victor Francen and Anne Ducaux. 80 minutes.
L'Homme Du Niger. [illegible] Harry Baur, Victor Francen and Anne Ducaux. 90 minutes.

LOPERT FILMS, INC.

French

A Cage of Nightingales. English Titles. Noel Noel. 90 minutes.
Mayerling. English Titles. Charles Boyer, Danielle Darrieux. 91 minutes.
The End of A Day. English Titles. Victor Francen, Louis Jouvet. 94 minutes.

Spanish

Man's Hope. English Titles. 73 minutes.

Italian

Shoe-Shine. English Titles. 100 minutes.

MAGE FILMS

French

The Bellman. English Titles. Lucien Gasbil, Roger Karl and Fernand Charbonnaux. 90 minutes.

OXFORD FILMS

Swedish

Torment. English Titles. Alf Kjellin, Mai Zetterling. 95 minutes.

French

Fric-Frac. English Titles. Fernendel, Arlatty.

PRIZED CONTINENTAL CORPORATION

Belgian

We Lived Through Buchenwald. English Dubbed Print. Rene Herde, Andre Gevrey and Werner Degan. 80 minutes.

SAGA FILMS, INC.

Swedish

Appassionata. English Titles. Viveca Lindfors, Georg Rydeberg. 93 minutes.
First Love. English Titles. Ingrid Bergman, Lars Hansson. 76 minutes.
Queen for A Night. English Titles. Gosta Bjorling, Gurli Lemon, Bernhard. 89 minutes.
The Whalers. English Titles. Tutta Rolf, Oscar Egede Nissen. 85 minutes.
Once Upon a Time. Thor Moden. 82 minutes.
Jacob's Ladder. Sture Lagerwall. 92 minutes.
Dark Roses. Viveca Lindfors. 102 minutes.
The Serious Play. Viveca Lindfors. 100 minutes.
Jealousy. Viveca Lindfors. 107 minutes.
City of Stockholm. 12 minutes.
Gripsholm. 11 minutes.
Vestergyllen. 18 minutes.

SCANDIA FILMS, INC.

Swedish

Broderna Ostermans Huskors. English Titles. Adolf Jahr. 104 minutes.
VI Hemslavinnor. English Titles. Dagmar Ebbesen. 94 minutes.
Begar. English Titles. Gunn Wallgren, Edwin Adolphson. 125 minutes.
Himlaspelet. English Titles. Rune Lindstrom, Eivor Landstrom. 104 minutes.
Karl For Sin Hatt. English Titles. Adolf Jahr. 105 minutes.
Klockan Pa Ronneberga. English Titles. Lauritz Falk, Vibeka Falk. 100 minutes.
Nar Seklet Var Ungt. English Titles. Edvard Persson, Stina Hedberg. 111 minutes.
Lararinna Pa Vift. Karin Ekelund, Allan Bohlin. 83 minutes.

SIMPEX COMPANY, INC.

French

Barge Keeper's Daughter. English Titles. Louis Jouvet. 85 minutes.

Italian

Miracle of Monte Cassino. English and Spanish Titles Fosco Giachetti. 90 minutes.
Carla Del Paggio. Leonardo Cortese. 100 minutes.
Bernini. 20 minutes.

SIRITZKY INTERNATIONAL PICTURES CORP.

French

La Femme Du Boulanger (The Baker's Wife). English Titles. Raimu. 95 minutes.
Regain (Harvest). English Titles. Louis Fernandel. 80 minutes.
La Fille Du Puisatier (The Well-Digger's Daughter). English Titles. Raimu, Fernandel. 120 minutes.
Nais. English Titles. Fernandel. 115 minutes.
Le Schpountz. English Titles. Fernandel.
Angele. [illegible]
Maitres. [illegible]
Fanny. [illegible]
Cesar. [illegible]
Jofroi. [illegible]
Merlusse. [illegible]
Le Dernier Metro. [illegible]
The Queen's Necklace. [illegible]
La Colonel Chabert. [illegible]
Voyage. [illegible]
Louis Jouvet. 100 minutes
Poil De Carotte. English Titles. Harry [illegible]

SUPERFILM DISTRIBUTING CORP.

Italian

The Kings Jester. English Titles. Michele Simon. 97 minutes.
The Genius and the Nightingale. English Titles. [illegible] 100 minutes.
Before Him All Rome Trembled. English [illegible]
Boarding School Demon. English Titles [illegible]
The Comedy of Happiness. English Titles. Ramon Novarro. 116 minutes.
Carmen. English Titles. Viviane Romance. 97 minutes.
Tosca. English Titles. Imperio Argentina, Michel Simon. 105 minutes.
Little Martyre. English Titles. Luciano De [illegible]
Captain Tempest. English Titles. Carla [illegible]
The Lion of Damascus. Doris Duranti. 79 minutes.
The Bridge of Sighs. English Titles. Paola Barbara. 91 minutes.
The Blood Red Rose. English Titles. Viviane Romance. 95 minutes.
Lively Teresa. English Titles Lilia Silvi. 89 minutes.
My Wife's Fiance. English Titles. Leonardo Cortese. 87 minutes.
Hey-Day for Marriage. English Titles. Lilia Silvi. 89 minutes.
Life Begins Anew. English Titles. Alida Valli [illegible]
A Girl of the West. English Titles. Michel Simon. 96 minutes.
Music on the Run. English Titles. Gino [illegible]
I Live As I Please. English Titles. Ferruccio Tagliavini. 80 minutes.
Henry IV. English Titles. Osvaldo Valenti. 92 minutes.
The Iron Crown. English Titles. Gino Cervi. 121 minutes.
The Jest. English Titles. Amedeo Nazzari. 84 minutes.
The Henpecked Hermit. English Titles. Giuseppe Lugo. 82 minutes.
The Lady Is Fickle. English Titles. Fioretta Dolfi. 82 minutes.
Anything for a Song. English Titles Ferruccio Tagliavini. 76 minutes.

French

La Boheme. English Titles. Louis Jouvet, [illegible]
The Comedy of Happiness. English Titles. Ramon Novarro. 116 minutes.
Carmen. English Titles. Viviane Romance. 97 minutes.
The Blood Red Rose. English Titles. Viviane Romance. 95 minutes.

TRICOLORE FILMS, INC.

French

Les Enfants Du Paradis. English Titles Arletty, Jean-Louis Barrault. 145 minutes.
Panique. English Titles. Viviane Romance. 95 minutes.
Les Portes De La Nuit. English Titles. [illegible] minutes.

VUG FILM COMPANY

French

Francis the First. English Titles. Fernandel, [illegible] minutes.
Lucrezia Borgia. English Titles. Edwige Feuillere, Roger Karl and Gabriel [illegible]
One of the Legion. Fernandel. 85 minutes.
Resistance. English Titles. Pierre Renoir, [illegible] Gaudeau. 74 minutes.
The Postmaster's Daughter. English Titles. Harry Baur, Jeanine Crispin and Georges Rigaud. 83 minutes.
The Woman I Loved Most. English Titles. Arletty and Noel-Noel. 95 minutes.

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SHOWMEN'S TRADE REVIEW

will present

The Architects' Advisory Council

A panel of distinguished and highly experienced theatre architects whose conclusions, opinions and recommendations on matters of theatre design and construction will be reported regularly in The Motion Picture Theatre, Equipment and Maintenance feature published every fourth week.

French Production Setting A Good Pace, Says Bessy

French production has recovered from the set back it received during the war and occupation and despite opinions to the contrary is running at a good pace, Maurice Bessy, general manager of the fan magazine, *Cinemonde*, and of the trade weekly, *Film Francais*, declared in New York this week.

In that city on his way to a tour of Hollywood, Mexican and Argentine studios, Bessy pointed out that for the week of April 18 the French industry had 15 pictures in production compared to 14 during 1946. While ackowledging that producers were met with power difficulties and other matters which made production difficult and expensive, he denied that lack of money was stopping production, stating:

"There is no financial difficulty for the honest producer. In any part of the world an honest producer can find money."

"If a French producer makes a film of quality he can't get his return from France . . . but he can sell in foreign markets."

Bessy claimed that some 16 producers made 100 films last year. He denied that they had any difficulties getting playing time, stating that theatres in France were not circuit-controlled as a rule and producers owning circuits such as Gaumont and Pathe did not total more than 70 theatres between them. A third circuit of houses, made up of properties which had been allegedly owned by Germans or their sympathizers, is being run by the Government through an outfit known as Sogec, which corresponds roughly to the Alien Property Custodian in the United States.

The main problem, Bessy finds is:

"We have no theatres; we have not 1,000 theatres, some of which run only three to four shows a week." Cost of construction, if possible, runs to about $160 a seat and 16-mm. circuits, some of which are on an itinerant basis, help make up the theatre deficiency.

Bessy said that he looked forward to the day when "quality . . . will be the only standard and we won't need quotas," thereby giving free access to fine product of any nation anywhere in the world.

They Play 'Em

A partial list of pictures which give an important part of their playing time to foreign language picture follow:

Los Angeles—Mayan, Sunset, Studio, Esquire.
Hollywood—La Palma.
Westwood Village, L. A.—Uclan.
East Los Angeles—National.
San Francisco—Tivoli, Portola, El Presidio, Larkin, Clay, Grand, Nob Hill.
Oakland—Telenews.
Seattle, Wash.—The Met, Uptown.
Facoma, Wash.—Telenews.
Boston—Essex, Fine Arts, Old South, Majestic, Exeter.
New Haven—Lincoln.
Pittsburgh—Art Cinema.
Baltimore—Little.
Philadelphia—Pix, Studio, Poplar.
Washington, D. C.—Pix, Little, Hippodrome.
Chicago—World, Studio.
Atlanta, Ga.—Peachtree.
Buffalo—Mercury.
New Orleans—Star, St. Charles.
Rochester—Little.
Cleveland—Lower Hall.
New York City—Ave. Playhouse, Ambassador, Fifth Ave. Playhouse, 55th St. Playhouse, Irving Theatre, Midtown, Granada, Beacon, Vogue, Atlantic Playhouse, Apollo, Hopkinson, Yorktown, Art, Ascot, 8th St., Studio 65, Beverly, Translux.

Says Dubbing Would Aid Foreign Films Here

Belief that foreign language pictures would enjoy a greater success in the United States if they were dubbed in English was expressed this week in Memphis by T. O. Baldridge, director of publicity for the Flexer Theatres.

Get Good Play in South

The Flexer Ritz at Memphis has been highly successful with English-made pictures and put on a campaign under Baldridge for "Henry V."

have been highly successful in showing these pictures to our patrons."

The Ritz will continue to follow a policy of booking foreign-language pictures along with American product. The house to date has single-featured them after strong advance campaigns [illegible] build up the demand.

Baldridge reports that other southern cities such as Atlanta and Louisville have also played foreign-language pictures successfully and from the number of inquiries that come to the Ritz from exhibitors elsewhere it is evident that there is an interest in playing the product.

"The French reply to 'Gone With the Wind'"
N. Y. TIMES MAG

"CHILDREN of PARADISE"
(Les Enfants du Paradis)
with ENGLISH TITLES

ARLETTY . JEAN-LOUIS BARRAULT
PIERRE BRASSEUR . PIERRE RENOIR
directed by MARCEL CARNE

New Peak! Superb acting! [illegible]
Sums up crowning [illegible] French cinematic tradition."—TIME

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"Carmen" (Fr.) with Viviane Romance
Ferruccio Tagliavini in "I Live As I Please (It.)
Anna Magnani in "Before Him All Rome Trembled" (It.)
Alida Valli in "Life Begins Anew" (It.)
and many others

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Foreign-Produced English-Language Pictures

ENGLISH FILMS, INC.

Dear Octopus. Margaret Lockwood and Michael Wilding. 78 minutes.

On Approval. Beatrice Lillie and Clive Brook. 79 minutes.

Secret Mission. James Mason and Hugh Williams. 82 minutes.

Jeannie. Michael Redgrave and Barbara Mullen. 86 minutes.

They Met in the Dark. James Mason, Joyce Howard and Tom Walls. 94 minutes.

Adventure in Blackmail. Clive Brook and Judy Campbell. 70 minutes.

Journey Together. Edward G. Robinson and Richard Attenborough. 80 minutes.

Thunder Rock. Michael Redgrave and James Mason. 91 minutes.

The Raider. Royal & Allied Merchant Navy Personnel. 70 minutes.

Thursday Child. Sally Ann Howes and Wilfred Lawson. 80 minutes.

You Will Remember. Robert Morley and Emlyn Williams. 80 minutes.

It Happened One Sunday. Robert Beatty and Barbara White. 80 minutes.

Warn That Man. Gordon Harker and Raymond Lovell. 80 minutes.

The Great Mr. Handel. Wilfred Lawson and Elizabeth Allan. 91 minutes.

Sheepdog of the Hills. David Farrar and Helen Perry. 70 minutes.

The Man from Morocco. Anton Wolbrook and Margaretta Scott. 90 minutes.

Amateur Gentleman. Douglas Fairbanks, Jr. and Margaret Lockwood. 85 minutes.

Crime Over London. Margot Grahame and Paul Cavanaugh. 78 minutes.

Accused. Douglas Fairbanks, Jr. and Dolores Del Rio. 82 minutes.

When Thief Meets Thief. Douglas Fairbanks, Jr., Alan Hale and Valerie Hobson. 66 minutes.

Moonlight Sonata. Paderewski, Charles Farrel and Marie Tempest. 79 minutes.

War in the Mediterranean. Narrated by Leslie Howard. 20 minutes.

Diary for Timothy. Narrated by Michael Redgrave, Dame Myra Hess and John Gielgud. 40 minutes.

FOUR CONTINENTS FILMS, INC.

Love on the Dole. Deborah Kerr. 89 minutes.

Battle for Music. London Philharmonic Orch. 74 minutes.

The Gay Intruders. Godfrey Tearle. 84 minutes.

Waltz Time. Carol Raye and Peter Graves. 92 minutes.

Frenzy. Derrick de Marney. 75 minutes.

Murder in Reverse. William Hartnell and Chili Bouchier. 80 minutes.

HOFFBERG PRODUCTIONS, INC.

Courageous Mr. Penn. Deborrah Kerr. 78 minutes.

Shadows on Beacon Hill. Constance Cummings, Roddy McDowell and Emlyn Williams. 64 minutes.

First Film Concert. Brailowsky, Piatigorsky and Mme Schuman. 60 minutes.

Monastery. Narrated by Rev. Aherne. 64 minutes.

Shark Woman. 63 minutes.

Ski Chase. Hannes Schneider. 73 minutes.

Slalom. 67 minutes.

Abraham Lincoln. Walter Huston. 75 minutes.

Cavalcade of Laughs. Charlie Chaplin. 60 muintes.

School for Husbands. Rex Harrison. 70 minutes.

De Barry. 65 minutes.

Annie Laurie. Will Fyfe. 83 minutes.

Father O'Flynn. Tom Burke. 68 minutes.

Men of Ireland. 62 minutes.

Skeleton on Horseback. 78 minutes.

Scarlet Letter. 76 minutes.

Directory of Distributors of Imported Productions

A. F. E. Corp.
1270 Avenue of Americas
New York 20, N. Y.

A. F. Films, Inc.
1600 Broadway
New York 19, N. Y.

Arthur Mayer & Joseph Burstyn
1481 Broadway
New York 18, N. Y.

Artkino Pictures, Inc.
723 Seventh Avenue
New York 19, N. Y.

Cinema Service Corp.
106 West End Avenue
New York, N. Y.

Clasa-Mohme, Inc.
1910 So. Vermont Ave.
Los Angeles 7, Calif.

Continental Motion Pictures Corp.
1560 Broadway
New York 19, N. Y.

Danubia Pictures, Inc.
729 Seventh Avenue
New York 19, N. Y.

Distinguished Films, Inc.
229 West 42nd Street
New York 18, N. Y.

Duke International Corp.
545 Fifth Avenue
New York 17, N. Y.

English Films, Inc.
1560 Broadway
New York 19, N. Y.

Excelsior Pictures Corp.
723 Seventh Avenue
New York 19, N. Y.

European Copyrights and Distribution, Inc.
151 East 51st Street
New York, N. Y.

Film Rights International, Ltd.
1600 Broadway
New York 19, N. Y.

Four Continents Films, Inc.
1501 Broadway
New York 18, N. Y.

Hoffberg Productions, Inc.
620 Ninth Avenue
New York 18, N. Y.

Intra World, Inc.
240 West 42nd Street
New York 18, N. Y.

Lopert Films, Inc.
148 West 57th Street
New York 19, N. Y.

Mage Films, Inc.
240 West 42nd Street
New York 18, N. Y.

Oxford Films
630 Ninth Avenue
New York 18, N. Y.

Prized Continental Corporation
240 West 42nd Street
New York 18, N. Y.

Saga Films, Inc.
501 Madison Avenue
New York 22, N. Y.

Scandia Films, Inc.
220 West 42nd Street
New York 18, N. Y.

Simpex Company, Inc.
1564 Broadway
New York 19, N. Y.

Siritzky International Pictures Corporation
250 West 57th Street
New York, N. Y.

Superfilm Distributing Corporation
52 Vanderbilt Avenue
New York 17, N. Y.

Tricolore Films, Inc.
350 Fifth Avenue
New York 1, N. Y.

Vog Film Company
229 West 42nd Street
New York 18, N. Y.

Foreign Films Get Good Showmanship Here

(Continued from Page 31)

Norwegian films are presented at the Lake Shore, the advertising is done with small newspaper ads and with plenty of attention to a mailing list and some window card spotting.

The Boston pattern is best illustrated by the 1300-seat Exeter Theatre where the dignified atmosphere of its surroundings are reflected in its advertising policy. The Essex uses newspapers to a limited degree with heavy black type, some of which is a hand-lettering job, but with hardly any illustration. Contact with regular patrons is kept through direct-by-mail advertising.

But in California, where most things are done differently and where Sidney Pink has taken the foreign film out of the art theatre class and put it into a circuit of approximately 10 theatres (which average slightly better than 1,000 seats each), every picture opening is preceded by a vigorous ballyhoo campaign. Pink also uses a mailing list; periodically sends postcards to his clientele and asks them to fill in cards after attending a performance stating their preferences on the forthcoming product. He advertises heavily in foreign-language newspapers.

Advertising Approach

"We hit the foreign-language newspapers," Pink explains. "Our appeal is to the foreign-language groups and art lovers who want something 'different'. Also we have a certain number of people who come because of a slightly risque angle."

Where Pink departs from conventional theatre advertising however is in his radio program, a 15-minute recorded spot six times a week which is billed as "Music Continentale."

"For instances," he explains, "we ran 'Tosca' in connection with the showing of the film ("Before Him all Rome Trembled") and gave a running explalnation of it on the air. We intend to tie in our radio time similarly with 'Rigoletto' and 'The Barber of Seville'."

ARTKINO PICTURES

American Distributors of Soviet Films

Now Booking 2 Great Hits

'STONE FLOWER'
(all color)

'IVAN THE TERRIBLE'

723 Seventh Ave. New York 19, N. Y.

Another circuit of foreign houses in California, Trans-International, uses bright newspaper copy and a mailing list.

Still another, the Herman Rosener group, uses direct mail, but departs from the customary foreign picture advertising pattern by leaning heavily on newspapers.

"Our main reliance," declares their publicity and advertising director, Barry Bernard, "is on the opening day splash with all local papers, followed by a steady campaign. We hit all outlying sections and get patrons from far and wide to see an Italian or French film they have heard about or seen advertised."

The extent to which the use of foreign-language pictures has spread is best illustrated by the list of theatres published in this issue. This list is not complete. All the theatres listed have a regular programmed spot for imports on their booking schedules. Not all these houses, however, have a steady diet of foreign-language films. The St. Charles in New Orleans, for instance, alternates foreign films with other types of booking; the Peachtree in Atlanta and the Hippodrome in Washington play them regularly; the Exeter in Boston varies.

However, this list, compared with the report on the foreign-language film situation made by SHOWMEN'S TRADE REVIEW (May 11, 1946, p. 5) shows the progress these films have made. Then the only spots outside of New York, regularly playing these films were Chicago, Pittsburgh, Detroit and Washington, with occasional foreign runs elsewhere.

THEATRE MANAGEMENT

'Popcorn or Not' Mulled By Wisconsin Legislatuer

The matter of selling popcorn in theatres has been a controversial subject in several scattered spots lately with the question a subject of heated discussion on the Wisconsin Legislature and also the subject of an inquiring reporter's column in the Des Moines *Register*.

The Milwaukee *Journal's* Madison correspondent, covering the legislative discussion, quoted one legislator as declaring that "popcorn is the kernel of many evils—from juvenile delinquency to nervous breakdowns." In an argument against the sale of all food and drink in show houses, a legislator got to the point of profanity and had to apologize. He objected to the price of popcorn (35 cents) and said that parents cannot afford to permit children to go to shows and buy popcorn also. He also charged that some theatre managers cut off the water fountains in theatre lobbies to force thirsty patrons to purchase soft drinks.

Theatre owners and vending machine operators attended the legislative session, appearing against the closed bill at hearings. They claimed that the sale of popcorn, food and drinks was the theatres' margin of profit.

Meanwhile, in Des Moines, Iowa, the "What Do You Think" columns of the Des Moines *Register* asked its readers this question: "Would you approve a rule to abolish popcorn eating in movies?" All six persons interviewed replied they would not.

Tri-States and Central States Theatres made up enlarged reproductions of the column and its answers and displayed them in all of their theatres.

Adjust Lighting

With days growing longer and daylight saving time in effect in many localities it is wise to adjust marquee lighting schedules to keep power bills at a minimum.

Upholstery Repair

If the cleaning crew head has been ordered to make immediate repairs to minor upholstery damage, it will eliminate expensive repairs later on.

Keep Dispensers Filled

Empty soap dispensers in lavoratories cause more patron complaints than no dispensers at all. Keep them well filled at all times.

Check Your Guns

In the interest of the peace and quiet of Washington, Ind., small fry who attend the Indiana Theatre there have to check their artillery at the door. The management has installed a big sign that might well have appeared in the foyer of the Tomahawk Dance Hall in Dead Man's Gulch: "Check your shootin' irons here, boys." Since cap pistols have regained their legal status, youngsters have been creating a terrific din in the theatre by shooting off the pistols during performances.



The Brass Tacks of Efficient Picture Theatre Management*

A NOTION ABOUT AN OCEAN OF IDEAS

By Jack Jackson

One of those little pamphlets that printing concerns get out [illegible] the other day and I chanced to read a "shortie" to the effect that, contrary to popular belief, American industry gets many of its most revolutionary ideas from independent inventors rather than from the large research laboratories. It went on to list a few of the many new industries of the past 25 years that were founded on ideas of independent "thinker-uppers." For instance:

The Frozen Food business was pioneered by a biologist named Clarence Birdseye. (I always thought Birdseye was just a trade name).

Many of the developments in television were from the fertile brain of a chap named Philo Farnsworth, an independent inventor.

A bank clerk named George McCarthy conceived and patented the idea on which V-Mail was based.

John C. Garrand was a member of the New York National Guard when he invented the famous Garrand rifle that helped our boys win the war.

Polaroid, the film that kills glare, was first put together by a university student named Edwin Land.

The first synthetic rubber formula that proved practical was germinated in the mind of a Catholic college professor, Father Julius Nieuwland, and no less an authority than Frank B. Jewett, former prexy of Bell Telephone Laboratories, asserts that two of every three telephone inventions since Alexander Graham Bell's first patent were created by "outsiders."

All of which forces the very obvious conclusion that there are none of us mere humans in any of the many businesses in which we are engaged who "know it all."

The More Ideas, the Faster and Better Business Will Grow

Ideas are what make any business and the more of them that are contributed the faster and better the business will grow. There is probably no product of mind or matter as prevalent and prolific in all stratas of human existence as the mental meanderings that go to make up an idea, and it is an indisputable certainty that enforcers of the Sherman Anti-trust laws have never been called upon to break up a single instance of "idea monopoly."

The preamble has been rather long but I've finally gotten around to the point I want to stress, which is: that entirely too many supervisors and other executives are prone to leave the impression that the entire crop of workable ideas that might prove beneficial and profitable to the theatre operation has been harvested and carefully sorted and stowed in their personal "brain chambers." To make it worse they very frequently imply that the chamber is posted with a "no help wanted" sign which squelches any and every inclination of subordinates to express themselves about thoughts they might have about what's good for the theatre.

Such executives are either unaware or resentful of the fact (so emphatically illustrated in the printer's pamphlet quoted above) that the very best ideas about any business invariably come from the most unexpected sources. They just don't seem to realize that there is a strong relationship between ideas and dreams—I personally believe they are one and the same—and that even Stalin can't keep his subjects from dreaming.

Webster defines an idea as being: "A mental image or picture; a conception of what ought to be; an abstract principle; opinion; belief; plan."

That kinda puts ideas in a class with gremlins, fairies and their ilk. Capable of getting into any and every type of mind and shriveling into nothingness or growing

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THEATRE MANAGEMENT

Heed Ideas of Subordinates, Jackson Urges

(*Continued from Page 37*)

to the stature of accomplishment according to the nourishment and encouragement encountered. It very definitely refutes any misguided opinion that ideas are the personal and private property of genius; that there exists any particular source of origin; that they are subject to influence by dollar or dominance and that they are ever at the exclusive call or command of swivel chair occupants or title holders. The more one reflects on the subject and the more research indulged in, the stronger the conclusion becomes that ideas strictly adhere to the "open door" policy and that they germinate best and flourish most colorfully in an atmosphere of friendly reception and encouragement.

Improvement of Service

The wise theatre executive, from manager to company president and board director, who wants to see the industry acquire those sixty million potential new customers I wrote about some time ago, should be constantly encouraging free and full expression of ideas by every theatre employe. Theatre managers should make a practice of inviting staff members to offer suggestions for the improvement of service; deviations in program construction; advertising and exploitation activities, etc. with prizes to those whose contributions are acceptable. District managers should make it a practice to "sit in" on theatre meetings as frequently as possible and thereby add to their personal store of knowledge about the practices and problems of the workers under their jurisdiction. They should encourage added "thought effort" by relating ideas advanced by staff members of other theatres which proved acceptable. And, above all, they should NEVER scoff—and that goes for the manager, too—at any suggestion regardless of how impractical or far-fetched it might be. Scoffing is the worst enemy of the "think-gremlins" and the little fellers will never again occupy a premise where they have been subjected to ridicule. Every suggestion offered should be carefully considered and the donor asked to explain the idea thoroughly. Then, if rejection is necessary, it should be done in a diplomatic way that automatically implies; "that one was not so good but not entirely bad. Keep at it and the next one may get the prize."

The encouragement of employe suggestion should be the headline effort of circuits, distribution offices, etc. and the field efforts should be amplified from the home office with printed recognition and prizes of major proportions going to the best of the season, best of the year, etc.

Personal Experience

Let me tell you about an instance of personal experience shortly after I commenced my maiden voyage as a theatre executive. I knew damn well how little I possessed in the way of operational know-how and the weekly "idea exchange" was a veritable "Fount of Knowledge" to me. Everybody from night cleaners to managers and projectionists attended and it became a case of my giving a couple of hours listening in exchange for five minutes or less of acceptable ideas. (And let me tell you that such a trade is all profit so far as an executive is concerned and that whenever you get too busy to listen to the ideas of subordinates, regardless of their position, you had better get ready to transfer your efforts to some other business.) In the situation under discussion we were using water-washed air for cooling and the payout for ice—being used under a sprinkler water system—was an item of sizable proportions. At one of my meetings a foreign-born cleaner, hardly able to express himself in understandable English and previously guilty of advancing many impractical ideas, in desperation asked the privilege of demonstrating what he was trying to make us understand. We went into the sprinkler room where he lifted a cake of ice above his head to illustrate how we could save money by simply taking advantage of Nature's infallible rule about heat rising. The suggestion resulted in the moving of the ice trays from their position under the jetted water to a place above the outlets and a consequent reduction of the ice man's visits to the benefit of our profit account.

Usher's Idea Worked

In another situation which I occupied during the early days of sound-on-film we were having trouble with a color subject where the colors had run into the sound track with a resultant blurring of dialogue and musical background. One of the ushers let us in on a well known secret of primary science courses and suggested that we try placing a small piece of amber film in front of the exciter lamp. The amber film neutralized the disturbing colors to plain black and white and immediately corrected our troubles.

I could go on with many other incidents where I benefited from knowledge and ideas of unexpected origin but these two are adequate to illustrate the fact that the great majority of theatre employes are "show conscious" and the product of their thoughts—while many times unusable—is well worth "listening time" by even the busiest of executives.

I believe that many promising theatre help—usher, cashier, treasurer, doorman, and manager—become "theatre zombies" who do only the things they are instructed to do and avoid any move that would demonstrate initiative because of some encounter with overbearing "know-it-all" executives.

Develop These Qualities

Our business is such that it attracts the services of the aspiring, energetic, ambitious and more intelligent job seeker. It is the duty of those in superior positions to develop these qualities to the point where they are devoted exclusively along lines that will benefit the theatre. When a manager has proven competent, the supervisor should do everything possible to build up that manager's confidence in himself and stimulate a desire to originate and aggresively prosecute his individual ideas. Sure he's going to make mistakes but they'll be mistakes of commission. On the other hand if the superior keeps throwing wet blankets on the ideas and suggestions advanced it won't be long before the theatre will begin suffering from mistakes of OMISSION. And, mistakes of OMISSION can take a far heavier toll of theatre revenue than the most glaring error of COMMISSION.

The executive owes it to his company and to his own personal advancement to listen attentively to each and every idea a manager may advance about his theatre. There are no end of "human dynamos" in this business whose mental revolvings fail to strike a good spark except on rare occasions. Unless the supervisor keeps listening that once-in-a-while spark will be wasted. With this class it is advisable to allow them to follow through—provided it only involves minor expense—with one of their not-so-great ideas every now and then. The manager will know when he fails and—because of the faith evidenced by the superior—break his neck to make sure that his next brain-child will be a world-beater. On the other hand if the manager gets a bucket of ice slammed in his kisser every time he comes up with some promotional or operational idea it won't be long until he begins shying at anything that borders the initiative and becomes a "theatre zombie" who clams up like on a storm-tossed rock every time his big shot boss enters the lobby.

Encourage Initiative

There are entirely too many executives who honestly feel that their success vehicle is harnessed to the initiative-strangling habit of complaint and fault finding. Instead they should realize that their greatest advancement lies in development and their most important duty to encourage rather than discourage initiative and aggression in any and every form it presents itself. The theatre supervisor should be a sort of Father Confessor whose career is dedicated to praise and constructive criticism of the kind that guides errant or faltering footsteps to the desired goal of confidence, accomplishment and competency.

If you're the kind of executive that makes the employes jump and get on their goody-goody masks in anticipation of your visits and who get nothing but well modulated "yes sirs" and "I'm sorry sirs" from your managers you're a rank failure and unworthy of the confidence your employers place in you. Be the kind of a fellow who is treated like the rest of the customers by the service staffs and welcomed by the manager as a "guy he can tell his troubles to" and be sure of getting the kind of encouragement that will stiffen his backbone for another and better try and you're a shining success and deserving of a salary raise.

'If You Give Me a Paper Dollar'

What is said above about the executive supervisors goes double in spades for the managers when it comes to dealing with the staff members. None of us can ever afford to miss an opportunity to trade a session of listening time for a few seconds or more of information and ideas. We are all swimming in an ocean of ideas, and "listening bait" is all that is required to guarantee that the "Big Ones" never get away.

This has developed into what is known in Texas as a "long horn story"—a story with a point at either end and a lot of bull between. A very smart man, my father, simmered the point down like this: "If you give me a paper dollar and I give you two halves neither of us gain anything but if you give me an idea and I give you an idea we are both twice as wealthy."

REGIONAL NEWSREEL

(*Continued from Page* 30)

annual golf tournament on Monday, June 16, at the Chartiers Heights Country Club. This will be a stag affair, the committee for which includes Arthur Levy and Thomas Birks, co-chairmen, Max Shulgold and Art Marrone.

Marcia Cohen, booker for Producers Releasing Corporation, has returned to duty after an absence of three months because of illness.

The recent marriage of Miss Mae Coyne, of the local office of Warner Brothers Theatres, to William Lane, chief projectionist at the Garden Theatre here, has just been announced.

S. H. Fabian of the national steering committee of the Motion Picture Foundation explained its purpose and mechanical workings at a meeting here. M. A. Silver was elected national trustee and M. A. Finkel as Pittsburgh exchange area chairman.

The following men were elected to the Pittsburgh committee for the Foundation: M. A. Silver, M. A. Finkel, John H. Harris, Sam Fineberg, Michael Manos, William Blatt, Fred Beedle, Robert Coyle, Perry S. Nathan, J. B. Clark, Lee Conrad, Bert M. Stearn, George Sallows, James Alexander, Morris Lefko, George Notopolous, David Kimmelman, Robert Klingensmith.

WASHINGTON

Columbia Mid-East Division Manager Sam Galanty is on vacation, and Branch Manager Ben Caplon has been making the rounds of the Virginia territory.

Sidney Lust's Hippodrome Theatre held over Noel Coward's "Brief Encounter" for a second week after a sensational first week's business.

Mike Zala, New York University instructor, was in town conferring with Warner's advertising and publicity head, Frank La Falce, on promotion for "It Happened on Fifth Avenue."

Local Columbia exchange welcomed Charles H. Mitz of the shipping department, after a three-year stint in Japan with the Army.

A. J. Brylawski, president of the MPTO of D. C., is back at work after his recent illness.

Warner Bros. Theatres are glittering with diamonds with Doris Mullineaux of the publicity department and Armen Arslanian of the contact department both sporting brand new rings. Pat Jones, also of the publicity department, is planning a June wedding.

Sid Zins, publicist at Columbia, advises that his brother Les Sand is now disc jockey at Station WWDC on the night shift.

Daylight saving time went into effect in the District of Columbia on May 11.

OKLAHOMA CITY

The new 1000-car drive-in theatre started last February by the Starlight Amusement Company of Wichita, Kan., for Oklahoma City folk is expected to be completed by the middle of June.

A benefit rodeo for the people of Woodward, Okla., featuring Roy Rogers and his cast will be held in Oklahoma City June 9 and 10.

Warner Bros. Vice-President and General Sales Manager Ben Kalmenson was in Oklahoma City this week. Southwestern Division Manager Norman Ayers and District Manager Doak Roberts accompanied him.

The Criterion Theatre here honored the five oldest mothers in Oklahoma Ctiy with a dinner, corsages and a theatre party on Mothers Day. This is an annual affair at the theatre.

Lewis Barton, owner of several theatres in Oklahoma City and Oklahoma towns, has been chosen chairman of the board of the recently-formed Empire Life Insurance Company.

The Ritz Theatre at Tulsa, Okla., held a special benefit show for the Woodward, Okla., tornado victims Saturday. An unreleased picture was shown. Twenty-five Griffith theatres throughout Oklahoma also held benefit shows.

The American Theatre at Guymon, Okla., has almost completed plans for remodeling and an addition increasing the capacity by 900.

Employes of the Tulsa and State Theatres in Tulsa, Okla., held a surprise birthday party for their manager E. C. Lee.

The Village Theatre, Inc., 7720 Forsythe Blvd., Clayton, Mo., has been incorporated.

Scoring First Film

Joe Ansell of Ansell Bros., circuit, just before leaving St. Louis last week by plane for California, announced that he would meet his brother Lou Ansell, president of Southern California Theatres, in Mexico City on May 18 to participate in the scoring of that company's first big production, "Women in the Night." Joe Ansell, who is vice-president of Southern California Theatres, attended the International Variety Clubs convention in Los Angeles before proceeding to Mexico City.

CLEVELAND

[illegible] RKO plans to [illegible] for its 16mm. product. Kramer said, but all [illegible] will be done through the [illegible] RKO outlets.

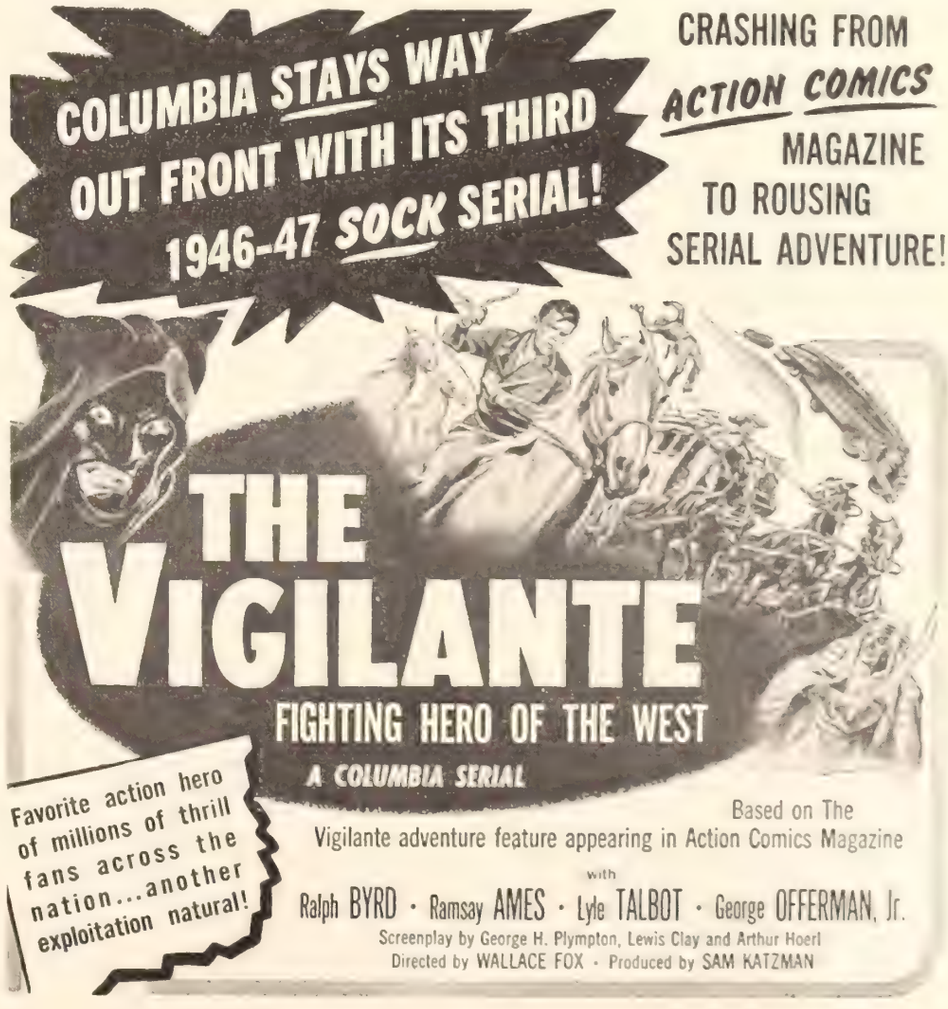
Gilbert Lefton, president of Academy Film Service, distributor of [illegible] equipment and home movies, has extended his field. He has opened a branch in Shaker Heights at 15400 Kinsman Road. Henry Hay is manager. Equipment and film is available for sale or on rental basis.

Nate Schultz, Monogram franchise owner, and Mrs. Schultz cancelled their plane trip to California to attend the Variety convention at the last minute because their son developed complications following the flu.

Gertrude Tracy, former manager of Loew's Ohio Theatre, is back in town. She will manage the Knickerbocker Theatre, belonging to the Associated Circuit, where she succeeds Sam Gercae, transferred to the Capitol Theatre as manager.

Loew Theatre Division Manager Charles Raymond last week transferred Abe Leplacer from the Park Theatre, where he has been manager for the past five years, to be manager

(*Continued on Page* [illegible])



BOX OFFICE SLANT

Desperate

RKO Radio Gangster 73 mins.

AUDIENCE SLANT: (Adult) Trite story, loose direction and modest production add up to just mild entertainment for the least discriminating. Not for children.

BOX-OFFICE SLANT: Satisfactory as supporting fare on double-bill programs.

Cast: Steve Brodie, Audrey Long, Raymond Burr, Douglas Fowley, William Challee, Jason Robards, Freddie Steele, Lee Frederick, Paul E. Burns, Ilka Gruning. Credits: Produced by Michel Kraike. Directed by Anthony Mann. Screenplay by Harry Essex. Additional dialog by Martin Rackin. Based on a story by Dorothy Atlas and Anthony Mann. Photography, George E. Diskant.

Plot: A young war veteran becomes innocently involved in a warehouse robbery and the murder of a policeman when his truck is hired for the robbery. When the gangsters threaten his wife, he takes her to the farmhouse of relatives, until he can clear up the situation. In a gun fight he kills the leader and is cleared of complicity.

Comment: The story of "Desperate" is so tritely done as to lose most of the suspense value it might have had, had direction and dialog been a little tighter. In its present form it is just another build-up to one final sequence when the hero and the villian meet in a gun battle to the death. Good enough as supporting fare on double-bill programs. Definitely not for children.

They Won't Believe Me

RKO Radio Drama 95 mins.

AUDIENCE SLANT: (Adult) One of the most suspenseful and thrilling dramas ever to come out of Hollywood. Will keep spectators on the edge of their seats from the very start to the final fade out.

BOX-OFFICE SLANT: Should be a humdinger at ticket windows, coast to coast, large houses or small. Has universal appeal for adult audiences, and word-of-mouth comment will build grosses.

Cast: Robert Young, Susan Hayward, Jane Greer, Rita Johnson, Tom Powers, George Tyne, Don Beddoe, Frank Ferguson, Harry Harvey. Credits: Executive producer, Jack J. Gross. Producer, Joan Harrison. Director, Irving Pichel. Screenplay, Jonathan Latimer. Original story, Gordon McDonell. Photography, Harry J. Wild.

Plot: A stock broker on trial for the alleged murder of his wife, tells the jury his own version of the affair. He admits many faults, most serious of which is his complete cheating of his wife. What actually had happened was that his latest amour was accidentally burned to death while they were leaving for Reno, while his wife committed suicide in a fit of depression. The clerk is about to read the sentence when the accused man tries to jump out of a window; he is shot by a deputy and killed. The clerk then reads the sentence: "Not Guilty!"

Comment: "They Won't Believe Me" is by far one of the best dramas ever made. That is a strong statement, but audiences and critics alike from coast to coast will substantiate it. Primary credit cannot go to any one person, so perfect is the job done by all. Executive Producer Jack J. Gross can take credit for his wisdom in choosing such splendid subordinates; Producer Joan Harrison proves that her training under Alfred Hitchcock has borne fruit, and Director Irving Pichel demonstrates why he is rated tops in pictures by his utilization of every trick in the book—and some that aren't!—to create suspense. Gordon McDonell surely rates a hand for his clever original story, and scenarist Latimer has written a screenplay that is among the most tightly woven of the year. The cast is superb, with standout jobs being done by Robert Young, Susan Hayward and newcomer Jane Greer in her first starring role. Rita Johnson is fine as the wealthy wife about whom Young no longer cares, and Frank Ferguson shines in a small role as Young's defense attorney. In addition to its star appeal, "They Won't Believe Me" will gather additional crowds as people who have seen it tell others about it. Certainly business should develop into top box-office proportions.

The Woman on the Beach

RKO Radio Drama 71 mins.

AUDIENCE SLANT: (Adult) Only those who like heavy dramatic fare will be entertained by this strange story. Most moviegoers are likely to find it too depressing.

BOX-OFFICE SLANT: Satisfactory fare for situations that can use a heavy dramatic feature. Has a limited appeal, with only the Joan Bennett name for draw.

Cast: Joan Bennett, Robert Ryan, Charles Bickford, Nan Leslie, Walter Sande, Irene Ryan, Glenn Vernon, Frank Darien, Jay Norris. Credits: Directed by Jean Renoir. Screenplay by Frank Davis and Jean Renoir. Adaptation by Michael Hogan. Based on the novel "None So Blind" by Mitchell Wilson. Photography, Leo Tover, Harry Wild. Executive producer, Jack J. Gross.

Plot: A blind artist and his unhappy wife live on the beach. When she meets a young Coast Guardsman, she makes a play for him. The man falls for her, tries to drown the husband in order to set her free, and then realizes that she is suitable only for her husband. So he goes back to his girl, and the artist and his wife seek a new life together.

Comment: This type of heavy dramatic fare has a limited appeal because the average audience will find it too depressing a tale to enjoy, and there is little entertainment in any of the events that take place. Even the fine performances delivered by the few members of the cast who count, cannot offset the brooding, foreboding mood of the picture. The only real box-office name is Joan Bennett's; the other two leading players, Robert Ryan and Charles Bickford lack the name-draw to attract crowds, and there is little about the picture to create word-of-mouth. So the degree of the film's appeal will depend on the taste of the individual moviegoer. Among the three stars mentioned above, Bickford's performance as a blind man is the most outstanding and he does it convincingly and capably. Nan Leslie, Walter Sande and Irene Ryan are the other members of the cast who contribute their share of good work. Direction was by Jean Renoir; production by Jack J. Gross.

Dick Tracy's Dilemma

RKO Radio Mystery 60 mins.

AUDIENCE SLANT: (Adult) Latest in the Dick Tracy series this is the best to date and should please average audiences.

BOX-OFFICE SLANT: Should do well in "action" houses.

Cast: Ralph Byrd, Lyle Latell, Kay Christopher, Jack Lambert, Ian Keith, Bernadene Hayes, Jimmy Conlin, William B. Davidson, Tony Barrett, Richard Powers. Credits: Directed by John Rawlins. Screenplay by Robert Stephen Brode. Based on the cartoon strip "Dick Tracy" created by Chester Gould. Photography, Frank Redman. Produced by Herman Schlom.

Plot: The murder of a night watchman at a fur company office brings Dick Tracy into a case that uncovers the killing of several other people before he finds the culprit. It is eventually traced back to the guilty person, who hired a demented cripple with a hook-hand to do his dirty work.

Comment: "Dick Tracy's Dilemma" is the best of the Dick Tracy series, with a neatly-woven script by Robert Stephen Brode largely responsible, plus a very fine cast. Ralph Byrd is excellent as Dick Tracy, Kay Christopher the personification of Tess and Lyle Latell satisfactory as Byrd's assistant. Of exceptional merit is the performance turned in by Jack Lambert as the crippled man with a hook for his right hand. He is the one who gives the picture most of its suspense and eerie atmosphere. There are quite a few murders, which should certainly interest the mystery fans—and three characters named Vitamin, Longshot Lillie and Sightless—as portrayed by Ian Keith, Bernadene Hayes and Jimmy Conlin, respectively, add a good bit of entertainment to the film as a whole. Direction credit goes to John Rawlins for the fine way in which he upholds the suspense and thrills throughout. Herman Schlom was the producer.

Cynthia

MGM Comedy-Drama 98 mins.

AUDIENCE SLANT: (Family) A delightfully clean and wholesome, warm and appealing picture that should win blanket approval from family audiences. Cynthia, as portrayed by Elizabeth Taylor, is such a lovable and sympathetic character that most moviegoers will take her right to their hearts. Many will look upon the proceedings with nostalgic pleasure.

BOX-OFFICE SLANT: Because of its strong family appeal, this picture is certain to receive a very favorable word-of-mouth buildup that will be reflected at the box-office.

Cast: Elizabeth Taylor, George Murphy, S. Z. Sakall, Mary Astor, Gene Lockhart, Spring Byington, James Lydon, Scotty Beckett, Carol Brannan, Anna Q. Nilsson, Morris Ankrum, Kathleen Howard, Shirley Johns, Barbara Challis, Harlan Briggs, Will Wright. Credits: Produced by Edwin H. Knopf. Directed by Robert Z. Leonard. Screenplay by Harold Buchman and Charles Kaufman. Based on the play, "The Rich Full Life," by Vina Delmar, as presented by Gilbert Miller. Photography, Charles Schoenbaum. Art direction, Cedric Gibbons and Edward Carfagno. Musical score, Bronislau Kaper. Musical numbers, Johnny Green.

Plot: The father of a typical American family in a small town has given up a bril-

BOX-OFFICE SLANTS

liant future as a doctor in order to pay the bills resulting from his daughter's frail health. The girl rebels against the constant supervision of the family, and goes to a school dance against their wishes. When nothing terrible happens to her health as a result of her escapade, they all realize it is no longer necessary to coddle her and that she can lead a normal life.

Comment: Once "Cynthia" gets going on its exhibition rounds the name is likely to become quite popular, with probably a formidable number of this year's crop of feminine "new arrivals" bearing the appellation. For Cynthia, as portrayed in this picture by Elizabeth Taylor, is such a lovable and sympathetic character that most moviegoers will take her right to their hearts. And "Cynthia" itself, with its delightfully clean and wholesome, warm and appealing story of a high school girl and her family in a small town, will win blanket approval from family audiences across the nation. Here is a picture to relax and enjoy; a picture with an engaging heroine whose health is so constantly guarded by her family that she cannot participate in school activities, and whose eventual triumph over this strict supervision is happily and sympathetically shared by the audience. While teen-agers and adolescents will find the picture to their liking, it is fathers and mothers and those whose adolescence is not so far behind them who will look upon the proceedings with nostalgic pleasure. The charming Miss Taylor is capably suported by George Murphy, S. Z. Sakall, Mary Astor, Gene Lockhart, Spring Byington, James Lydon, Scotty Beckett, Carol Brannan, Anna Q. Nilsson, Shirley Johns and others. Robert Z. Leonard's direction is quite satisfactory and Edwin H. Knopf's production values leave nothing to be desired. Because of its strong family appeal, "Cynthia" is certain to receive a very favorable word-of-mouth buildup that will be reflected at the box-office.

Killer-Dill

Screen Guild Comedy-Drama 71 mins.

AUDIENCE SLANT: (Adult) A farce comedy about the prohibition era that will entertain most adult members of the family who can remember those days.

BOX-OFFICE SLANT: Should do fairly well in small-town and neighborhood theatres.

Cast: Stuart Erwin, Anne Gwynne, Frank Albertson, Mike Mazurki, Milburn Stone, Dorothy Granger, Anthony Warde, Ben Welden, Will Orlean, Stanley Ross, Shirley Hunter, Charles Knight, Stanley Andrews, Julie Mitchum. **Credits:** Produced by Max M. King. Directed by Lewis D. Collins. Screenplay by John O'Dea. Based on an original story by Alan Friedman. Photography, William Sickner.

Plot: Two top gangsters—Public Enemies 24 and 21—are trying to take over a town. Needless to say, 24 is trying to get rid of 21 so he can move up. While all this is going on, a young lingerie salesman who is trying to win his girl, pretends he's a gangster in order to impress her. He becomes so deeply involved with the gang that he is accused of murder, gets out by a peculiar twist, and then is forced to head the gang. He proves his innocence and wins his girl.

Comment: For average audiences this is a good comedy-drama. Covering the prohibition era around the 1920s, "Killer Dill" is the story of the gangster elements who were then in control. It is a farce comedy, played mostly for laughs, with a well-chosen cast who handle their roles capably. The picture brings back to the screen, after quite a lengthy absence, Stuart Erwin as the milquetoast salesman who gets mixed up with the killers. He is well-suited for the role and does a good job. Next to him is Frank Albertson who plays his attorney-friend, and he also turns in an interpretation that fits the character well. Others in the cast are Mike Mazurki, Ben Welden, Milburn Stone and Anthony Warde, all of whom play gangsters, Mazurki being the most impressive of the lot. Anne Gwynne has little to do in the leading feminine role. Direction by Lewis Collins keeps the picture moving at a fairly good rate of speed, and production credit goes to Max M. King.

Film Runyon's Life

Irv Kupcient reported in Chicago this week that Marshall Grant Productions will film the life of Damon Runyon, sports and short story writer, deal to that effect having been completed by Marshall Grant and William Saltiel.

Thunder Mountain

RKO Radio Western 60 mins.

AUDIENCE SLANT: (Family) Better than usual western, this should entertain the whole family.

BOX-OFFICE SLANT: Good wherever westerns are popular.

Cast: Tim Holt, Martha Hyer, Richard Martin, Virginia Owen, Steve Brodie, Harry Woods, Jason Robards, Robert Clarke, Richard Powers, Harry Harvey. **Credits:** Produced by Herman Schlom. Directed by Lew Landers. Screenplay by Norman Houston. Based on a novel by Zane Grey. Photography, Jack Mackenzie.

Plot: A young ranch owner returns from agricultural college to discover that his property is to be sold for unpaid taxes. He starts immediate rehabilitation but is blocked by a syndicate who have information that the land is to be acquired by a water company and wish to buy it themselves at foreclosure. Neighbor ranchers aid the young man, however, and he succeeds in holding his property.

Comment: A fast-moving, actionful western drama with some new touches (or comparatively new), "Thunder Mountain" should please western fans and not displease those who ordinarily eschew outdoor entertainment. It is nicely acted by a competent cast, including Richard Martin as an Irish-Mexican friend of the young rancher. Martin's presence on the screen is always noticeable, although his part is not as strong as that of Tim Holt, the rancher, and some others in the cast. The picture should do all right wherever westerns are popular.

Take My Life

(Reviewed in London)

Rank Drama 79 mins.

AUDIENCE SLANT: (Adult) Slick, workmanlike murder thriller works up to a good climax. Satisfactory entertainment.

BOX-OFFICE SLANT: Although it can stand alone because of good production values combined with a useful running time, this is better suited for duals.

Cast: [illegible] Presented in Great Britain by GFD.

Plot: Greta Gynt, an opera singer, finds that Rosalie Crutchley, an old flame of her husband's, is playing in the orchestra of her new show. Back home, she taunts him about her and, losing her temper at his attitude, hurls a jar at him, cutting his head. He leaves the flat and Rosalie is murdered by an unknown assailant. Since both he and his wife give different reasons for the cut, he is arrested. Greta, convinced of his innocence, seeks the missing clue and finds it.

Comment: This is a slick, workmanlike thriller in which the audience knows the identity of the killer. It works up to an exciting climax and the suspense is well maintained. Coincidence, however, plays too important a part for the denouement to be really satisfactory. The acting is uniformly good, with Greta Gynt, Hugh Williams and Marius Goring giving creditable performances. The film is not too long, and though it could stand on its own in some locations, it is better suited for either spot on duals.

The Girl and the Devil

(Swedish Dialog; English Titles)

Scandia Films Drama 87 mins.

AUDIENCE SLANT: (Adult) This Swedish-made film is too depressing and lacking in adequate translation to find favor with American audiences.

BOX-OFFICE SLANT: Will have to depend on so-called foreign and art theatres for its chief box-office support.

Cast: Gunn Wallgren, Stig Jarrell, Sven Miliander, Linnea Hillberg, Ander Ek, Elsa Widborg. **Credits:** Terrafirm Production made in Sweden, with English sub-titles. Producer, Lorens Marmstedt. Director, Hampe Faustman. Screenplay, Bertil Malmberg. Photography, Hilding Blath.

Plot: The devil, in the guise of a peddler, gets revenge for the burning of an evil woman years ago in a small Swedish town, by reincarnating her within the body of a homeless girl. Before the devil is done he nearly succeeds in wreaking terrible revenge; but the Lord steps in just in time to drive him away and cause the girl to be reunited with her true love.

Comment: Made in Sweden, "The Girl and the Devil" will have to depend on so-called foreign and art theatres for its chief box-office support, inasmuch as its story content is too depressing and somber judged by American standards. Furthermore, the average American moviegoer would find the cast lacking in laughter, sex appeal and interest. From the technical standpoint, the recording is inferior and the photography and direction uninspired. The story, although not new, might have been made more interesting, but the director, scenarist and players were apparently determined to make it as [illegible] as possible.

Mooney Adds Another

Martin Mooney has added a third title to his production schedule at Columbia—"I Shoot the [illegible]"

HOLLYWOOD

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STUDIO ROUNDUP

Many Hollywood Studio Employes Certain That the 'Recession' Is Here as They Face U. S. Employment Service Windows While Production Slows to a Walk

Economic conditions in Hollywood are somewhat rough at the present time. Many employes of studios feel that all the talk about a coming "recession" is so much mullarkey—that for them it's already here! Men and women who have been employed for many years in various studio spots find themselves lining up at the U. S. Employment Service $20-a-week windows instead of the lot paymaster's. Indicative is RKO with only two films rolling and a possible third starting, and United Artists with three, and on down the line. Paramount has another film going, but it's not doing Hollywood folk any good: it's being made in England. The answer isn't simple: some say it's large backlogs and others accuse producers of creating purposeful unemployment. At any rate, things are mighty slow.

Pine-Thomas Active

Pine-Thomas, the two "Dollar Bills," were scheduled to start the fourth in their "Big Town" series on May 15. Titled "Big Town After Dark," it is being directed by Bill Thomas. Richard Travis, Bette Davis' leading man in "The Man Who Came to Dinner," is featured, while Philip Reed and Hillary Brooke co-star. Anne Gillis, Douglas Blackley and Joseph Allen, Jr. play other featured parts.

Lowell Gilmore won the part of Betty Hutton's suave "man of the world" escort in "Dream Girl." Roberta Jonay and Ann Cameron were cast as dance hall beauties in Paramount's "Whispering Smith," and Earl Hodges was signed for the vendor of snake oil in the 1890 Western mountain town.

'Red Pony' Starts at Republic

The Charles K. Feldman-Lewis Milestone production of John Steinbeck's "The Red Pony" was scheduled to roll for Republic release on May 15. Louis Calhern was signed for one of the top roles, joining Myrna Loy and Robert Mitchum. Milestone is both producing and directing the picture.

They're calling the former "Red Ryder," Allan Lane, by the new handle of "Rocky" now. Director Phil Ford began filming May 6 on "The Wild Frontier," initial picture in the studio's new Famous Western series starring Allan "Rocky" Lane. Jack Holt, Sam Fling, Roy Barcroft, John James and Tom London play featured roles.

Fire on Columbia Set

Experts were trying to discover the cause of triple explosions which ripped an exterior film set on "The Man from Colorado," being used by Columbia on a San Fernando Valley ranch last week. Mrs. Helen M. Gereghty, an extra, incurred a broken leg. The explosions happened in the midst of a scene of a burning mining camp, spreading flames and endangering 500 members of the cast and crew and 50 horses. Fifty county firemen were on hand to protect surrounding terrain and managed to control additional flames caused by the explosions. Glenn Ford, star of the film, was slightly burned as he manned a pump. For three days a large crew worked to rebuild the ravaged set and had it ready by May 12.

"Double Take," which was supposed to start May 12, was pushed back to May 14. Additional background filming made it necessary. Thurston Hall was signed to play Ron Randell's father in "It Had to be You," and Margaret Mohlin, 20-year-old Chicago model who was named "Miss Photo Flash of 1947," arrived in Hollywood to play a part with Ginger Rogers and Cornel Wilde. This is her first movie.

Columbia's serial, "The Sea Hound," has for its stars Buster Crabbe and Jimy Lloyd, with Pamela Blake as the feminine lead. Ralph Hodges plays the juvenile lead in the film, adapted from the comic strip, "Captain Silver and the Sea Hound."

Gene Autry was supposed to start his first western musical for Columbia May 16, with five location sites near Tucson, Arizona, lined up. John English is directing the untitled film. Feminine roles went to Jean Heather and Carol Thurston. Walter Sande was signed by Producer Sam Katzman, to play "Little John," friend of Robin Hood in "The Prince of Thieves." Seymour Friedman completed a month's shooting in Egypt for "Assigned to Treasury" and planed out for Hollywood.

Producer, Director Turn Actors

At Gallup, New Mexico, Producer Harry Sherman took the part of a stagecoach driver in his "They Passed This Way," an Enterprise production for United Artists release. Then Sherman swapped places with Director Alfred E. Green, who emoted as an assistant to a U. S. marshal. As Jimmy Durante says, "Everybody wants ta get into da act!"

John "Skins" Miller, specialist in drunk characterizations, who worked with James Cagney on vaudeville bills when Jimmy was an obscure hoofer, was signed by William Cagney for a featured character role in "The Time of Your Life." Nine-year-old Marlen Aames, who played Harold Russell's kid sister in "The Best Years of Our Lives," was cast as William Bendix's daughter in Cagney's screen version of William

(*Continued on Page* 43)

3 Paramount Films on Spring, Summer Schedule

Three of Paramount's topdrawer pictures on the spring and summer production schedule have been set for filming in Technicolor, arrangements having been completed last week. Henry Ginsberg, studio head, previously set in motion plans for ten top productions, and recently "Paleface" was added, increasing the total to 11 which will get the green light in the next few months.

First of the Technicolor trio under way is "Whispering Smith," outdoor adventure romance starring Alan Ladd and Robert Preston with Brenda Marshall and supporting cast, which is directed by Leslie Fenton.

Next to be filmed in Technicolor is "Paleface," the Bob Hope starring vehicle which has been advanced to a July starting date. The film will be directed by Norman Z. McLeod, who recently directed "Road to Rio," and Robert Welch will produce.

Third on the Technicolor schedule is the Bing Crosby starrer, "A Connecticut Yankee," which is being prepared for a late August or early September start with Tay Garnett directing. This musical adaptation of the Mark Twain story with songs and score by Richard Rodgers and Lorenz Hart has been assigned to Robert Fellows as producer.

Howard Sheehan Named Assistant to Wurtzel

Howard Sheehan, brother of Winfield Sheehan and currently associated with Sol W. Wurtzel Productions, has been named executive assistant to Wurtzel, it was announced in Hollywood last week during a joint party celebrating Sheehan's 31st year in the picture business and Wurtzel's 30th anniversary as a producer.

Sheehan joined the Wurtzel organization in 1945 after a five-year tenure at Republic as studio general manager, member of the board, executive producer of "B" product and westerns, and assistant to the president in charge of studio operations. Prior to that he was executive vice-president of what is now known as Fox West Coast Theatres.

Furthman's New Pact

Screen writer Jules Furthman, who recently scripted the William Lindsay Gresham best-seller, "Nightmare Alley," which will star Tyrone Power, has been signed to a new contract by 20th-Fox. Under the new pact, Furthman will travel to Hawaii where he will gather material and write the screenplay for "Song of the Islands."

Lazar Now a Producer

Irving P. Lazar, ho has been executive assistant to Bryan Foy at Eagle-Lion Studios, was last week promoted to producer rank. His first assignment is "New Girl in Town," which will start in late July at a one-and-one-half million dollar budget. Lazar will produce independently for E-L release.

HOLLYWOOD

U-I Borrows Powell For Number of Films

A deal has been completed whereby Universal-International has borrowed William Powell from MGM for a number of pictures. Nunnally Johnson, who produces and releases through U-I, will get Powell for the first two productions on the loan out, "The Senator Was Indiscreet" and "Mr. Peabody and the Mermaid." Following these, which will possibly be next year, as "The Senator" and "Peabody" both have long schedules, other scripts will be ready for Powell by U-I producers.

"The Senator Was Indiscreet" will mark the screen directing debut of George S. Kaufman, who will arrive in Hollywood the latter part of May to prepare for a June 15 shooting date. Charles MacArthur wrote the screenplay of the comedy-drama. The screenplay of "Mr. Peabody and the Mermaid" was written by Nunnally Johnson himself and is slated for a fall starting date.

Pine-Thomas Observe Seventh Anniversary

Producers William Pine and William Thomas last week celebrated the seventh anniversary of the release of their first co-produced feature, "Power Dive." The picture was made for Paramount release with Richard Arlen, Jean Parker, Roger Pryor, Helen Mack and Don Castle.

Since then, Pine-Thomas have made 40 features, including the current color film "Shaggy." Of that number, four features are awaiting release, including "Danger Street," with Jane Withers and Robert Lowery, "I Cover Big Town" headed by Philip Reed, Hillary Brooke and Loery, "Jungle Flight" with Ann Savage and Lowery, and "Adventure Island," a color film starring Rory Calhoun, Rhonda Fleming and Paul Kelly.

PRC Sets 9 Films For May, June Release

Nine films have been set for release during May and June by Producers Releasing Corp. The May crop and their release dates include "Border Feud," May 10; "Too Many Winners," "Corsican Brothers" (re-issue) and "International Lady" (re-issue), all on May 24, and "Killer at Large," May 31.

In June "Stepchild," will go on June 7; "Philo Vance Returns," on June 14; "Heartaches" and "Pioneer Justice" both go on June 28.

Laying the Groundwork

Producer William Pine and Writer Milton Raison have been in San Francisco conferring with Chief Special Agent Andrew McKenna of the Southern Pacific Railroad on "Special Agent," which will be filmed by Pine-Thomas for Paramount release. "Special Agent," to be written by Raison, will deal with railroad detectives, who have been guarding life and property for a hundred years with little publicity given their duties.

To Play Betty's Aunt

Katherine Price has been signed to play the part of Betty Hutton's aunt in wedding sequences in Paramount's "Dream Girl," being directed by Mitchell Leisen, with Macdonald Carey co-starring with Miss Hutton.

STUDIO ROUNDUP

(Continued from Page 12)

Saroyan's prize-winning play. The film is working at General Service Studios under H. C. Potter's direction, with Wayne Morris, Jeanne Cagney, Gale Page and James Barton in top roles. James Cagney is starred.

Paul Mantz was signed by Producer Sam Bischoff to handle all flying sequences in Star Films' "Intrigue." This will also be released through U.A.

Cast Additions on 'Palooka'

Donald McBride, Cathy Carter, Eddie Gribbon and Matt Willis were added to Monogram's "A Guy Named Joe Palooka." Reginald LeBorg is directing for Producer Hal E. Chester. Trudy Marshall is set to sing three songs in the picture.

Producer Barney Sarecky and Director Thomas Carr brought home "Code of the Saddle," Johnny Mack Brown's latest western which is now being edited.

Western May Go at RKO

"Return of the Bad Men" may go by the time this appears in print. Studio officials said it would probably precede "I Remember Mama," originally scheduled to start May 15. "Mama" may not go until late May. A sequel to "Bad Men's Territory," this western again stars Randolph Scott and George "Gabby" Hayes. Nat Holt produces under the executive supervision of Jack J. Gross. Ray Enright directs. Five young RKO actors, Robert Bray, Lex Barker, Dean White, Richard Powers and Michael Harvey were assigned to play badmen of historical note. White will play Billy the Kid. Harvey and Barker two of the Dalton brothers. Powers and Bray as Jim and John Younger. Jacqueline White was cast as Scott's leading lady.

Merle Oberon, one of the stars of "Memory of Love," returned to the company after four days of recovering from an injected throat. Michael Redgrave started six weeks of work, following which he will return to his home in England.

Costello's Father Dies

Sebastian Cristillo, 67, father of Lou Costello, died suddenly May 9 following a heart attack. The seizure occurred as he was getting dressed to go to the studio with his son, who just started "The Wistful Widow of Wagon Gap." Costello reported for work so production would not be delayed on a large set scheduled for the day. Cristillo had been visiting the set of his son's picture daily.

Besides "Wistful Widow" Universal-International has going "The Lost Moment," "The Exile" and "Ride the Pink Horse," which started this week. The latter is being produced by Joan Harrison and directed by Robert Montgomery in his first independent venture for U-I. Starred are Montgomery and Wanda Hendrix, with Andrea King, Thomas Gomez, Fred Clark and Richard Ganies.

Youngster Assigned to 'Foxes'

Jimmy Lagano, three-and-a-half-year-old youngster who played the son of Cornel Wilde and Linda Darnell in "Forever Amber," was signed last week to portray the son of beauteous [illegible] in 20th Century-Fox's "The Foxes of Harrow."

"Kiss of Death," shooting in New York, moved into its 10th week of shooting, while the Technicolor "Off to Buffalo" ended its first month before the lensmen. Sol M. Wurtzel is [illegible] for 20th release, "Flamingo."

Crooning Cowboy Busy

[illegible] Dean, PRC [illegible], is a mighty busy man. He finished "Black Hills" last week only to start right in on another western with music. This one, which began May 16, is tagged "The Fighting Kansans," and stars Eddie with Roscoe Ates and Jennifer Holt.

Eagle-Lion Adds Scenes

Richard Basehart came in from New York to do added scenes with Joan Leslie for Eagle-Lion's "Repeat Performance." The picture was supposedly finished some time ago, but it was decided last week to make the additional sequences.

Eagle-Lion is also currently shooting "Adventures of Casanova" in Mexico, and "A Texas Story," new title for "The Texas Legend," at the home lot.

2 Set for 'Timberlane'

Tom Drake was set for a role in MGM's "Cass Timberlane," co-starring Spencer Tracy and Lana Turner. Zachary Scott was borrowed from Warners for the picture, which George Sidney is directing.

Liza Minnelli, 14-months-old daughter of Judy Garland and Director Vincente Minnelli, makes her acting debut in MGM's "The Pirate," now in its eighth week of production. Miss Garland and Gene Kelly are co-starred, and Minnelli is directing.

Nugent Starts Film at WB

Dane Clark was handed the lead opposite Lilli Palmer in Milton Sperling's "Ever the Beginning," which Elliott Nugent sent before the cameras May 14 at Warners. Also cast were Gale Robbins and John Rodney.

Tomas Mitchell went into "Silver River," marking his first film for Warners in six years. Howard McCrorey, 1941 world's champion bulldogger, was signed to throw a steer and bust a bronc in the Dennis Morgan-Jack Carson Technicolor film, "Two Guys from Texas." Added to the picture, which has been shooting longer than any other film at the lot, were Lane Chandler, Louis Mason and Brandon Hurst.

Norman Jolly, who wrote and directed "Halls of Montezuma," official Marine radio program during the war, was cast as a fight trainer with Dane Clark in "Whiplash." Jolly came over to this film from "Silver River," where he recently completed a role. Clark will have to do some fast work, too, to get into his newest film, "Ever [illegible] Beginning."

Carole Mathews Signed

Carole Mathews [illegible] is [illegible] signed by Eagle-Lion.

New Mirrophonic Sound
JOE HORNSTEIN has it!

REGIONAL NEWSREEL

(*Continued from Page 39*)

of the Valentine Theatre, Toledo, succeeding Ted Teschner, resigned. Vaughan O'Neill, Ohio Theatre manager, is in charge of the Park until a new manager is named.

P. E. Essick of the Scoville, Essick and Reif Circuit, and Mrs. Essick are at Hot Springs, Ark., for a short vacation.

Dan Terrell, assistant to MGM's Ernest Emerling, stopped off here for a visit on his cross-country theatre inspection tour.

Wade M. Carr, Manley district manager, has appointed John Stalker as sales representative in the Cincinnati area. Warren Miller, who has been covering that territory, is now in Cleveland, as assistant to Carr.

ST. LOUIS

Robert C. Cluster has sold the Massac and the Royal in Metropolis, Ill. to Massac Theatres, Inc., which was recently organized by a group of business and civic leaders in Metropolis. Eddie Clark will continue as manager of both houses under the new ownership.

William Feld has been named special sales representative of Eagle-Lion for the St. Louis, Kansas City, Omaha and Des Moines territories by Vice-President and Sales Manager Al W. Schwalberg. He assumed his new duties on Monday (12).

Federal Judge George H. Moore has granted Republic to June 1 to plead in the $600,000 anti-trust suit of Martin W. D'Arcy against Fanchon and Marco, various film distributing companies and theatre operating and management companies.

Screen Guild Productions of Kansas City, Inc., has filed incorporation papers in Jefferson City, Mo. It is authorized to distribute films in Missouri. It will have 100 shares of no par value, and is to commence business with $5,000 paid in capital. Incorporators were given as J. H. King, M. L. King and W. Lambader. Offices will be at 128 West 18th St., Kansas City, Mo.

Fox Midwest has switched J. Eldon DeSilva as manager of its Capitol and Star Theatres in Benton, Ill., to direct its Orpheum and Plaza Theatres in Marion, Ill. Richard L. Wright, manager of the Marion houses for the past three years, is in charge of the Capitol and Star in Benton.

George Kerasotes has been named to the mayor's labor committee in Springfield, Ill.

Engagement has been announced of Miss Maryann Kaiman, daughter of Mrs. Chester S. Kaiman, to William B. Bache, son of Mr. and Mrs. Carter Bache of Nanticoke, Pa. She is the granddaughter of the late Stephen A. Kaiman who gave St. Louis its first motion picture theatres.

The St. Louis Better Films Council installed new officers at the Council's annual spring luncheon on Friday (16). Mrs. Ernest R. Evans succeeds Mrs. Arretus F. Burt as president.

Ruby S'Renco and his daughter, Charlotte, have returned from a five-day trip to New York.

Harry Miller has opened his new theatre, the Miller Junior, in Festus, Mo. House was formerly the Idle Hour.

Vincent Rost, owner of the Dixie Theatre in Madrid, Mo., is erecting five homes to be occupied by war veterans.



For Greek Orphans

Home offices of New York distributing corporations this week had collected $18,662.21 for the Greek War Orphans, it was officially stated. The collections break down as follows.

Twentieth Century-Fox, $4,573.05; Paramount, $3,955.56; RKO, $3,893.10; Warner Brothers, $2,272.35; Universal-Int'l, $2,150.15; Loew's, $634.00; Columbia, $393.50; United Artists, $330.00; Eagle-Lion-PRC, $308.50; Monogram, $152.00.

DALLAS

Construction of the new $100,000 theatre at 4923 Columbia, East Dallas, by the Phil Isley Theatres Inc., has been started. It will be a 1000-seat house of brick construction. C. V. Caver, who owns and operates the Ritz Theatre in association with the Isley chain, will manage the new theatre. It is expected to be in operation within seven months.

Regan Theatres, Inc., Houston, Texas, has been incorporated with $1,000 authorized capital stock by E. A. Hester, Kenneth Franzheim, and George Rice.

An estimated $10,000 of the Metropolitan Opera company benefit performance has been donated to the Texas City disaster victims. The show was held in Dallas May 4.

Interstate circuit's new house at Garden Oaks near Houston, Tex., is rapidly nearing completion and rapid progress is being made on its Broadway Theatre.

DES MOINES

Destruction of a truckload of film being transported resulted in some quick emergency action by some of the theatres, especially in the tri-city area of Davenport, Rock Island and Moline. The truck operated by the Iowa Film Delivery company caught fire near Marengo while enroute to Davenport and a total of 502,000 feet of film was destroyed. David Gehrt, the driver, escaped uninjured. Duplicate films were flown from Des Moines to Davenport to take care of an emergency there and after an emergency picture was shown at the first show the same film was shuttled between the Garden Theatre at Davenport and the Spencer at Rock Island until additional film arrived. At Moline, the Roxy Theatre was forced to run a substitute feature while the Paradise received its film by plane from Kansas City when it changed the following day.

Free theatre tickets are being offered to courteous drivers and pedestrians for one week in Des Moines as a result of the state-wide traffic safety drive being conducted by Tri-States Theatre Corp. The circuit is offering $1,000 to the city registering the best record. As a part of the contest, the Des Moines Junior Chamber of Commerce issued the free tickets for courteous acts noticed by its members. The Des Moines and Rosoevelt Theatres donated the tickets.

Harold Russell, disabled veteran who achieved fame for his role in "The Best Years of Our Lives," while visiting Des Moines showed patients at the Veterans Hospital how he could use the hooks on his arms.

CHICAGO

Trial of the Rio Theatre's recently-filed $1,000,000 anti-trust suit against the film distributors has been assigned to Judge Elwyn R. Shaw.

Jack Benny, Mary Livingston, Phil Harris, Alice Faye, Marjorie Reynolds and Rochester were in Chicago for the opening of Paramount's "Easy Come, Easy Go" at the Chicago Theatre.

John Wilberg interests have released the lease on the Civic Theatre where "Henry V" broke house records. James Thompson and Herb Carlin will resume their management of the house.

F. W. and I. L. Anderson and Daniel R. LeBar have formed the Anderson Theatre Corporation with offices in Morris, Ill.

Harold Mann has been appointed chief industrial engineer for the Farnsworth Corporation in Ft. Wayne, Ind.

Spyros Pappas of the Alliance Circuit is on a plane inspection trip of the circuit's Washington theatres.

Allyn Butterfield, Hollywood director, is here with a crew of 10 to film a featurette for distribution by Film Studios of Chicago, owned by H. A. Spanuth and George Resor. Spanuth will continue his "Woman Speaks" films from his Chicago headquarters. He lined up the Warner, RKO and Harris circuits for the "Woman Speaks" shorts on his recent business trip to Ohio.

An increase in the capital stock of the Marks Stelle Theatres Corporation, which operates the Milo and Thalia Theatres, has been filed by Attorney George W. Spannan.

The hearing in the Riverside Theatre, Milwaukee, and the Minnesota Theatre, Minneapolis, case before Judge Michael Igoe has been postponed to May 25 to allow counsel more time to prepare briefs.

Carroll Norris, 67, a civic leader in St. Charles, Ill., and owner of the Baker Theatre building, is dead.

George Williamson of the Oh Henry candy firm, has returned from a vacation on Jack Mitchell's ranch near Santa Barbara, Calif.

Don Wilson of the EKCO Company has returned from an eastern business trip.

Prof. John C. Eldredge, director of the Iowa State College at Ames, Ia. says he has no information on the report that Iowa farmers would cut their popcorn acreage this summer. A leading popcorn distributor here said the company

REGIONAL NEWSREEL

had already signed up its leading growers.

The Chicago censor board "pinked" "Duel in the Sun" for adults.

Ideal Pictures President Bertram Willoughby has returned from a trip to California. He said the company would open its nineteenth branch in Indianapolis next week under the management of Evelyn Baker. The company may open branches in Japan and the Philippines.

William Porter, Monogram contract engineer, is at Ideal Pictures headquarters conferring on a future 16-mm. program.

Stewart Sheldon of Dayton, O., is here conferring with DeVry executives on his new agency for the DeVry 35-mm. line for the Ohio and Indiana territories. He has opened a Dayton store at 1420 Canfield Street and will distribute Neumade accessories and Strong arc lamps, too.

Sam Davis and Tom Aspell, MGM west coast executives, conferred here with George Doerr, Alliance Theatre Circuit's booking supervisor.

Harold and Betherl Huber and Paul Brandel have organized the Huber Neon Sign Co. to install neon signs for theatres. Office is at 5082 North Lincoln Avenue.

Dr. Morton A. Berman of Temple Isiah Israel was the principal speaker at the new member campaign meeting of Cinema Lodge B'nai B'rith on the 15th. President Jack Kirsch presided. Membership quota is 1,000.

RKO Assistant Zone Manager Joseph Goetz has returned from an extended tour of RKO western theatres.

A son, James Joseph, weighing seven pounds, was born to Harold Dyer, assistant manager of the B & K Central Park Theatre, and Mrs. Dyer.

American Photographic Corporation has been organized here by David Bloom, R. H. Olson and Marvin Bloom to deal in photographic material for the industry. Offices are at 333 South State Street.

Mary Burt, cashier of the Essaness Souther Theatre, was married to Deward Alexander, a television engineer.

John Balaban, Walter Imerman, Henry Stickelmier and Dave Wallerstein have returned from the Paramount-Partners meeting at Arrowhead Springs.

The B & K Employes Club will hold its spring golf tournament at the Mount Prospect Golf Club on June 3.

KANSAS CITY

Organization of the local panel of the Motion Picture Foundation advanced a step with the appointment of Arthur Cole, industry representative of the Paramount exchange, as permanent chairman. He succeeds Jules Benedict, who served as temporary chairman through the initial organization period. J. A. Becker, head of Associated Theatres of Independence, Mo., was appointed trustee. A meeting of the local panel will be held soon in preparation for attendance of the trustee at the forthcoming national meeting.

Arthur Cole, incidentally, has taken up his new residence, moving from a south county site to a home on Roanoke Road nearer the downtown section.

Harold Hume is just winding up a two-week vacation. He's the booker for the city division of Fox Midwest Amusement Corp.

Gladyce Penrod, secretary to Arthur Cole at the Paramount exchange, has taken to the Arizona country for her vacation. She'll be back at her desk after two weeks of sunning.

Visiting exhibitors on film row last week included Bill Blair, Blair Theatre, Osborne, Kans., and Blair, Smith Center, Kans.; H. Danberry, Lucile Theatre, King City, Mo.; Mr. and Mrs. John Travis, Carl Theatre, Carl Junction, Mo.

Henry Palmer, cashier of the Paramount exchange for the past year, has left that post to enter business in Atchison, Kans. Employes of the exchange feted Palmer at a picnic at Swope Park just recently. Ann O'Toole, who has been with Paramount the past two decades, takes over the work of cashier.

Edward Lemmon, [illegible] land, due for a trip around the east on his [illegible]

Marilyn Ballinger is currently vacationing with her folks here. She formerly sang at the Tower Theatre, [illegible] Ken Murray's "Blackouts" in Hollywood

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STUDIO EQUIPMENT

BH EYEMO TURRET CAMERA $395.00 less lens; Eyemo Bombspotter Cameras $119.50 less lens; 35mm Positive Stock $11.95 per M; BH Hispeed Shuttles, $195.00; WE Dynamic Microphones, $39.50; Cine Kodak Special Camera, with 3 lenses and case, $695.00; New Bell & Howell Sound Printers, $3250.00; Fresnellite Studio Spots, 2000W, $67.50; New Mitchell 24V Motors, $295.00; Neumade 16mm Automatic Film Cleaners, $135.00; New 35mm Film Phonographs, $795.00. Send for latest stocklist. S.O.S. Cinema Supply Corp., 449 W. 42nd St., New York, N. Y.

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USED EQUIPMENT

WAR SURPLUS SOUND OUTFITS—SHARP REDUCTIONS—16mm RCA $149.50; Bellhowell, Ampro, Victor, DeVry, $195.00 up; Amproarc HI $1295.00; 35mm Holmes LI Arc equipments, $1295.00; DeVry HI theatre equipments; $2495.00; Rebuilt Super Simplex RCA Sound $3850.00; Simplex E7 ditto, $4500.00. S.O.S. Cinema Supply Corp., 449 W. 42nd St., New York, N. Y.

TICKET MACHINES, 2 unit Hand Operated, $99.50; Reconditioned 2 unit, export price, $195.00; Brenkert 50A High Intensity Rectifiers, $99.75; Heavy duty vacuum cleaner, $59.50; 1200 ft. 16mm reels or cans, 44c. S.O.S. Cinema Supply Corp., 449 W. 42nd St., New York 18, N. Y.

STRONG, LOW INTENSITY ARC LAMPS WITH rectifiers—24-30 amps $100.00 a pair. Joyland Theatre, 614 S. State St., Chicago, Illinois.

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FEATURE Booking GUIDE

TITLE INDEX

Listed in the following index are titles of features (exclusive of western series releases) with name of the distributor following the title. For data as to running time, stars, etc., refer to title under distributor company listings.

A

Title	Company
Abie's Irish Rose	UA
A Boy, a Girl, and a Dog	FC
Accomplice	PRC
Adventure for Two	Misc.
Adventures of Don Coyotes	UA
Adventures of Casanova	E-L
Adventuress	EL
Affairs of Geraldine	Rep.
A Guy Named Joe Palooka	Mono.
A Lady Surrenders	Univ.
Albuquerque	Para.
Alexander's Ragtime Band	20th-Fox
Alias A Gentleman	MGM
A Likely Story	RKO
Alias Mr. Twilight	Col.
A Miracle Can Happen	UA
Angel and the Badman	Rep.
Adventuress, The	Eagle-Lion
Angel and Sinner	Misc.
Angel on My Shoulder	UA
Anna and the King of Siam	20th-Fox
Apache Rose	Rep.
Arch of Triumph	Ent.
Arnelo Affair	MGM
Assigned to Treasury	Col.
As You Desire Me	MGM
A Texas Story	E-L
Atlantis	UA
A Yank in Rome	Misc.

B

Bachelor and the Bobby-Soxer	RKO
Bachelor's Daughters	UA
Backlash	20th-Fox
Banjo	RKO
Barber of Seville	Misc.
Battle for Music	Misc.
Beast With Five Fingers	WB
Beat the Band	RKO
Beauty and the Bandit	Mono.
Bedelia	EL
Before Him All Rome Trembled	Misc.
Beginning of the End	MGM
Bellman, The	Misc.
Bells of San Angelo	Rep.
Bells of San Fernando	SGP
Below the Deadline	Mono.
Best Years of Our Lives	RKO
Betty Co-Ed	Col.
Beware	Astor
Beware of Pity	Misc.
Beyond Tomorrow	Astor
Big Sleep	WB
Bill and Coo	Rep.
Birds and the Bees, The	MGM
Big Town	Para.
Birth of a Star	Astor
Bishop's Wife, The	RKO
Black Angel	Univ.
Black Beauty	20th-Fox
Black Gold	Allied
Blackmail	Rep.
Blaze of Noon	Para.
Blind Spot	Col.
Blonde Alibi	Univ.
Blondie Knows Best	Col.
Blonde for a Day	PRC
Blondie in the Dough	Col.
Blondie's Big Moment	Col.
Blondie's Holiday	Col.
Blue Skies	Para.
Bob, Son of Battle	20th-Fox
Body and Soul	UA
Bohemian Girl	FC
Boomerang	20th-Fox
Boston Blackie and the Law	Col.
Born to Kill	RKO
Born to Speed	PRC
Bowery, The	20th-Fox
Boys' Ranch	MGM
Brasher Doubloon	20th-Fox
Brief Encounter	Univ.
Bringing Up Father	Mono.
Broadway Limited	Favorite
Brute Force	Univ.
Brute Man	PRC
Buck Privates Come Home	Univ.
Buffalo Bill Rides Again	SGP
Bulldog Drummond at Bay	Col.
Bulldog Drummond Strikes Back	Col.
Bury Me Dead	PRC
Bush Pilot	SGP

Features and western series pictures are listed alphabetically by title under name of distributor. (Consult TITLE INDEX *for distributor of pictures known only by title.) Numerals at left of titles indicate* PRODUCTION OR BLOCK NUMBER, *(SP in this column indicates Special release sold separately), those at extreme right give publication date of Advance Data: a; or Box-Office Slant: b. Asterick following title indicates color photography with adjoining letter giving name of type of color thus: *T: Technicolor, *C: Cinecolor, *M: Magnacolor, *U: Trucolor, *V: Vitacolor. Audience Classification is indicated by letters following titles: A—Adult; F—Family. Letters and combinations thereof in parenthesis indicate type of story in accordance with following key:*

(B) *Biographical*	(C) *Comedy*
(D) *Drama*	(Doc) *Documentary*
(G) *Gangster*	(M) *Musical*
(H) *Horror*	(W) *Western*
(My) *Mystery*	(Wa) *War*

ALLIED ARTISTS

Prod. No.	CURRENT		Run Time Mins.	Rel. Date	See Issue of
1	It Happened on Fifth Avenue (C)F	Gale Storm-Don DeFore	115	4/19/47	b2/8/47

COMING

Black Gold	A. Quinn-K. deMille-E. Knox		8/1/47	
Gangster, The	Belita-B. Sullivan-J. Lorring		9/1/47	
Hunted, The	Belita-P. Foster			
Tragic Symphony	Frank Sundstrom-Audrey Long		Nov. '47	a4/26/47

ASTOR PICTURES

	Beware (M)F	Louis Jordan-Frank Wilson	55	b6/22/46
Sp.	Birth of a Star	Danny Kaye	38	New Release
Sp.	Caldonia	Louis Jordan & Band	28	New Release
	Flying Deuces, The	Stan Laurel-Oliver Hardy	10/10/46	Reissue
	Gentleman From Arizona	John King-Joan Barclay	70½	Reissue
	Her Enlisted Man (CD)	Barbara Stanwyck-Robt. Young	70	Reissued
	I Cover the Waterfront (D)	Claudette Colbert	80	Reissued
	Jimmy Steps Out	J. Stewart-P. Goddard	89	Release
	Let 'em Have It (G)	Bruce Cabot-Virginia Bruce	70	Reissued
	Little Men	Oakie-Francis-Bancroft	83	Release
	Second Chorus	Fred Astaire-Paulette Goddard	11/18/46	Re-release
	Silver Devil (D)F	H. Gibson-Stephin Fetchit	62	Remake
	Sky Devils (C-D)	Spencer Tracy	88	Reissued
	Thunder in the City	Edw. G. Robinson	81	Reissued

COLUMBIA — Current 1945-46

Gallant Journey (D)F	Glenn Ford-Janet Blair	86	9/24/46	b9/7/46
It's Great to Be Young (M-C)F	L. Brooks-R. Stanton-J. Donnell	68	9/12/46	b11/23/46
Personality Kid	Anita Louise-Michael Duane	86	8/8/46	a5/23/46
Shadowed	Anita Louise-Robert Scott	70	9/26/46	
Thrill of Brazil, The (W)F	E. Keyes-Keenan Wynn-A. Miller	91	9/30/46	b9/14/46

CURRENT 1946-'47

828	Alias Mr. Twilight (D)A	Michael Duane-Trudy Marshall	69	12/19/46	b12/28/46
824	Betty Co-Ed (C)F	J. Porter-W. Mason-S. Mills	71	11/28/46	b11/23/46
	Blind Spot (My)A	Chester Morris-Constance Dowling	73	2/6/47	a11/2/46
807	Blondie's Big Moment (C)F	P. Singleton-A. Lake-A. Louise	69	1/9/47	b12/14/46
	Blondie's Holiday (C)F	Arthur Lake-Penny Singleton	67	4/10/47	b3/1/47
806	Blondie Knows Best (C)F	Penny Singleton-Arthur Lake	70	10/17/46	b9/21/46
822	Boston Blackie and the Law (My)F	Chester Morris-Trudy Marshall	69	12/12/46	b11/16/46
	Cigarette Girl (C)A	L. Brooks-J. Lloyd-J. Barton	67	2/13/47	b2/15/47
816	Crime Doctor's Man Hunt (My)F	Warner Baxter-Ellen Drew	60	10/24/46	b9/21/46
830	Dead Reckoning (D)A	Humphhrey Bogart-Lizabeth Scott	99	Feb. '47	b1/4/47
	For the Love of Rusty	T. Donaldson-T. Powers-A. Doran	69	5/1/47	
	Framed (D)A	Glenn Ford-Janis Carter	82	April '47	b3/8/47
	Guilt of Janet Ames, The (D)A	Rosalind Russell-Melvyn Douglas	83	April '47	b3/8/47
	Gunfighters, The *C	Randolph Scott-Dorothy Hart		May '47	
	Johnny O'Clock (D)A	Dick Powell-Evelyn Keyes	86	Mar. '47	b1/4/47
	Jolson Story, The *T (D-M)F	L. Parks-E. Keyes-W. Demarest	128	Jan. '47	b9/21/46
	King of the Wild Horses (D)F	Preston Foster-Gail Patrick	79	3/27/47	b3/29/47
	Last of the Redmen	J. Hall-M. O'Shea-E. Ankers	77	May '47	
823	Lone Wolf in Mexico (My)A	Gerald Mohr-Eric Blore-Sheila Ryan	70	1/16/47	b12/28/46
	Millie's Daughter (D)F	Gladys George-Paul Campbell	71	3/20/47	b2/15/47
832	Mr. District Attorney (My)A	Dennis O'Keefe-M. Chapman	81	Feb. '47	b12/28/46
829	Return of Monte Cristo (D)F	L. Hayward-G. Macready-U. O'Connor	91	Dec. '46	b11/23/46
818	Secret of the Whistler (My)A	Richard Dix-Leslie Brooks	65	11/7/46	b11/2/46
804	Singin' in the Corn (C-M)F	Judy Canova-Allen Jenkins	66	12/26/46	b11/16/46
805	So Dark the Night (D)A	Stephen Geray-Micheline Cheirel	71	10/10/46	b9/14/46
	The Thirteenth Hour (My)A	Richard Dix-Karen Morley	65	3/6/47	b2/15/47

COMING

Assigned to Treasury	Dick Powell-Maylia			
Blondie in the Dough	P. Singleton-A. Lake-L. Simms			
Bulldog Drummond at Bay (My)A	Ron Randell-Anita Louise	70	5/15/47	b4/19/47
Bulldog Drummond Strikes Back	Ron Randell-Gloria Henry			
Corpse, Came C.O.D., The	G. Brent-J. Blondell-A. Jergens		June '47	a1/11/47
Down to Earth *T	Rita Hayworth-Larry Parks			a7/13/46
Girl from Shanghai, The	Rita Hayworth-Orson Welles			a4/12/47
It Had to Be You	Ginger Rogers-Cornel Wilde			
Keeper of the Bees	Gloria Henry-Michael Duane			
Key Witness	John Beal-Trudy Marshall			
Little Miss Broadway	Jean Porter-John Sheldon	69	6/19/47	
Man From Colorado, The	Glen Ford-Ellen Drew-William Holden			
Millerson Case, The	Warner Baxter-N. Saunders		5/29/47	
My Awful Wife	F. Tone-L. Ball-E. E. Horton			
Prince of Thieves	Jon Hall-Patricia Morrison-A. Jergens			
Smoky River Serenade	P. Campbell-R. Terry-Hoosier Hot Shots			
Son of Rusty	T. Donaldson-T. Powers-A. Doran			
Sport of Kings	Gloria Henry-Paul Campbell		6/26/47	
Sweet Genevieve	Jean Porter-Jimmy Lydon			
Swordsman, The	Larry Parks-Ellen Drew-G. Macready			a1/4/47
Three Were Thoroughbreds *T	R. Young-M. Chapman-W. Parker			a1/11/47
Two Blondes and a Redhead	J. Porter-J. Lloyd-J. Clark			

COLUMBIA (Continued)

Prod. No.		Run Time Mins.	Rel. Date	See Issue of
	Westerns (Current)			
863	Fighting Frontiersman (W-M)F — Charles Starrett-Smiley Burnette	61	12/19/46	b11/9/46
	Heading West (WM)F — Charles Starrett-Smiley Burnette	54	8/15/46	b8/24/46
	Law of the Canyon — Charles Starett-Smiley Burnette		4/24/47	
861	Landrush (W)F — Charles Starrett-Smiley Burnette	54	10/17/46	b9/21/46
	Lone Hand Texan, The (W-M)F — Charles Starrett-Smiley Burnette	54	3/6/47	b3/1/47
854	Lone Star Moonlight — K. Curtis-J. Barton-G. Kibbee	67	12/12/46	
	Over the Sante Fe Trail (W-M)F — Ken Curtis-Jenifer Holt	63	2/13/47	b2/15/47
	Singing on the Trail (W)F — K. Curtis-J. Barton-G. Kibbee	58	9/12/46	b1/18/47
	South of the Chisholm Trail (W)F — Charles Starrett-Smiley Burnette	58	1/30/47	b2/1/47
862	Terror Trail (W)F — Charles Starrett-Smiley Burnette	55	11/21/46	b11/2/46
	Westerns (Coming)			
	Prairie Raiders — Charles Starrett-Smiley Burnette		5/29/47	
	Riders of the Lone Star — Charles Starrett-Smiley Burnette			
	Stranger From Ponca City — Charles Starrett-Smiley Burnette			
	Swing the Western Way — J. Leonard-M. Dugan-Hoosier Hot Shots		6/26/47	

EAGLE-LION

CURRENT

	The Adventuress — Deborah Kerr-Trevor Howard	93	3/17/47	7/13/46
	(Reviewed in London under title "I See A Dark Stranger")			
	It's a Joke, Son (C)F — Kenny Delmar-Una Merkel	62	1/25/47	b1/25/47
	Bedelia (D)A — Margaret Lockwood-Ian Hunter	90	2/1/47	b6/3/46
	Lost Honeymoon (C)A — Franchot Tone-A. Richards-T. Conway	71	3/29/47	b3/15/47

COMING

	A Texas Story — J. Johnston-J. Craig-L. Bari			
	Adventures of Casanova — A. deCordova-L. Bremer-T. Bey			
	Caravan — Stewart Granger-Jean Kent			
	Green for Danger (My)A — Sally Gray-Trevor Howard	91	Rank	b12/14/46
	Love From a Stranger — J. Hodiak-S. Sidney-A. Richards			
	Out of the Blue — G. Brent-V. Mayo-T. Bey			
	Repeat Performance — Joan Leslie-L. Hayward-R. Basehart			a3/8/47

FAVORITE FILMS CORP.

	Broadway Limited — Dennis O'Keefe-V. McLaglen	74	1/1/47	Reissue
	Captain Caution (D)A — V. Mature-A. Ladd-L. Carrillo	86	8/1/46	Reissue
	Captain Fury (D)A — B. Aherne-V. McLaglen-P. Lukas	88	8/1/46	Reissue
	Daring Desperados — I. Lupino-L. Carrillo-N. Martini		May '47	Reissue
	Housekeeper's Daughter (C)A — J. Bennett-V. Mature-A. Menjou	79	10/1/46	Reissue
	Of Mice and Men (D)A — B. Meredith-Betty Field-L. Chaney, Jr.	105	12/1/46	Reissue
	One Million B. C. (D)A — V. Mature-C. Landis-L. Chaney, Jr.	79	10/1/46	Reissue
	Road Show — C. Landis-J. Hubbard-A. Menjou	86	Mar. '47	Reissue
	Sea Bandits — D. Morgan-Steffi Duna		May '47	Reissue
	There Goes My Heart — Frederic March-Virginia Bruce	82	Mar. '47	Reissue
	Topper Takes Trip — C. Bennett-R. Young-A. Mowbray	79	Feb. '47	Reissue
	Topper Returns — O'Keefe-Landis-Blondell-Young	87	Feb. '47	Reissue

FILM CLASSICS

CURRENT

	A Boy, a Girl, and a Dog (D)F — Jerry Hunter-Sharyn Moffett	88		b8/3/46
	Devil to Pay — R. Colman-L. Young-M. Loy	74		
	Dodsworth (D)A — Walter Huston-Mary Astor	101	8/1/46	
	North Star — Anne Baxter-Dana Andrews	109		
	Palmy Days — Eddie Cantor-George Raft	80		
	Return of the Scarlet Pimpernel — B. Barnes-J. Mason-S. Stewart	81		
	Soarlet Pimpernel, The — Merle Oberon-Leslie Howard	98		
	Stella Dallas — J. Boles-R. Stanwyck-A. Shirley	107		
	The Thief of Bagdad — Sabu-Conrad Veidt-June Duprez	109		
	Unholy Garden — R. Colman-Fay Wray	77		
	Westerner, The — G. Cooper-D. Davenport-W. Brennan	102		
	Woman Chases Man — Miriam Hopkins-Joel McCrea	70		

METRO-GOLDWYN-MAYER

CURRENT

Group No.				
	Beginning Or the End, The (D)F — B. Donlevy-R. Walker-G. Tearle	112	Mar. '47	b2/22/47
	Cockeyed Miracle (C)A — K. Wynn-F. Morgan	81	Oct	b7/20/46
17	Courage of Lassie *T (D)F — Elizabeth Taylor-"Lassie"	93	Aug	b6/11/46
17	Faithful in My Fashion (C)F — Donna Reed-Tom Drake	81	Aug	b6/15/46
	Gallant Bess *C (D)F — Marshall Thompson-Jim Davis	99	Jan. '47	b9/7/46
	Great Waltz, The (M)F — L. Rainer-F. Gravet-M. Korjus	110	May	Reissue
	Holiday in Mexico *T (M)F — W. Pidgeon-I. Massey-J. Powell	127	Sept	b7/27/46
	Hucksters, The — C. Gable-D. Kerr-S. Greenstreet		May	
	It Happened at the Inn — Fernand Ledoux-Maurice Rollin	103	April '47	a9/21/46
	Lady in the Lake (My)A — Robert Montgomery-Audrey Totter	103	Jan. '47	b11/30/46
	Little Mister Jim (C)F — James Craig-Frances Gifford	92	April '47	b6/8/46
	Love Laughs at Andy Hardy (C)F — M. Rooney-B. Granville-D. Ford	93	Feb.	b12/7/46
	Mighty McGurk, The (C)F — Wallace Beery-Aline McMahon	85	Jan. '47	b11/23/46
	My Brother Talks to Horses (C-D)F — Butch Jenkins-Peter Lawford	93	Jan. '47	b11/30/46
	No Leave, No Love (CM)F — V. Johnson-P. Kirkwood-K. Wynn	119	Oct	b8/31/46
	Rage in Heaven — Ingrid Bergman-Robert Montgomery	84	Oct	Reissue
	Sea of Grass (D)A — K. Hepburn-S. Tracy-M. Douglas	131	April	b2/15/47
	Secret Heart, The (D)A — C. Colbert-W. Pidgeon-J. Allyson	97	Dec	b11/30/46
	Show-Off, The (C)F — R. Skelton-Marilyn Maxwell	83	Dec	b8/17/46
17	Three Wise Fools (CD)F — M. O'Brien-L. Barrymore-E. Arnold	92	Aug	b6/15/46
	Till the Clouds Roll By *T (M)F — J. Garland-R. Walker-F. Sinatra	135	Jan. '47	b11/15/46
	Two Smart People (CD)A — J. Hodiak-L. Ball-L. Nolan	93	Nov	b6/8/46
	Undercover Maisie (C)A — Ann Sothern-Barry Nelson	90	May	b3/8/47
	Undercurrent (D)A — K. Hepburn-A. Taylor	115	Nov	b10/5/46
	Yearling, The *T (D)F — G. Peck-J. Wyman-C. Jarman	128	May	b11/30/46

COMING

	Alias A Gentleman — Wallace Beery-Gladys George			
	As You Desire Me — G. Garson-Richard Hart			a9/7/46
	Arnelo Affair, The (D)A — John Hodiak-Frances Gifford	87		b2/15/47
	Birds and the Bees, The *T — J. MacDonald-J. Iturbi-J. Powell			a3/1/47
	Captains Courageous — Spencer Tracy-Mickey Rooney			Reissue
	Cass Timberlane — Spencer Tracy-Lana Turner			
	Cynthia — E. Taylor-G. Murphy-M. Astor	98		a2/15/47
	Dark Delusion (D)F — L. Barrymore-J. Craig-L. Bremer	90		b4/12/47
	Fiesta *T — Esther Williams-John Carroll			a2/9/46
	Good News — J. Allyson-P. Lawford-J. McCracken			
	Green Dolphin Street — Lana Turner-Van Heflin			a2/1/47
	High Barbaree (D)F — Van Johnson-June Allyson	91		b3/15/47
	It Happened in Brooklyn (C-M)F — F. Sinatra-K. Grayson	103		a9/21/46
	Living in a Big Way — Gene Kelly-Marie MacDonald			a9/7/46
	Merton of the Movies — Red Skelton-Virginia O'Brien			a9/21/46
	Piccadilly Incident (D)A — Anna Neagle-Michael Wilding	100		b8/31/46
	Pirate, The *T — J. Garland-G. Kelly-W. Slezak			

Title	Company
C	
Caesar & Cleopatra	UA
Calcutta	Para.
Caledonia	Astor
Cass Timberlane	MGM
Casbah	Univ.
Captain from Castile	20th-Fox
Captain Caution	Favorite
Captain Fury	Favorite
Captain Kidd	Mono.
Captive Heart	Astor
Carbine	RKO
Carmen	Misc.
Carnegie Hall	UA
Carousel	Misc.
Carnival in Costa Rica	20th-Fox
Case of the Baby Sitter	RKO
Case of the Lucky Legs	MGM
Cat Creeps	Univ.
Centennial Summer	20th-Fox
Chase, The	UA
Cheyenne	WB
Child of Divorce	RKO
Cigarette Girl	Col.
Cinderella	Misc.
Cloak and David	20th-Fox
Cloak and Dagger	WB
Cockeyed Miracle	MGM
Code of the West	RKO
Copacabana	UA
Corpse Came C. O. D., The	Col.
Courage Limited	PRC
Courage of Lassie	MGM
Courtneys of Curzon Street	Misc.
Crime On	RKO
Crime Doctor's Man Hunt	Col.
Criminal Court	RKO
Crimson Key, The	20th-Fox
Crossfire	RKO
Cross My Heart	Para.
Cry Wolf	WB
Cuban Pete	Univ.
Curly	UA
Cynthia	MGM
D	
Danger Street	Para.
Danger Woman	Univ.
Dangerous Millions	20th-Fox
Dangerous Money	Mono.
Dangerous Venture	UA
Dark Delusion	MGM
Dark Herse	Univ.
Dark Mirror	Univ.
Dark Passage	WB
Daring Desperadoes	Favorite
Deadline for Murder	20th-Fox
Dead of Night	Univ.
Dead Reckoning	Col.
Dear Ruth	Para.
Deception	WB
Decoy	Mono.
Deep Valley	WB
Desert Fury	Para.
Destry Rides Again	Univ.
Desperate	RKO
Devil's Hand	Misc.
Devil on Wheels	PRC
Devil Ship Pirates	UA
Devil Thumbs a Ride	RKO
Devil to Pay	FC
Dick Tracy's Dilemma	RKO
Dick Tracy vs. the Gruesome Gang	RKO
Dick Tracy Versus Cueball	RKO
Dillinger	Mono.
Dishonored Lady	UA
Dodsworth	FC
Don Ricardo Returns	PRC
Down Missouri Way	PRC
Down to Earth	Col.
Dream Girl	Para.
Duel in the Sun	Selznick
E	
Earl Carroll's Sketchbook	Rep.
Easy Come, Easy Go	Para.
Easy to Wed	MGM
Egg and I	Univ.
Emperor Waltz, The	Para.
Escape Me Never	WB
Exile, The	Univ.
F	
Fabulous Dorseys	UA
Fabulous Joe	UA
Fabulous Suzanne	Rep.
Faithful in My Fashion	MGM
Falcon's Adventure	RKO
Fall Guy	Mono.
Fangs of the Wild	Astor
Fanny By Gaslight	UA
Farmer's Daughter	RKO
Fear in the Night	Para.
Fiesta	MGM
Fighting Father Dunne	RKO
Flame, The	Rep.
Flamingo	20th-Fox
Flight to Nowhere	SGP
Flying Deuces	Astor
Fool's Gold	UA
For the Love of Mary	U-I
For the Love of Rusty	Col.
Forever Amber	20th-Fox
Foxes of Harrow, The	20th-Fox
Framed	Col.
From This Day Forward	RKO
Front Page Scandal	Mono.
Fun and Fancy Free	RKO

Title	Company
Fun on a Weekend	UA
Fugitive	RKO

G

Gallant Bess	MGM
Gallant Journey	Col.
Gangster, The	Allied
Gas House Kids	PRC
Gas House Kids Go West	PRC
Genius at Work	RKO
Gentleman Joe Palooka	Mono.
Gentleman from Arizona	Astor
Ghost and Mrs. Muir	20th-Fox
Ghost Goes Wild	Rep.
G. I. War Brides	Rep.
Girl From Shanghai, The	Col.
Ginger	Mono.
God's Country	SGP
Golden Earrings	Para.
Good News	MGM
Great Expectations	Univ.
Great Waltz	MGM
Green Dolphin Street	MGM
Green Fingers	Misc.
Green for Danger	E-L
Green Years	MGM
Guilt of Janet Ames	Col.
Guilty	Mono.
Gunfighters	Col.

H

Hard Boiled Mahoney	Mono.
Hat Box Mystery	SG
Heartaches	PRC
Heart of Arizona	SGP
Heaven Only Knows	UA
Heldorado	Rep.
Henry the Fifth	UA
Her Adventurous Night	Univ.
Her Enlisted Man	Astor
Her Sister's Secret	PRC
Here Comes Trouble	UA
High Barbaree	MGM
High Conquest	Mono.
High School Hero	Mono.
Hit Parade of 1947	Rep.
Holiday in Mexico	MGM
Hollywood Barn Dance	SG
Home in Oklahoma	Rep.
Homestretch	20th-Fox
Home Sweet Homicide	20th-Fox
Honeymoon	RKO
Hoppy's Holiday	UA
Housekeeper's Daughter	Favorite
How Dear to My Heart	RKO
Hucksters, The	MGM
Hue and Cry	Misc.
Humoresque	WB
Hungry Hill	Misc.
Hunted, The	Allied

I

I Cover Big Town	Para.
I Cover the Waterfront	Astor
If I'm Lucky	20th-Fox
If You Knew Susie	RKO
I Know Where I'm Going	Univ.
I Walk Alone	Para.
Imperfect Lady	Para.
In Old Sacramento	Rep.
Indian Summer	RKO
Inner Circle	Rep.
International Lady	PRC
Intrigue	UA
Invisible Informer	Rep.
I Stole a Million	Univ.
It Had to Be You	Col.
It Happened at the Inn	MGM
It Happened in Brooklyn	MGM
It Happened on Fifth Avenue	Allied
It's a Joke, Son	EL
It's a Wonderful Life	RKO
It's Great to Be Young	Col.
It's Moider	PRC
It's Murder, She Says	Rep.
I'll Be Yours	Univ.
Ivan the Terrible	Misc.
I've Always Loved You	Rep.
Ivy	Univ.
I Wonder Who's Kissing Her Now	20th-Fox

J

Jewels of Brandenburg	20thFox
Jimmy Steps Out	Astor
Johnny Frenchman	Univ.
Johnny O'Clock	Col.
Jolson Story	Col.
Journey Together	Misc.
Jungle Flight	Para.
Jungle Princess	Para.

K

Keeper of the Bees	Col.
Key Witness	Col.
Kid Millions	FC
Killer at Large	PRC
Killer-Dill	SGP
Killers, The	Univ.
Kilroy Was Here	Mono.
King of the Wild Horses	Col.
Kings Row	WB
Kit Carson	PRC

METRO-GOLDWYN-MAYER (Continued)

Prod. No.			Run Time Mins.	Rel. Date	See Issue of
	COMING				
	Romance of Rosy Ridge, The	V. Johnson-T. Mitchell-J. Leigh			a9/21/46
	Song of Love	K. Hepburn-P. Henreid-R. Walker			a2/1/47
	Song of the Thin Man	William Powell-Myrna Loy			
	Summer Holiday *T	Mickey Rooney-Gloria DeHaven			a9/7/46
	Tenth Avenue Angel	M. O'Brien-G. Murphy-P. Thaxter			a9/21/46
	This Time For Keeps *T	F. Williams-L. Melchior			a9/7/46
	Unfinished Dance, The *T	Cyd Charisse-Marget O'Brien			a9/7/46

MONOGRAM

CURRENT 1945-1946

531	Beauty and the Bandit (A-D)F	Gilbert Roland-Ramsay Ames	71	11/9/46	b1/13/47
520	Below the Deadline (D)A	Warren Douglas-Ramsay Ames	65	8/3/46	b10/5/46
517	High School Hero (C)F	F. Stewart-June Preisser	69	9/7/46	b8/24/46
525	Missing Lady (My)F	Kane Richmond-Barbara Reed	59	8/17/46	b1/11/47
512	Spookbusters (CD)F	Leo Gorcey-The Bowery Boys	68	8/24/46	b8/24/46

CURRENT 1946-'47

604	Bringing Up Father (C)F	Joe Yule-Renie Riano	68	11/23/46	b10/19/46
603	Dangerous Money (My)F	Sidney Toler-Victor Sen Yung	66	10/12/46	b10/12/46
601	Decoy (D)A	Jean Gillie-Edward Norris	76	9/14/46	b9/14/46
613	Fall Guy (My)A	Cliff Penn-Teala Loring	64	3/15/47	b3/8/47
602	Gentleman Joe Palooka (C)F	Joe Kirkwood-Elyse Knox	72	10/5/46	b10/5/46
609	Ginger	Frank Albertson-Barbara Reed	67	1/4/47	a9/28/46
614	Guilty, The (My)A	Bonita Granville-Don Castle	68	3/22/47	b3/22/47
616	Hard Boiled Mahoney	L. Gorcey-Bowery Boys	63	5/10/47	a3/22/47
620	High Conquest (D)A	A. Lee-G. Roland-W. Douglas	83	6/21/47	b3/15/47
608	Mr. Hex (CD)F	L. Gorcey-H. Hall	63	12/7/46	b12/14/46
610	Riding the California Trail	Gilbert Roland-Teala Loring	61	1/11/47	a10/26/46
618	Sarge Goes to College (C)F	A. Hale, Jr.-F. Stewart-J. Preisser	63	5/17/47	b5/10/47
699	Suspense (D)A	Belita-Barry Sullivan-E. Pallette	101	6/5/46	b3/30/46
606	Sweetheart of Sigma Chi (M)F	Elyse Knox-P. Regan-P. Brito	75	12/21/46	b11/30/46
607	Trap, The (My)F	Sidney Toler-Victor Sen Yung	69	11/30/46	b1/11/47
611	Vacation Days (D-M)F	F. Stewart-J. Preisser	66	1/25/47	b4/5/47
615	Violence (D)A	Nancy Coleman-M. O'Shea	72	4/12/47	b4/12/47

COMING

	A Guy Named Joe Palooka	Joe Kirkwood, Jr.-Elyse Knox		8/16/47	
	Dillinger	Lawrence Tierney-Anne Jeffreys			Reissue
	High Tide	Lee Tracy-D. Castle-A. Shaw			
	Kilroy Was Here	J. Cooper-J. Coogan-W. McKay		7/15/47	
	Mutiny in the Big House	Charles Bickgord-Barton McLane			Reissue
	Queen of the Yukon	Charles Bickford-Irene Rich		5/31/47	Reissue
	Robin Hood of Monterey	Gilbert Roland-Evelyn Brent			
	Wolf Call	John Carroll-Movita		5/31/47	Reissue

Westerns (Current)

671	Land of the Lawless	J. M. Brown-R. Hatton-J. Harrison	59	4/15/47	
564	Raiders of the South (W-M)F	J. M. Brown-Raymond Hatton	85	1/18/47	b2/22/47
683	Rainbow Over the Rockies (W-M)F	J. Wakely-"Lasses" White	56	2/6/47	b3/1/47
612	Silver Stallion	David Sharpe-Leroy Mason	59	12/14/46	Reissue
684	Six Gun Serenade	Jimmy Wakely-"Lasses" White	55	4/5/47	
681	Song of the Sierras (M-W)F	J. Wakely-"Lasses" White	56	12/28/46	b1/25/47
676	Trailing Danger	J. M. Brown-R. Hatton	58	3/29/47	
675	Valley of Fear (W)F	J. M. Brown-R. Hatton	57	2/15/47	b4/19/47

Westerns (Coming)

	Code of the Saddle	J. M. Brown-R. Hatton			
	Law Comes to Gunsight, The	J. M. Brown-R. Hatton		5/24/47	
	Song of the Wasteland	J. Wakely-"Lasses" White		5/31/47	

PARAMOUNT

Current 1945-46

Block No.					
	Jungle Princess, The	Dorothy Lamour-Ray Milland	84	9/1/46	Reissue
6	Monsieur Beaucaire (C)F	Bob Hope-Joan Caulfield	93	8/30/46	b5/18/46
	Plainsman, The	Gary Cooper-Jean Arthur	113	9/1/46	Reissue
6	Searching Wind, The (D)A	R. Young-A. Richards-S. Sidney	105	8/9/46	b5/11/46
6	Strang Love of Martha Ivers, The (D)A	B. Stanwyck-V. Heflin-L. Scott	116	9/13/46	b3/16/46
6	Swamp Fire (D)A	Johnny Weissmuller-Virginia Grey	69	9/6/46	b5/11/46

CURRENT 1946-'47

	Blaze of Noon (D)A	A. Baxter-W. Holden-S. Tufts	90	5/2/47	b3/8/47
	Blue Skies *T (M)F	Bing Crosby-F. Astaire	104	12/27/46	b9/23/46
	California *T (WD)	Ray Milland-B. Stanwyck	93	2/21/47	b12/21/47
	Cross My Heart (C-M)F	Betty Hutton-Sonny Tufts	83	1/10/47	b11/23/46
	Easy Come, Easy Go (C)F	D. Lynn-S. Tufts-Virginia Field	78	3/7/47	b2/8/47
	Fear in The Night (D)A	DeForest Kelley-Kay Scott	72	4/18/47	b2/22/47
	Imperfect Lady (D)A	R. Milland-T. Wright-V. Field	97	4/25/47	b3/15/47
	Ladies' Man (C-M)F	Eddie Bracken-Virginia Field	90	2/7/47	b1/11/47
	My Favorite Brunette	Bop Hope-Dorothy Lamour	87	4/4/47	a8/24/46
	Perfect Marriage, The (C-D)A	L. Young-D. Niven-V. Field	87	1/24/47	b11/23/46
	Seven Were Saved	Richard Denning-Catharine Craig	73	3/28/47	a5/25/46
	Suddenly It's Spring (C)A	F. MacMurray-P. Goddard	87	3/21/47	b2/15/47
	Two Years Before the Mast (D)A	Donlevy-Ladd-Bendix	98	11/22/46	b8/24/46

COMING

	Albuquerque	Randolph Scott-Barbara Britton			a3/15/47
	Big Clock, The	R. Milland-C. Laughton-R. Johnson			
	Big Town	Philip Reed-Hillary Brooke	60	5/23/47	a2/9/46
	Calcutta (My)A	A. Ladd-G. Russell-W. Bendix	83	5/30/47	b3/19/47
	Danger Street (My)A	J. Withers-R. Lowery	66	6/20/47	b3/1/47
	Dear Ruth	J. Caulfield-W. Holden-E. Arnold	95		a10/25/46

PARAMOUNT (Continued)

	COMING	Run Time Mins.	Rel. Date	See Issue of
Desert Fury *T	Lizabeth Scott-John Hodiak			
Dream Girl	B. Hutton-M. Carey-V. Field			
Emperor Waltz, The *T	Bing Crosby-Joan Fontaine			a7/13/46
Golden Earrings	Marlene Dietrich-Ray Milland			a9/28/46
I Cover Big Town (My)A	Philip Reed-Hilary Brooke	63		b3/1/47
I Walk Alone	B. Lancaster-Kirk Douglas			a3/1/47
Jungle Flight (D)F	Robert Lowery-Ann Savage	60		b3/1/47
Perils of Pauline *T	B. Hutton-J. Lund		7/4/47	a5/18/46
Road to Rio	B. Crosby-B. Hope-D. Lamour			a2/1/47
Saigon	Alan Ladd-Veronica Lake-Douglas Dick			a1/4/47
Shaggy *C	B. Joyce-G. Nokes-R. Shayne			
Trouble With Women, The	T. Wright-B. Donlevy-R. Milland	80	6/27/47	a6/23/45
Unconquered *T	Gary Cooper-Paulette Goddard			a9/28/46
Variety Girl	Mary Hatcher-DeForest Kelley			a11/23/46
Welcome Stranger (CD)F	B. Crosby-B. Fitzgerald	106		b5/3/47
Where There's Life	B. Hope-S. Hasso-W. Bendix			a5/25/46
Whispering Smith *T	A. Ladd-B. Marshall-R. Preston			
Wild Harvest	A. Ladd-D. Lamour-R. Preston			a11/2/46

PRC

CURRENT 1945-1946

Accomplice (My)A	Richard Arlen-Veda Ann Borg	68	9/29/46	b9/28/46
Big Fix, The (D)A	Noreen Nash-Sheila Ryan	61	4 19 47	b5 10 47
Blonde for a Day (C)F	H. Beaumont- Kathryn Adams	67	8/29/46	b8/3/46
Born to Speed (D)F	Johnny Sands-Terry Austin	65	1/12/47	b1/25/47
Down Missouri Way (M)F	Martha O'Driscoll-William Wright	74	8/15/46	b7/13/46
Her Sister's Secret (D)A	N. Coleman-P. Reed-M. Lindsay	83	9/23/46	b9/14/46
Secrets of a Sorority Girl (D)A	Mary Ware-Rick Vallin	58	8/1/46	b8/24/46
Strange Holiday (D)F	Claude Rains-Martin Kosleck	57	9/2/46	b10/27/45

CURRENT 1946-'47

Brute Man, The (H)A	Tom Neal-Jane Adams	58	10/1/46	b10/26/46
Devil on Wheels, The (D)F	D. Hickman-J. Ford-J. Cardwell	67	3/2/47	b1/25/46
Don Ricardo Returns	Isabelita-Fred Coby		11/5/46	a9/21/46
Gas House Kids Go West	C. Williams-J. Shelton-A. Switzer		10/28/46	
Kit Carson	D. Andrews-L. Bari-J. Hall	97	3/22/47	
Lady Chaser	Ann Savage-Robert Lowery	60	11/25/46	
Last of the Mohicans	R. Scott-B. Barnes-H. Wilcoxen	94	3/22/47	Reissue
Lighthouse	J. Lang-D. Castle-J. Litel	64	1/10/47	a10/19/46
Philo Vance Returns (My)F	W. Wright-R. Ames-I. Adrian	64	4/14/47	b4/26/47
Philo Vance's Gamble (My)A	Alan Curtis-Frank Jenks-Terry Austin	60	4/12/47	b4/26/47
Philo Vance's Secret Mission	Alan Curtis-Sheila Ryan		3/20/47	
Return of Rin-Tin-Tin *V	D. Woods-B. Blake-C. Drake		2/20/47	
Three on a Ticket (My)F	Hugh Beaumont-Cheryl Walker	64	4/5/47	b4/5/47
Untamed Fury (D)A	Mikel Conrad-Gaylord Pendleton	61	3/22/47	b3/29/47
Wild West *C (W)F	Eddie Dean-Roscoe Ates	73	12/1/46	b11/30/46

COMING

Bury Me Dead	M. Daniels-G. McClure-C. O'Donnell			
Corsican Brothers	D. Fairbanks, Jr.-Tamiroff-Warrick	111	5/24/47	Reissue
Heartaches	S. Ryan-C. Wills		6/28/47	
International Lady	G. Brent-I. Massey-B. Rathbone	102	5/24/47	Reissue
It's Moider	Alfalfa Switzer-Gas House Kids			
Killer at Large	Anabel Shaw-Robert Lowery		5/31/47	
Man Wanted	Anabel Shaw-Robert Lowery			
Philo Vance's Peril	W. Wright-L. Balasco-R. Ames			b1/25/47
Silent Voice	Sheila Ryan-Edward Norris			a4/26/47
Stepchild	B. Joyce-D. Woods	70	6/7/47	a3/22/47
Tomorrow You Die	J. Ireland-S. Ryan-H. Beaumont			
Too Many Winners	Hugh Beaumont-Trudy Marshall		5/24/47	a3/22/47

Westerns (Current)

Code of the Plains	Buster Crabbe-Al St. John	38	4/26/47	Reissue
Frontier Fighters	B. Crabbe-Al St. John-M. Manners	41	4/26/47	Reissue
Law of the Lash (W)F	Al LaRue-Al St. John	53	2/28/47	b3/1/47
Panhandle Trail	Buster Crabbe-Al St. John		4/26/47	Reissue
Prairie Rustlers (W)F	Buster Crabbe-Al St. John	54	11/7/45	b8/10/46
Raiders of Red Rock	B. Crabbe-A. St. John	38	4/26/47	
Range Beyond the Blue (W-M)F	Eddie Dean	53	3/17/47	
Shootin' Irons	Jim Newhill-Tex O'Brien	40	4/26/47	Reissue
Thundergap Outlaws	Tex O'Brien-Jim Newhill	38	4/26/47	Reissue
Wild Country (W)F	Eddie Dean	55	1/17/47	b2/1/47
Wild West	E. Dean-R. Ates	59	12/1/46	

Westerns (Coming)

Black Hills	Eddie Dean-Roscoe Ates			
Border Feud	Al LaRue-Al St. John	55	5/10/47	
Pioneer Justice	A. LaRue-A. St. John		6/28/47	
Ghost Town Renegades	Al LaRue-Fuzzy St. John-J. Holt			
Gun Fighter	Al LaRue-Al St. John-Mary Scott			a12/18/46
Pioneer Justice	Al LaRue-Fuzzy St. John-J. Holt		6/28/47	

RKO-RADIO

Block No.	CURRENT 1946-'47	Trade Shown		
5	A Likely Story (C)F	Bill Williams-Barbara Hale	88 May	b4/19/47
5	Banjo (C-D)F	S. Moffet-J. White-W. Reed	67 May	b4/19/47
4	**Beat the Band (M)F**	Frances Langford-Gene Krupa	67 Feb.	b3/1/47
Sp.	**Best Years of Our Lives, The (D)A**	D. Andrews-M. Loy-F. March	172 Dec.	b11/23/46
5	**Born to Kill (D)A**	C. Trevor-L. Tierney-W. Slezak	91 April	b4/19/47
2	**Child of Divorce (D)A**	Sharyn Moffett-Regis Toomey	62 Oct.	b10/19/46
4	**Code of the West**	James Warren-John Laurenz	57 Feb.	a8/10/46
3	**Crack-Up (D)A**	P. O'Brien-C. Trevor-H. Marshall	93 June	b6/15/46
2	**Criminal Court (My)A**	T. Conway-M. O'Driscoll	62 Aug.	b8/10/46

Title	Company
L	
Ladies Man	Para.
Lady in the Lake	MGM
Lady Chaser	PRC
Last Crooked Mile	Rep.
Last of the Mohicans	PRC
Last of the Redmen	Col.
Late George Apley	20th-Fox
Laughing Lady	Misc.
Let 'Em Have It	Astor
Les Miserables	20th-Fox
Les Miserables	Misc.
Life With Father	WB
Lighthouse	PRC
Little Iodine	UA
Little Men	Astor
Little Miss Big	Univ.
Little Miss Broadway	Col.
Little Mister Jim	MGM
Little Prince	UA
Living in a Big Way	MGM
Locket, The	RKO
Lone Wolf in Mexico	Col.
Long Night	RKO
Lost Honeymoon	EL
Lost Moment, The	Univ.
Louisiana	Mono
Love and Learn	WB
Love from a Stranger	EL
Love Laughs at Andy Hardy	MGM
Love on the Dole	Misc.
Lured	UA
M	
Macomber Affair	UA
Man Venture	Rep.
Magic Bow	Univ.
Magic Town	RKO
Magnificent Doll	Univ.
Magnificent Obsession	Univ.
Magnificent Rogue	Rep.
Man About Town	RKO
Man from Colorado, The	Col.
Man from Morocco	Misc.
Man Wanted	PRC
Man Within, The	Misc.
Marauders, The	UA
Margie	20th-Fox
Meet Me at Dawn	20th-Fox
Memory of Love	RKO
Men of Two Worlds	Misc.
Merton of the Movies	MGM
Michigan Kid	Univ.
Mighty McGurk, The	MGM
Millerson Case, The	Col.
Millie's Daughter	Col.
Miracle on 34th St.	20th-Fox
Missing Lady	Mono.
Mr. Ace	UA
Mr. District Attorney	Col.
Mr. Hex	Mono
Monsieur Beaucaire	Para.
Monsieur Verdoux	UA
Moss Rose	20th-Fox
Mourning Becomes Electra	RKO
Mother Wore Tights	20th-Fox
Mutiny in the Big House	Mono.
My Awful Wife	Col.
My Brother Talks to Horses	MGM
My Dog Shep	SGP
My Darling Clementine	20th-Fox
My Favorite Brunette	Para.
My Heart Goes Crazy	Univ.
My Wild Irish Rose	WB
N	
'Neath Canadian Skies	SGP
Never Say Goodbye	WB
New Orleans	UA
Nicholas Nickelby	Misc.
Night and Day	WB
Night Unto Night	WB
Nobody Lives Forever	WB
Nocturne	RKO
No Leave, No Love	MGM
Nora Prentiss	WB
North of the Border	SGP
North Star	FC
Northwest Outpost	Rep.
Notorious	RKO
Notorious Gentleman	Univ.
Notorious Lone Wolf	Col.
O	
Odd Man Out	Univ.
Of Mice and Men	Favorite
Off to Buffalo	20th-Fox
Oh Say Can You Sing	Univ.
One Hundred Men And A Girl	Univ.
One Million B.C.	Favorite
One Romantic Night	Astor
On the Old Spanish Trail	Rep.
Other Love	UA
Out California Way	Rep.
Out of the Blue	EL
Out of the Past	RKO
Outlaw	UA
Overlanders, The	Univ.
P	
Palmy Days	FC
Paradine Case	Selznick
Partners of the Plains	SGP
Perfect Marriage	Para.
Perils of Pauline	Para.
Personality Kid	Col.
Philo Vance's Gamble	PRC
Philo Vance Returns	PRC

Title	Company
Philo Vance's Peril	PRC
Philo Vance's Secret Mission	PRC
Piccadilly Incident	MGM
Pilgrim Lady	Rep.
Pirates, The	MGM
Pirates of Monterey	Univ.
Plainsman	Para.
Plainsman and the Lady	Rep.
Portrait of Jennie	SRO
Possessed	WB
Prince of Thieves	Col.
Prison Story	RKO
Private Affairs of Bel Ami	UA
Pursued	**WB**

Q

Queen of the Amazons	SGP
Queen of the Yukon	Mono.

R

Rage in Heaven	MGM
Raider	Misc.
Ramrod	UA
Razor's Edge	20th-Fox
Red House	UA
Renegade Girl	SGP
Repeat Performance	EL
Resistance	Misc.
Return of Monte Cristo	Col.
Return of Rin-Tin-Tin	PRC
Return of the Scarlet Pimpernel	FC
Riding the California Trail	Mono.
Riff-Raff	RKO
Road to Rio	Para.
Road Show	Favorite
Robin Hood of Monterey	Mono.
Rolling Home	SGP
Roll on Texas Moon	Rep.
Romance of Rosy Ridge, The	MGM
Root of All Evil	Misc.
Rupert of Hentzau	SRO
Rustlers Valley	SGP
Runaround	Univ.

S

Saigon	Para.
San Demetrio, London	20th-Fox
San Quentin	RKO
St. Francis of Assisi	Misc.
Sarge Goes to College	Mono.
Scared to Death	SGP
Scarface	Astor
Scarlet Pimpernel, The	FC
School for Danger	Misc.
School for Secrets	Misc.
Scudda Hoo, Scudda Hay	20th-Fox
Sea Bandits	Favorite
Sea Hawk, The	WB
Sea of Grass	MGM
Sea Wolf, The	WB
Searching Wind	Para.
Second Chance	20th-Fox
Second Chorus	Astor
Secret Beyond the Door, The	U-I
Secret Heart, The	MGM
Secret Life of Walter Mitty	RKO
Secrets of Sorority Girl	PRC
Secrets of the Whistler	Col.
Seven Keys to Baldpate	RKO
Seven Were Saved	Para.
Shadow of a Woman	WB
Shadowed	Col.
Shadows Over Chinatown	Mono.
Shaggy	Para.
Shocking Miss Pilgrim	20th-Fox
Show-Off	MGM
Shoot to Kill	Screen Guild
Silent Voice	PRC
Silver Devil	Astor
Silver River	WB
Sinbad the Sailor	RKO
Singapore	Univ.
Singin' In the Corn	Col.
Sin of Harold Diddlebock	UA
Sky Devils	Astor
Slave Girl	Univ.
Slightly Scandalous	Univ.
Smash-Up	Univ.
Smoky River Serenade	Col.
So Dark the Night	Col.
So in Love	SRO
Something in the Wind	Univ.
Son of Rusty	Col.
Song of Love	MGM
Song of Scheherazade	Univ.
Song of the South	RKO
Song of the Thin Man	MGM
So Well Remembered	RKO
Spoilers of the North	Rep.
Spook Busters	Mono.
Sport of Kings	Col.
Springtime in the Sierras	Rep.
Stairway to Heaven	Univ.
Stallion Road	WB
Stampede	UA
Stanley & Livingston	20th-Fox
Stella Dallas	FC
Step-Child	PRC
Stork Bites Man	UA
Story of the Pope, The	Misc.
Strange Holiday	PRC
Strange Journey	20th-Fox
Strange Love of Martha Ivers	Para.
Strange Woman	UA
Stranger, The	RKO
Stray Lamb	UA

RKO-RADIO (Continued)

CURRENT 1946-'47

Block No.			Run Time Mins.	Trade Shown	See Issue of
4	Devil Thumbs a Ride, The (D)A	Lawrence Tierney-N. Leslie	62	Feb.	b3/1/47
3	Dick Tracy vs. Cueball (D)F	Morgan Conway-Anne Jeffreys	62	Dec.	b11/9/46
3	Falcon's Adventure (D)F	Tom Conway-Madge Meredith	61	Dec.	b12/14/46
4	Farmer's Daughter, The (C-D)A	L. Young-J. Cotten-E. Barrymore	97	Feb.	b2/22/47
4	From This Day Forward (D)A	J. Fontaine-M. Stevens-A. Judge	95	Mar.	b3/2/46
2	Genius at Work (C)F	A. Carney-W. Brown-A. Jeffreys	61	July	b8/3/46
Sp.	It's a Wonderful Life (D)	J. Stewart-D. Reed-L. Barrymore	128	Dec.	b12/21/46
3	The Locket (D)	Laraine Day-B. Aherne	86	Dec.	b12/21/46
2	Nocturne (D)A	George Raft-Lynn Bari	85	Oct.	b10/19/46
Sp.	Notorious (My-D)A	Cary Grant-Ingrid Bergman	101	July	b7/27/46
3	San Quentin (D)A	L. Tierney-M. Carr-B. MacLane	66	Dec.	b12/7/46
Sp.	Sinbad the Sailor T (F)F	D. Fairbanks, Jr.-M. O'Hara	117	Jan.	b1/18/47
Sp.	Song of the South *T (D-M)F	Luana Patten-Bobby Driscoll	95	Nov.	b11/2/46
Sp.	Stranger, The (D)F	Ed. G. Robinson-L. Young-O. Welles	95	June	b6/25/46
5	Tarzan and the Huntress (D)F	J. Weismuller-B. Joyce	70	April	a3/22/47
6	Thunder Mountain	T. Holt-R. Martin-M. Hyer		Feb.	a1/25/47
4	Trail Street (W)F	R. Scott-R. Ryan-A. Jeffreys	83	Mar.	a3/1/47
3	Vacation in Reno (C)F	Jack Haley-Anne Jeffreys	60	Oct.	b10/12/46

COMING

	Bachelor and the Bobby-Soxer	G. Grant-M. Loy-S. Temple	95	a8/31/46
	Bishop's Wife, The	G. Grant-T. Wright-D. Niven		
	Crossfire	R. Young-R. Mitchum-G. Grahame		
	Desperate	Steve Brodie-Audrey Long		a1/25/47
6	Dick Tracy's Dilemma	Ralph Byrd-Kay Christopher		a3/15/46
	Dick Tracy vs. the Gruesome Gang	R. Byrd-B. Karloff-A. Gwynne		
	Fighting Father Dunne	P. O'Brien-M. Dell-D. Hickman		
Sp.	Fun and Fancy Free	E. Bergen-D. Shore		
	Fugitive, The	Henry Fonda-Dolores Del Rio		
5	Honeymoon (C)F	S. Temple-F. Tone-G. Madison	74	June b4/19/47
	How Dear to My Heart *T	Luana Patten-Bobby Driscoll		
	If You Knew Susie	E. Cantor-J. Davis-A. Joslyn		
	Indian Summer	A. Knox-A. Sothern-G. Tobias		
Sp.	Long Night, The	Henry Fonda-Barbara Bel Geddes		a9/14/46
	Magic Town	James Stewart-Jane Wyman		
	Man About Town	Maurice Chevalier		
	Memory of Love	D. Andrews-M. Oberon-E. Barrymore		
	Mourning Becomes Electra	R. Russell-K. Paxinou-R. Massey		
	Out of the Past	Robert Mitchum-Jane Greer		a2/1/47
	Riff-Raff	Pat O'Brien- Anne Jeffreys		a6/1/46
	Secret Life of Walter Mitty, The *T	D. Kaye-V. Mayo-F. Bainter		a9/7/46
	Seven Keys to Baldpate	Phillip Terry-Jacqueline White		a3/22/47
	So Well Remembered	M. Scott-J. Mills		
6	They Won't Believe Me	Robert Young-Susan Hayward	95	a9/7/46
	Tycoon *T	John Wayne-Laraine Day		
	Under the Tonto Rim	T. Holt-N. Leslie-R. Martin		
6	Woman on the Beach, The	J. Bennett-R. Ryan-C. Bickford	71	

REPUBLIC

Current 1945-46

Prod. No.					
520	Earl Carroll Sketchbook (M)F	C. Moore-W. Marshall	90	8/22/46	b8/17/46
528	G. I. War Brides (C)F	Anna Lee-James Ellison	69	8/12/46	b8/10/46
543	Heldorado (WM)F	Roy Rogers-Dale Evans-"Gabby" Hayes	70	12/15/46	b12/23/46
5542	Home in Oklahoma (W-M)F	R. Rogers-G. Hayes-D. Evans	72	11/8/46	b11/2/46
526	Inner Circle (My)F	Adele Mara-William Frawley	65	8/7/46	b12/7/46
529	Invisible Informer (My)A	Linda Sterling-William Henry	57	8/19/46	b8/24/46
527	Last Crooked Mile, The (My)A	D. Barry-A. Savage-T. Powers	67	8/9/46	b8/17/46
5503	Out California Way *U (WM)F	Monte Hale-Adrian Booth	67	12/5/46	b12/14/46
532	Plainsman and the Lady (W)F	W. Elliott-V. Ralston-G. Patrick	82	11/15/46	b11/9/46
542	Roll on Texas Moon (W-M)F	R. Rodgers-G. Hayes-Dale Evans	68	9/12/46	b9/14/46
533	That Brennan Girl (D)A	James Dunn-Mona Freeman	95	12/23/46	b11/16/46
541	Under Nevada Skies (W)F	R. Rogers-Dale Evans	69	8/26/46	b8/31/46

CURRENT 1946-'47

603	Affairs of Geraldine (C-D)F	Jane Withers-Jimmy Lydon	68	11/18/46	b10/26/46
608	Angel and the Badman (W)F	J. Wayne-G. Russell-I. Rich	100	2/15/46	b2/15/46
641	Apache Rose *U (W-M)F	Roy Rogers-Dale Evans	75	2/15/46	b3/22/47
642	Bells of San Angelo *U	R. Rogers-D. Evans	78	4/15/47	
607	Calendar Girl (M)F	J. Frazee-W. Marshall	88	1/31/47	b2/8/47
604	Fabulous Suzanne (C)	Barbara Britton-Rudy Vallee	71	12/15/46	b12/21/46
605	Ghost Goes Wild, The (C)F	James Ellison-Anne Gwynne	66	3/8/47	b4/5/47
610	Hit Parade of 1947 (M)	E. Albert-C. Moore-J. Edwards	90	3/22/47	b5/3/47
601	I've Always Loved You *T (DM)F	Catherine McLeod-Philip Dorn	117	12/2/46	b8/31/46
606	Magnificent Rogue, The (C-D)A	L. Robert-W. Douglas	74	2/15/47	b11/23/46
602	Pilgrim Lady, The (C-D)A	Warren Douglas-Lynne Roberts	67	1/22/46	b1/25/47
612	Spoilers of the North (D)A	Paul Kelly-Evelyn Ankers	66	4/24/47	b5/10/47
611	Yankee Fakir (C)F	D. Frawley-J. Woodbury-C. Bevans	71	4/1/47	b4/12/47

COMING

	Bill and Coo *U	George Burton's Birds		
	Blackmail	W. Marshall-A. Mara-S. Bachelor		
	Flame, The	John Carroll-Vera Ralston		
	It's Murder, She Says	Adele Mara-Robert Scott		
	Mad Venture	A. Dekker-L. Stirling-C. Drake		
	Northwest Outpost (O)F	Nelson Eddy-Ilona Massey	91	b5/10/47
	On the Old Spanish Trail *U	R. Rogers-T. Guizar-J. Frazee		
	Springtime in the Sierras *U	Roy Rogers-Jane Frazee-Andy Devine		
609	That's My Gal *U	L. Roberts-D. Barry	66	5/15/47	a9/26/46
613	That's My Man (D)A	D. Ameche-C. McLeod	99	6/1/47	b4/12/47
	The Trespasser	J. Martin-W. Douglas			
616	Web of Danger	A. Mara-B. Kennedy	58	6/10/47	a11/16/46
614	Winter Wonderland	L. Roberts-C. Drake	71	5/17/47	a9/14/46
	Wyoming	B. Elliott-V. Ralston			a3/8/47

Westerns (Current)

553	Cherokee Flash (W)F	Sunset Carson-Linda Stirling	55	12/13/46	a3/2/46
664	Homesteaders of Paradise Valley (W)F	Allan Lane-Bobby Blake	58	4/1/47	b4/12/47
5504	Last Frontier Uprising *U (W-M)F	Monte Hale-Adrian Booth	65	2/1/47	b4/12/47
558	Rio Grande Raiders	Sunset Carson-Linda Stirling	56	9/9/46	
661	Santa Fe Uprising (W)F	Allan Lane-Bobby Blake	57	11/15/46	b4/26/47

REPUBLIC (Continued)

Prod. No.	COMING		Run. Time Mins.	Rel. Date	See Issue of
681	Sioux City Sue (W)F	Gene Autry-Lynne Roberts	69	11/21/46	b11/30/46
662	Stagecoach to Denver (W)F	Allan Lane-Bobby Blake	56	12/23/46	b1/4/47
682	Trail to San Antone (W)F	Gene Autry-Peggy Stewart	57	1/25/47	b2/1/47
683	Twilight on the Rio Grande (W)F	G. Autry-S. Holloway-Cass County Boys	71	4/1/47	b4/19/47
663	Vigilantes of Boomtown (W)F	Allan Lane-Bobby Blake	56	2/15/47	b2/15/47

Westerns (Coming)

	Along the Oregon Trail *U	Monte Hale-Adrian Booth			
	Marshall of Cripple Creek	Allan Lane-Bobby Blake			
665	Oregon Trail Scouts	Allan Lane-Bobby Blake	58	5/15/47	
	Robin Hood of Texas	Gene Autry-Lynn Roberts-Adele Mara			
	Rustlers of Devil's Canyon	Allan Lane-Bobby Blake			
	Saddle Pals	G. Autry-L. Roberts	7	1 47	
	Wild Frontier, The	Allan Lane-Jack Holt			

SCREEN GUILD PRODUCTIONS — CURRENT

HC12	Bar 20 Justice	Wm. Boyd-R. Hayden-G. Hayes	65	5/1/47	Reissue
4614	Bells of San Fernando (D)F	Donald Woods-Gloria Warren	74	3/1/47	b4/5/47
4613	Buffalo Bill Rides Again (W)F	Richard Arlen-Jennifer Holt	70	2/15/47	b4/5/47
4616	Bush Pilot	R. Hudson-J. LaRue-A. Willis	65	4/1/47	
HC10	Cassidy of Bar 20	Wm. Boyd-H. Clark-R. Hayden	71	4/1/47	Reissue
4605	Flight to Nowhere	E. Ankers-A. Curtis	75	8/15/46	a5/13/46
HC11	Heart of Arizona	Wm. Boyd-G. Hayes-R. Hayden	68	4/12/47	Reissue
4609	My Dog Shep	Flame (dog)-Tom Neal	60	12/1/46	
4606	'Neath Canadian Skies	R. Hayden-I. Cooper-L. Talbot	41	8/15/46	b8/24/46
4610	North of the Border	R. Hayden-I. Cooper	46	10/1/46	a8/24/46
HC09	Partners of the Plains	Wm. Boyd-H. Clark-R. Hayden	71	3/1/47	Reissue
4611	Queen of the Amazons (D)A	Patricia Morison-Robert Lowery	62	1/15/47	b3/29/47
4612	Renegade Girl (D)F	Alan Curtis-Ann Savage-Jack Holt	65	12/25/46	b3/29/47
4607	Rolling Home (D)F	J. Parker-R. Hayden-P. Blake	67	9/20/46	b2/8/47
HC07	Rustlers Valley	Wm. Boyd-G. Hayes-R. Hayden	60	2/1/47	Reissue
4608	Scared to Death *C	B. Lugosi-J. Compton	65	2/1/47	
4615	Shoot to Kill (D)A	R. Wade-E. MacDonald-S. Walters	63	3/15/47	b4/12/47
HC08	Texas Trail	Wm. Boyd-R. Hayden-G. Hayes	59	2/21/47	Reissue

COMING

	Case of the Baby Sitter	T. Neal-A. Jenkins-P. Blake	40		
	Dark Bullet	H. Wilcoxon-M. Brian-V. Dale			
	Hat Box Mystery	F. Neale-A. Jenkins-V. Sale	40		
	Hollywood Barn Dance	E. Tubb-L. Talbott-H. Boyce			
	Killer-Dill	Anne Gwynne-Frank Albertson	71	8/2/47	

SELZNICK RELEASING ORGANIZATION — CURRENT

	Duel in the Sun *T (WD)A	J. Jones-G. Peck-J. Cotten	138	4/17/47	b1/4/47

COMING

	Paradine Case, The	G. Peck-A. Todd-C. Laughton			
	Portrait of Jennie	J. Jones-J. Cotten			
	Rupert of Hentzau	Louis Jourdan-Valli			
	So in Love	Shirley Temple			

20TH-FOX — CURRENT 1946-'47

634	Anne and the King of Siam (D)F	I. Dunne-R. Harrison-L. Gargan	128	Aug.	b6/8/46
620	Behind Green Lights (D)A	Carole Landis-William Gargan	64	Feb.	b1/19/46
636	Black Beauty (D)F	Mona Freeman-Richard Denning	74	Sept.	b7/20/46
642	Bowery, The	Wallace Beery-Jackie Cooper	84	Oct.	Re-release
633	Centennial Summer *T (M)F	J. Crain-L. Darnell-C. Bennett	102	Aug.	b6/1/46
637	Claudia and David (D)F	Dorothy McGuire-Robert Young	78	Sept.	b7/27/46
648	Dangerous Millions (D)F	Kent Taylor-Dona Drake	69	Dec.	b12/7/46
635	Deadline for Murder (My)A	Sheila Ryan-Kent Taylor	65	Aug.	b6/22/46
640	Home Sweet Homicide (MyC)F	P. Ann Garner-R. Scott	90	Oct.	b7/20/46
638	If I'm Lucky (M)F	V. Blaine-P. Como-H. James	78	Sept.	b8/31/46
646	Margie *T (C-D)F	Jeanne Crain-Alan Young	93	Nov	b10/19/46
645	My Darling Clementine (W-D)F	H. Fonda-L. Darnell-V. Mature	97	Nov	b10/12/46
641	Sun Valley Serenade	Sonja Henie-John Payne	86	Sept.	Re-release
639	Three Little Girls in Blue *T (M)F	Haver-Blaine-G. Montgomery	90	Oct.	b9/7/46
649	Wake Up and Dream *T (M)F	John Payne-June Haver	92	Dec.	b11/30/46
644	Wanted for Murder (D)A	Eric Portman-Dulcie Gray	91	Nov.	b4/13/46

CURRENT 1947-'48

709	Alexander's Ragtime Band	T. Power-A. Faye-D. Ameche	106	Mar.	Re-release
711	Backlash (My)A	R. Travis-J. Rogers-L. Blake	66	Mar.	b3/22/47
706	Boomerang (D)A	Dana Andrews-Jane Wyatt	88	Feb.	b1/25/47
707	Brasher Doubloon, The (My)A	G. Montgomery-Nancy Guild	72	Feb.	b2/8/47
710	Carnival in Costa Rica *T (M)F	D. Haymes-C. Holm-C. Romero	96	April	b3/29/47
715	Ghost and Mrs. Muir, The	G. Tierney-R. Harrison-G. Sanders	104	May	
713	Homestretch, The *T (D)A	Maureen O'Hara-Cornel Wilde	99	May	b4/26/47
716	Jewels of Brandenburg (D)A	Richard Travis-Micheline Cheirel	64	May	b4/12/47
712	Late George Apley, The (D)A	Ronald Colman-Peggy Cummins	98	April	b2/3/47
704	Les Miserables	Fredric March-Chas. Laughton	109	Jan.	Re-release
701	Razor's Edge, The (D)A	T. Power-G. Tierney-J. Payne	146	Jan.	b11/23/46
714	San Demetrio, London (D)A	W. Fitzgerald-A. Young-R. Michael	76	April	b4/4/47
703	Shocking Miss Pilgrim *T	Betty Grable-Dick Haymes	85	Jan.	b1/4/47
705	Stanley & Livingstone	Spencer Tracy-Richard Green	101	Jan.	Re-release
708	Strange Journey (D)F	Paul Kelly-Osa Massen	67	Feb.	b9/14/46
702	13 Rue Madeleine (D)	Jams Cagney-Annabella	95	Jan.	b12/21/46

COMING

	Bob, Son of Battle *T	P. A. Garner-L. McCallister			a9/28/46
	Captain from Castile *T	T. Power-J. Peters-C. Romero			
	Crimson Key, The	Kent Taylor-Doris Dowling			
	Flamingo	Don Castle-Virginia Christine			
	Forever Amber *T	L. Darnell-C. Wilde-G. Sanders			
	Foxes of Harrow, The	R. Harrison-M. O'Hara-R. Haydn			
	I Wonder Who's Kissing Her Now *T	June Haver-Mark Stevens			a9/14/46
	Meet Me At Dawn (C-D)F	William Eythe-Hazel Court	99		b1/18/47
718	Miracle on 34th St. (C)F	J. Payne-M. O'Hara	96	June	b5/10/47
717	Moss Rose	V. Mature-P. Cummings-E. Barrymore		June	a4/12/47
	Mother Wore Tights *T	B. Grable-D. Dailey-P. A. Garner			a11/16/46
	Off to Buffalo *T	N. Guild-D. Dailey-C. Winninger			
	Scudda Hoo, Scudda Hay *T	J. Haver-L. McCallister-A. Revere			
	Second Chance	K. Taylor-Louise Currie-D. Hoey			

Title	Company
Suddenly It's Spring	Para.
[illegible]	UA
[illegible] Holiday	MGM
[illegible]	[illegible]
[illegible]	Mono
Swell Guy	Univ.
[illegible]	[illegible]
[illegible]	[illegible]
Swordsman	Col.

T

Tarzan and the Huntress	RKO
Temptation	Univ.
Temptation Harbour	Mono
Tenth Avenue Angel	MGM
Texas, Brooklyn & Heaven	20th-Fox
That Brennan Girl	Rep.
That's My Gal	Rep.
That's My Man	Rep.
That Way with Women	WB
The Man I Love	WB
There Goes My Heart	Favorite
The Time, the Place & the Girl	WB
They Made Me a Killer	Para.
They Passed This Way	UA
They Won't Believe Me	RKO
Thief of Bagdad	PC
Thieves' Holiday	UA
13 Rue Madeleine	20th-Fox
Thirteenth Hour	Col.
This Happy Breed	Univ.
This Time for Keeps	MGM
Thrill of Brazil	Col.
Three Little Girls in Blue	20th-Fox
Three on a Ticket	PRC
Three Were Thoroughbreds	Col.
Three Wise Fools	MGM
Thunder in the City	Astor
Thunder Mountain	RKO
Till the Clouds Roll By	MGM
Time of Their Lives	Univ.
Time of Your Life	UA
Time Out of Mind	Univ.
Tom Brown's Schooldays	Astor
Tomorrow You Die	PRC
Too Many Winners	PRC
Topper Returns	Favorite
Topper Takes a Trip	Favorite
Torment	Misc.
Tragic Symphony	Allied
Trail Street	RKO
Trap, The	Mono.
Treasure of the Sierra Madre	WB
Trespasser, The	Rep.
Trouble With Women	Para.
Two Blondes and a Redhead	Col.
Two Guys From Milwaukee	WB
Two Guys From Texas	WB
Two Mrs. Carrols	WB
Two Smart People	MGM
Two Years Before the Mast	Para.
Tycoon	RKO

U

Unconquered	Para.
Undercover Maisie	MGM
Undercurrent	MGM
Under Nevada Skies	Rep.
Under the Tonto Rim	RKO
Unexpected Guest	UA
Unfaithful	WB
Unfinished Dance	MGM
Unholy Garden	FC
Unsuspected, The	Warner Bros.
Untamed Fury	PRC

V

Vacation Days	Mono.
Vacation in Reno	RKO
Variety Girl	Para.
Vendetta	UA
Verdict	WB
Vigilantes Return	Univ.
Violence	Mono.
Voice of the Turtle	WB

W

Wake Up and Dream	20th-Fox
Walldower	Warner Bros.
Wanted for Murder	20th-Fox
Web, The	Univ.
Web of Danger	Rep.
Welcome Stranger	Para.
Welldigger's Daughter	Misc.
Westerner, The	FC
Where There's Life	Para.
While the Sun Shines	Misc.
Whiplash	WB
Whispering Smith	Para.
White Cradle Inn	Misc.
White Tie and Tails	Univ.
Who Killed Doc Robin	UA
Wicked Lady	Univ.
Wild Beauty	Univ.
Wild Bill Hickok Rides	WB
Wild Harvest	Para.
Wild West	PRC
Winter Wonderland	Rep.
Wistful Widow of Wagon Gap	U-I
Wolf Call	Mono.
Woman Chases Man	FC
Woman in White	WB
Woman on the Beach	RKO
Wyoming	Rep.

Y

Yankee Fakir	Rep.
Yearling, The	MGM
Years Between	Univ.
You Can't Cheat an Honest Man	Univ.

TITLE CHANGES

"Her Husband's Affairs" (Col.) now MY AWFUL WIFE

"Complex" (Rep.) now MAD VENTURE

"Texas Legend" (E-L) now A TEXAS STORY

NEW PICTURES STARTED LAST WEEK

COLUMBIA

Double Take — Principals: Franchot Tone, Janet Blair, Janis Carter, Adele Jergens. Director, S. Sylvan Simon.

REPUBLIC

Driftwood—Principals: Walter Brennan, Ruth Warrick, Dean Jagger. Director, Allan Dwan.

UNIVERSAL-INTERNATIONAL

Ride the Pink Horse—Principals: Robert Montgomery, Wanda Hendrix, Andrea King. Director, Robert Montgomery.

ADVANCE DATA

On Forthcoming Product

MY WILD IRISH ROSE (WB) *Technicolor. Principals*: Dennis Morgan, Andrea King, Arlene Dahl. *Director*, David Butler. *Plot*: Chauncey Olcott leaves home at the turn of the century, to pursue a singing career. He struggles through a number of unsuccessful attempts, then becomes Lillian Russell's leading man, and gossip links their names romantically. This breaks up his romance with the young Irish girl whose father forbade their marriage. But when his career becomes the talk of the nation, they meet again and elope.

DARK PASSAGE (WB) *Drama. Principals*: Humphrey Bogart, Lauren Bacall, Bruce Bennett. *Director*, Delmar Daves. *Plot*: This is the story of an innocent man's escape from prison after three years, and of his efforts to solve the mystery of his wife's murder, for which he has been convicted. He is befriended by a young woman who hides him from the police. With the suicide of the real murderer, his last hope of clearing his name is gone and he decides to leave the country, first arranging a rendezvous in Mexico with the girl, whom he has learned to love.

THE BIG CLOCK (Para.) *Mystery. Principals*: Ray Milland, Maureen O'Sullivan, Charles Laughton. *Director*, John Farrow. *Plot*: A young man is leaving a girl's apartment just as her boy-friend, a magazine tycoon, enters it and kills her. His identity unknown to the tycoon, he is put in charge of a vast manhunt to find the man who was with her before her murder. He seeks desperately to find a way to pin the killing where it belongs. The climax comes in a room-to-room search of a mammoth building.

SCUDDA HOO, SCUDDA HAY (20th-Fox) *Technicolor. Principals*: June Haver, Lon McCallister, Anne Revere. *Director*, F. Hugh Herbert. *Plot*: A young farm boy buys a pair of mules that no one else can handle. His struggles to pay for the mules out of his meagre earnings, and the trouble into which the animals get him are all forgotten in the end when, because of them, he wins the girl he loves.

(Continued on Next Page)

UNITED ARTISTS

Prod. No.			Run Time Mins.	Rel. Date	See Issue of
	CURRENT 1945-1946				
	Caesar and Cleopatra *T (D)A	Claude Rains-Vivien Leigh	126	8/16/46	b12/22/46
	Outlaw, The (D)A	Jane Russell-Walter Huston	115	2/8/46	b3/23/46
	CURRENT 1946-'47				
	Abie's Irish Rose (C)F	Joanne Dru-Michael Chekhov	96	12/27/46	b11/30/46
	Adventures of Don Coyote *C (W)F	F. Rafferty-M. Cramer	66	5/9/47	b5/3/47
	Angel on My Shoulder (C-D)A	P. Muni-A. Baxter-C. Rains	100	9/16/46	b9/21/46
	Bachelor's Daughters, The (C)F	G. Russell-C. Trevor-A. Dvorak	90	9/6/46	b9/14/46
	Chase, The (D)A	Robert Cummings-Michele Morgan	85	11/22/46	b10/19/46
	Devil's Playground, The (W)F	William Boyd-Andy Clyde	65	11/15/46	b9/21/46
	Fabulous Dorseys, The (M)F	T. Dorsey-J. Dorsey-J. Blair	87	2/21/47	b3/1/47
	Fool's Gold (W)F	William Boyd-Andy Clyde	65	1/31/47	b10/12/46
	Little Iodine (C)F	Jo Ann Marlowe-Marc Cramer	57	10/11/46	b9/14/46
	Macomber Affair, The (D)A	Gregory Peck-Joan Bennett	90	3/21/47	b1/25/47
	Mr. Ace (D)A	George Raft-Sylvia Sidney	82	8/2/46	b8/31/46
	New Orleans (D-M)A	A. deCordova-D. Patrick	90	4/16/47	b5/3/47
	Private Affairs of Bel Ami, The (D)A	George Sanders-Angela Lansbury	115	3/7/47	b3/1/47
	Ramrod (W-D)A	J. McCrea-V. Lake-D. DeFore	94	5/2/47	b3/1/47
	Red House, The (My)A	Ed. G. Robinson-L. McCallister	98	2/7/47	b2/8/47
	Sin of Harold Diddlebock, The	H. Lloyd-R. Walburn-J. Conlin	89	4/4/47	a2/9/46
	Strange Woman, The (D)A	H. Lamarr-G. Sanders-L. Hayward	100	10/25/46	b11/2/46
	Susie Steps Out (C-D)F	David Bruce-Cleatus Caldwell	65	12/13/46	b11/23/46
	Unexpected Guest, The (W)F	Wm. Boyd-Andy Clyde	60	3/28/47	b12/14/46
	COMING				
	Atlantis	Maria Montez-Jean Pierre Aumont			a4/5/47
	A Miracle Can Happen	James Stewart-Henry Fonda			
	Arch of Triumph (D)	I. Bergman-C. Boyer			a5/3/47
	Body and Soul	John Garfield-Lillie Palmer			
	Carnegie Hall (D-M)A	M. Hunt-W. Prince-M. O'Driscoll	134		b3/1/47
	Christmas Eve	G. Raft-G. Brent-R. Scott-J. Blondell			a3/29/47
	Copacabana	C. Miranda-A. Russell-G. Marx	92	5/30/47	
	Curly *C	Frances Rafferty-Larry Olsen			a5/25/46
	Dangerous Venture (W)F	A. Clyde-W. Boyd-B. Alexander	59	5/23/47	a2/22/47
	Dishonored Lady (D)A	H. Lamarr-D. O'Keefe-J. Loder	89	5/19/47	b4/26/47
	Fabulous Joe	Walter Abel-Margot Grahame			
	Fanny By Gaslight	James Mason-Phyllis Calvert			
	Fun on a Weekend (C)A	Priscilla Lane-Eddie Bracken	93	5/15/47	b4/12/47
	Heaven Only Knows	Robert Cummings-Brian Donlevy			a1/4/47
	Henry the Fifth (D)F *T	L. Olivier-R. Asherson	134		b4/27/46
	Here Comes Trouble	William Tracy-Patti Morgan			a8/24/46
	Hoppy's Holiday (W)F	William Boyd-Mary Ware	60		b5/10/47
	Intrigue	G. Raft-J. Havoc-D. Seymour			
	Little Prince, The *T	Feature-Length Cartoon			
	Lured (D)	G. Sanders-L. Ball			a5/10/47
	Marauders, The	W. Boyd-R. Brooks-A. Clyde			
	Monsieur Verdoux (C-D)A	Charles Chaplin-Martha Raye	123		b4/19/47
	Other Love, The (D)A	Barbara Stanwyck-David Niven	96		b4/5/47
	Stampede	John Wayne-Walter Brennan			
	Stork Bites Man	Jackie Cooper-Gene Roberts			a2/15/47
	Stray Lamb, The	J. Cagney-S. Sidney-E. Bracken			
	They Passed This Way	Joel McCrea-Frances Dee			
	Time of Your Life	J. Cagney-Wm. Bendix-J. Cagney			
	Vendetta (D)	Hillary Brooke-Faith Domergue			a5/10/47
	Who Killed Doc Robin	E. Janssen-L. Olsen-D. Belding			

UNIVERSAL-INTERNATIONAL

	CURRENT 1945-1946				
543	Black Angel, The (D)A	D. Duryea-J. Vincent-P. Lorre	80	8/2/46	b8/3/46
547	Dead of Night (D)A	Michael Redgrave-Googie Withers	77	8/23/46	b7/6/46
548	Killers, The (My)A	Ava Gardner-Albert Dekker	102	8/30/46	b8/17/46
549	Little Miss Big (D)F	Fay Holden-Beverly Simmons	61	8/30/46	b9/7/46
	Overlanders, The (D)F	Chips Rafferty-John Hayward	91		b9/28/46
544	Slightly Scandalous (C-M)F	Fred Brady-Paula Drew	63	8/2/46	b8/3/46
1065	They Were Sisters (D)A	Phyllis Calvert-James Mason	108	9/20/46	b7/27/46
546	Time of Their Lives. The (C)F	Abbott & Costello	82	8/16/46	b8/17/46
550	White Tie and Tails (C-D)A	Dan Duryea-Ella Raines-William Bendix	77	8/30/46	b9/14/46
545	Wild Beauty (D)F	Don Porter-Lois Collier	61	8/9/46	b8/17/46
	CURRENT 1946-'47				
612	Buck Privates Come Home (C)F	Bud Abbott-Lou Costello	77	April	b3/15/47
601	Dark Mirror, The (My)A	O. DeHavilland-Lew Ayres	85	Oct.	b10/15/46
2791	Destry Rides Again	M. Dietrich-J. Stewart	94	Mar.	Reissue
607	I'll Be Yours (C-M)F	D. Durbin-T. Drake-W. Bendix	93	Jan.	b1/25/47
2794	I Stole a Million	G. Raft-C. Trevor-D. Foran	78	April	Reissue
602	Magnificent Doll (D)F	G. Rogers-D. Niven-B. Meredith	94	Nov.	b11/23/46
2795	Magnificent Obsession	Irene Dunne-Robert Taylor	101	May	Reissue
610	Michigan Kid *C (W)F	John Hall-Rita Johnson	69	Mar.	b2/15/47
1066	Notorious Gentleman, The (D)A	Rex Harrison-Lilli Palmer	106	Nov.	b2/16/46
2796	One Hundred Men and a Girl	Deanna Durbin-L. Stokowski	84	May	Reissue
608	Song of Scheherazade *T (M)F	Y. DeCarlo-B. Donlevy-J. P. Aumont	106	Mar.	b2/1/47
609	Smash-Up, The Story of a Woman (D)A	S. Hayward-L. Bowman-E. Albert	102	Mar.	b2/8/47
611	Stairway to Heaven *T (D)A	David Niven-R. Massey	103	Mar.	b11/16/46
606	Swell Guy (D)A	Sonny Tufts-Ann Blyth	86	Jan.	b12/14/46
604	Temptation (D)A	M. Oberon-G. Brent-C. Korvin	98	Dec.	b12/14/46
614	Time Out of Mind (D)A	P. Calvert-R. Hutton-E. Raines	88	May	b3/22/47
2793	You Can't Cheat an Honest Man	W. C. Fields-Edgar Bergen	73	April	Reissue
	Vigilantes Return *C	Jon Hall-Margaret Lindsay		May	a7/13/46
	Web, The (M)	V. Price-E. Raines		May	a5/3/47
2792	When the Daltons Rode	R. Scott-K. Francis-B. Donlevy	81	Mar.	Reissue
605	Wicked Lady, The (D)A	M. Lockwood-J. Mason-P. Roc	98	Jan.	b1/12/47
	COMING				
	A Lady Surrenders (D)A	Margaret Lockwood-Stewart Granger	113		b10/12/46
	Black Narcissus *T (D)F	D. Kerr-Sabu	100		b5/3/47
	Brief Encounter (D)A	Celia Johnson-Trevor Howard	86		b8/31/46
	Brute Force	B. Lancaster-H. Cronyn-C. Pickford			a4/29/47
	Captive Heart, The (D)A	Michael Redgrave-Mervyn Johns	87		b4/13/45
	Egg and I, The (C)F	Claudette Colbert-Fred MacMurray	108		b3/23/47
	Exile, The	D. Fairbanks, Jr.-M. Montez-P. Croset			
	For the Love of Mary	D. Durbin-J. Dall-D. O'Connor			a4/19/47
	Great Expectations (D)	John Mills-Valerie Hobson	116		b12/21/46
	I Know Where I'm Going (D)F	W. Hiller-R. Livesy-P. Brown	91		b1/5/46
	Ivy	Joan Fontaine-Patric Knowles			
	Johnny Frenchman	Francoise Rosay-Patricia Roc	104		

UNIVERSAL-INTERNATIONAL (Continued)

Prod. No.			Run Time Mins.	Rel. Date	See Issue of
	COMING				
	Lost Moment, The	S. Hayward-R. Cummings-J. Loring			
	Magic Bow, The (D-M)F	Stewart Granger-Phyllis Calvert	106		b9/28/46
	My Heart Goes Crazy *T (M)F	Sid Field-Greta Gynt	120		b9/7/46
	Odd Man Out (D)A	James Mason-Robert Newton	116		b2/15/47
	Oh Say Can You Sing	Sheila Ryan-Fred Brady			a5/25/46
	Pirates of Monterey *T	Maria Montez-Rod Cameron-P. Reed			a5/25/46
	Secret Beyond the Door, The	Joan Bennett-Michael Redgrave			
	Singapore	F. MacMurray-A. Gardner-P. Dorn			
	Slave Girl *T	Yvonne deCarlo-George Brent			a8/17/46
	Something in the Wind	D. Durbin-J. Hall-D. O'Connor			
	This Happy Breed *T (D)A	Robert Newton-Celia Johnson	110		b4/19/47
	Wistful Widow of Wagon Gap	B. Abbott-L. Costello-M. Main			
	Years Between, The	M. Redgrave-V. Hobson-F. Robson			

WARNER BROS.

	CURRENT 1945-1946				
523	Night and Day *T (BM)	C. Grant-A. Smith-J. Wyman	128	8/3/46	b7/13/46
524	Two Guys From Milwaukee (C)F	Dennis Morgan-Joan Leslie	90	8/17/46	b7/27/46
	CURRENT 1946-'47				
613	The Beast With Five Fingers (H)	Robert Alda-Andrea King	88	2/8/47	b12/21/46
601	Big Sleep, The (My)A	Humphrey Bogart-Lauren Bacall	118	8/31/46	b8/17/46
603	Cloak and Dagger (D)A	Gary Cooper-Lilli Palmer	106	9/28/46	b9/7/46
605	Deception (D)A	B. Davis-P. Henreid-C. Rains	112	10/26/46	b10/13/46
612	Humoresque (D)A	J. Crawford-J. Garfield-O. Levant	126	1/25/47	b12/23/46
608	Kings Row	A. Sheridan-R. Cummings-R. Reagan	127	12/7/46	Reissue
620	Love and Learn (C-M)A	J. Carson-R. Hutton-M. Vickers-J. Paige	83	5/3/47	b3/29/47
606	Never Say Goodbye (C)F	Errol Flynn-Eleanor Parker	96	11/9/46	b10/26/46
614	Nora Prentiss (D)A	A. Sheridan-K. Smith-R. Alda	113	2/22/47	b2/8/47
604	Nobody Lives Forever (D)A	J. Garfield-G. Fitzgerald	100	10/12/46	b9/28/46
615	Pursued	Teresa Wright-Robert Mitchum	101	3/2/47	
616	The Sea Hawk	Errol Flynn-Claude Rains	109	4/26/47	Reissue
619	The Sea Wolf	E. G. Robinson-I. Lupino-J. Garfield	87	4/25/47	Reissue
602	Shadow of a Woman (D)A	Andrea King-Helmut Dantine	78	9/14/46	b8/17/46
617	Stallion Road (D)A	R. Reagan-A. Smith-Z. Scott	97	4/12/47	b3/2/47
616	That Way With Women (C)F	S. Greenstreet-M. Vickers-D. Clark	85	3/20/47	b2/15/47
611	The Man I Love (D)A	Ida Lupino-Robert Alda	97	1/11/47	b12/28/46
610	The Time, the Place and the Girl *T (CM)F	D. Morgan-J. Carson-J. Wyman	108	12/28/46	b12/14/46
607	Verdict, The (D)A	S. Greenstreet-P. Lorre-J. Lorring	86	11/23/46	b11/9/46
609	Wild Bill Hickok Rides	C. Bennett-B. Cabot-W. William	72	12/7/46	Reissue
	COMING				
622	Cheyenne (W-D)F	Dennis Morgan-Jane Wyman	100	6/14/47	b4/26/47
	Cry Wolf	Errol Flynn-Barbara Stanwyck			a9/7/46
	Dark Passage	H. Bogart-L. Bacall-A. Moorehead			
	Deep Valley	Dane Clark-Ida Lupino-Wayne Morris			a4/5/47
	Escape Me Never	E. Flynn-I. Lupino-G. Young			a3/8/46
	Life with Father *T	I. Dunne-W. Powell-E. Taylor			a9/14/46
	My Wild Irish Rose *T	Dennis Morgan-Andrea King			
	Night Unto Night (D)	Ronald Reagan-Viveca Lindfors			a5/10/47
	Possessed	J. Crawford-Van Heflin-R.Massey			
	Silver River	E. Flynn-A. Sheridan-T. Mitchell			
	Treasure of the Sierra Madre	H. Bogart-W. Huston-T. Holt			
	Two Guys From Texas *T	J. Carson-D. Morgan-D. Malone			
621	Two Mrs. Carrolls, The (D)A	H. Bogart-B. Stanwyck-A. Smith	99	5/24/47	b4/5/47
	Unfaithful, The	A. Sheridan-Z. Scott-L. Ayres			
	Unsuspected, The	Joan Caulfield-Claude Rains			
	Voice of the Turtle	R. Reagan-E. Parker-E. Arden			
	Wallflower	Robert Hutton-Joyce Reynolds			
	Whiplash	D. Clark-A. Smith-S. Z. Sakall			
	Woman in White, The	A. Smith-E. Parker-S. Greenstreet			a4/26/47

BRITISH PRODUCT (U. S. Distribution Not Set)

	Beware of Pity (D)A	Lilli Palmer-Albert Lieven	105	Rank	b6/29/46
	Carnival (D)A	Sally Gray-Michael Wilding	93	Rank	b10/26/46
	Green Fingers (D)A	Robert Beaty-Carol Raye	85	ABPC	b10/26/46
	Hue and Cry (D)F	Alastair Sim-Valerie White	82	Rank	b2/22/47
	Hungry Hill (D)A	Margaret Lockwood-Dennis Price	109		b1/18/47
	Laughing Lady *T (M)F	Anne Zeigler-Webster Booth	90	ABPC	b10/26/46
	The Man Within *T (D)A	Michael Redgrave-Jean Kent./	85	Rank	b4 12 47
	Men of Two Worlds *T (D)A	Phyllis Calvert-Eric Portman	109	Rank	b7/27/46
	Nicholas Nickelby (D)F	Cedric Hardwicke-Sally Howes	105	Rank	b3/22/47
	Root of All Evil (D)A	Phyllis Calvert-Michael Rennie	110	Rank	b2/22/47
	School for Secrets (D)F	Ralph Richardson-Pamela Matthews	108	Rank	b11/16/46
	Temptation Harbour (D)A	Robert Newton-Simone Simon	110	ABPC	b3 29/47
	While the Sun Shines (C)A	Barbara White-Ronald Howard	89	ABPC	b2/8/47
	White Cradle Inn (D)F	M. Carroll-I. Hunter-M. Rennie	83	London	b3/29 47

MISCELLANEOUS

	A Dairy for Timothy (Doc)F	Documentary	40	Eng. Films	b12/28/46
	Angel and Sinner (D)A	Micheline Preslie-Louis Salou	86	A.F.E.	b3/1/47
	A Yank in Rome (D)F	Valentina Cortese-Leo Dale	97	Film Rights	b3/22/47
	Barber of Seville (Opera)	F. Tagliavini-T. Gobbi	110	Excelsior	b4/19/47
	Before Him All Rome Trembled (D-M)A	Anna Magnani-Gina Sinimberghi	105	Superfilm	b3/1/47
	Bellman, The (D)A	Lucien Coedel-Fernand Ledoux	95	Mage	b4/5/47
	Carmen (D)A	Viviane Romance-Jean Marais	101	Superfilm	b12/7/46
	Citizen Saint (B)F	J. Prouty-L. MacMartin	65	Elliott	b5/3 47
	Clandestine (D)A	Constant Remy-Suzy Carrier	89	W. Hem.	b1/18/47
	Courtneys of Curzon St. (D-M)	Anne Neagle-Michael Wilding	120	Wilcox	b4/19/47
	Devil's Hand, The (D)A	Pierre Fresnay-Josseline Gael	80		b11/16 46
	Francis the First (C)A	Fernandel-Mona Goya	90	Vog Films	b1/25/47
	Ivan the Terrible (D)A	N. Cherkassov-L. Tselikovskaya	96	Artkino	b3/15/47
	Laugh, Pagliacci (D-M)F	Alida Valli-Beniamino Gigli	82	Continental	b5 10 47
	Les Miserables (D)A	Henry Baur-Charles Dullin	193	Dis. Films	b12/21 46
	Man from Morocco, The (D)F	Anton Walbrook-Margaretta Scott	89	Eng. Films	b11/30/46
	Queen for a Night (O)A	Gurlie Lemon Bernhard-G. Bjoerling	89	Saga Films	b1/4/47
	Queen's Necklace, The (D)A	Viviane Romance-Marion Dorian	105	Siritzky	b5 10 47
	Raider, The *T (Wa)F	Documentary	70		b10/5/46
	St. Francis of Assisi (D)F	Jose Luis Jimenez-Alicia DePhillips	119	Simplex	b4/5/47
	School for Danger (Doc)F	Capt. H. Ree-J. Nearne	60	Eng. Films	b2 22 47
	The Story of the Pope (Doc.)F	Documentary	60	Chap Films	b12/21/46
	Swing, Cowboy, Swing (W-M)F	C. Shrum-D. Weston-A. Lee	57	Westernair	b9/7/46
	Thunder in the Hills (D)A	J. Prucha-J. Kacer,V. Nasova	78	Gen. Film	b5 10 47
	Torment (D)A	Alf Kjellin-Mai Jetterling	95	Oxford	b4 19 47
	Two Anonymous Letters (D)A	C. Calamai-A. Checchi	83	Film Rights	b5 3/47
	Welldigger's Daughter, The (C)A	Raimu-Fernandel	122	Siritsky	b10 5/46

ADVANCE DATA

On Forthcoming Product

[illegible] shocked to learn that he is a [illegible] committed, and she learns that he plans to kill her. The love for him is so strong that she matches her mind against his to save her life. In a fire, the house and its unhappy memories are destroyed and his mind is freed of its quirk.

NATIONAL REVIEWING COMMITTEES' CLASSIFICATIONS

A CAGE OF NIGHTINGALES (Loper)

[illegible]

BORN TO KILL (RKO)

[illegible] (Objection: Reflects the acceptability [illegible]

LAST OF THE REDMEN (Columbia)

[illegible] of Decency.

The authorities quoted in this column are as follows:

GENERAL FEDERATION OF WOMEN'S CLUBS. The motion picture committee is headed by Mrs. Arretus F. Burt, chairman, of St. Louis. Two reviewing committees are maintained—Mrs. Marry Lilly, New York, Eastern Committee chairman; Mrs. John Sterns Thayer, Los Angeles, Western Committee chairman. Designations used: FAMILY—8 years and up; MATURE FAMILY—14 years and up; ADULTS—Senior High School Students and Adults; **—indicates pictures is rated as "Exceptional."

NATIONAL BOARD OF REVIEW: Founded in 1909 "to represent the interest of the motion picture public." The reviewing committee consists of some 300 men and women of all ages, "representing a cross-section of public taste." Designations used: FAMILY—14 years of age and up (recommendations for age groups under 14 are by Schools M. P. Committee of the [illegible] Board); MATURE—[illegible] up; *—indicates picture "especially [illegible] viewing."

NATIONAL LEGION OF DECENCY. [illegible] Federation of Catholic Alumnae reviews pictures and publishes its classifications for guidance of members of the Legion—composed of those members of the Catholic Church who join the Legion. Designations used: Class A—Section I—Unobjectionable for General Patronage. Class A—Section II—Unobjectionable for Adults. Class B—Objectionable in Part. Class C—Condemned.

SHORT Booking GUIDE

Short subjects are listed by series under headings of companies distributing them. Numerals in parenthesis following series title indicate number of releases in that group announced for, or sold for, the season. Numerals at left of titles is production or release number. Films reviewed are indicated by reviewers' ratings following titles. Third column gives running time of the subject and final column refers to date on which review of the subject was published.

COLUMBIA 1946-'47

ALL-STAR COMEDIES (10)

8431 Society Mugs .....Fair ..... 16 ..12/28/46
8432 So's Your Antenna.....Juvenile ..... 17 ..11/18/46
8433 Slappily Married .....Nonsense ..... 16½..12/ 7/46
8434 Moron Than Off.....Fair ..... 18 .. 2/ 8/47
8435 Andy Plays Hookey....Fair ..... 18 .. 3/15/47
8436 Meet Mr. Mischief.....Good ..... 17½.. 5/10/47
8437 Scooper Dooper .....Funny ..... 18 .. 5/10/47
8438 The Good Bad Egg..... 17 .....
8439 Bride and Gloom..... 16 .....
8440 Two Jills and a Jack..... 18 .....

ASSORTED 2-REEL COMEDIES (6)

8421 Pardon My Terror..... 16½.....
8422 Honeymoon Blues .....Dull ..... 17 ..11/16/46
8423 Reno-vated ..... 17 .....
8424 Hot Heir .....Funny ..... 18 .. 4/ 5/47
8425 Cupid Goes Nuts.....

THREE STOOGES COMEDIES (10)

8401 G. I. Wanna Home..... 15½.....
8402 Rhythm and Weep.....Fair ..... 17½..11/ 2/46
8403 Three Little Pirates....Funny ..... 18 ..3/15/47
8404 Half-Wit's Holiday ....Funny ..... 17½.. 3/29/47
8405 Fright Night .....Funny ..... 17 .. 5/10/47
8406 Out West .....Funny ..... 17½.. 5/10/47

COLOR RHAPSODIES—Technicolor (10)

8501 Loco Lobo .....Cute ..... 6 ..12/ 7/46
8502 Cockatoos for Two..... 6 .....
8503 Big House Blues..... 7 .....
8504 Mother Huba-Huba-Hubbard ..... 6 .....

COLOR PHANTASIES (12)

8701 Fowl Brawl .....Funny ..... 6 .. 4/ 5/47
8702 The Uncultured Vulture..Funny ..... 6 .. 5/10/47
8703 Wacky Quacky ..... 6 .....
8704 Leave Us Chase It..... 6 .....

COMMUNITY SINGS (12)

8651 No. 1 (Leibert) The Gypsy ..... 9½.....
8652 No. 2 (Bakers) It's a Pity to Say Goodnight Entertaining ... 10½..11/ 2/46
8653 No. 3 (Leibert) Surrender .....Good ..... 10½..11/16/46
8654 No. 4 (Baker) Pretending .....
8655 No. 5 (Leibert) Rumers Are Flying...Singable ..... 9½.. 3/15/47
8656 No. 6 (Baker) Ole Buttermilk Sky .....Good ..... 10 .. 5/10/47
8657 No. 7 (Leibert) The Coffee Song & Open the Door Richard .....Good ..... 9 .. 5/10/47
8658 No. 8 (Baker) I'll Close My Eyes.....
8659 No. 9 (Leibert) For Sentimental Reasons .....

THRILLS OF MUSIC (12)

8951 Jerry Wald & Orch..... 10 .....
8952 Machito & Orch.....Good ..... 10½..11/16/46
8953 Les Elgart & Orch.....Fair ..... 10 .. 1/25/47
8954 Ray McKinley & Orch..... 9½.....
8955 Shorty Sherock & Orch...Good ..... 10 .. 5/ 3/47
8956 Buddy Morrow & Orch..... 9½.....
8957 George Towne & Orch.....
8958 Ray Anthony & Orch.....

SCREEN SNAPSHOTS (12)

8851 No. 1 (Radio Characters)..... 10 .....
8852 No. 2 (Looking Down on Hollywood .....Good ..... 10 ..11/16/46
8853 No. 3 (Rodeo) .....Very Good .... 10 .. 2/ 8/47
8854 No. 4 (Skolsky Party)..... 9½.....
8855 No. 5 (Movie Columnists) .....Interesting .... 9 .. 3/15/47
8856 No. 6 (Behind the Mike) .....Fair ..... 9 .. 3/29/47
8857 No. 7 (Holiday in Las Vegas) ..... 10 .....
8858 No. 8 My Pal Ringeye (Smiley Burnette) ..... 10 .....
8859 No. 9 Famous Hollywood Mothers .....

SPORTS REELS (12)

8801 Army Football Champions.Excellent ..... 11 ..11/ 2/46
8802 Ten Pin Magic .....Fair ..... 10 ..11/16/46
8803 Hi-Li .....Interesting ..... 9½..12/28/46
8804 Best in Show (Dogs)..... 9 .....

COLUMBIA (Continued)

8805 Polo .....Interesting .... 10 .. 5/10 47
8806 Cue Tricks .....
8807 Tennis Wizards .....
8808 Goofy Golf .....
8809 Wrestling .....

SERIALS

8120 Son of the Guardsmen.....15 Chaps. 26 ..10/26/46
8140 Jack Armstrong .....15 Chap. 20-25.. 3/ 1/47
8160 The Vigilante .....15 Chaps. .....

METRO-GOLDWYN-MAYER 1946-'47

MGM TECHNICOLOR CARTOONS (16)

W-831 Henpecked Hoboes .....
W-834 Hound Hunters ..... 7 .....

TOM & JERRY (Technicolor) CARTOONS

W-832 Cat Fishin' ..... 8 .....
W-833 Part Time Pal..... 8 .....
W-835 Cat Concerto .....Excellent ..... 7 .. 5/10/47

PETE SMITH SPECIALTIES (10)

S-851 Football Thrills of 1945..... 10 .....
S-852 Sure Cures .....Excellent ..... 10 ..10/ 5/46
S-853 I Love My Husband But.....
S-854 Playing By Ear.....
S-855 Athletiquiz .....
S-856 Diamond Demon .....Amazing ..... 10 .. 3/ 1/46
S-857 Early Sports Quiz..... 9 .....
S-858 I Love My Wife But..... 9 .....
S-859 Neighbor Pests .....

TWO REEL SPECIALS (4)

A-801 Luckiest Guy in the World .....

PASSING PARADE (6)

K-871 A Really Important Person .....

TRAVELTALKS

T-811 Glimpses of California.....
T-812 Calling on Costa Rica..... 10 .....

PARAMOUNT 1946-'47

NOVELTOONS—Technicolor (65)

P6-1 Spree for All .....Good Start .... 7 ..10/26/46
P6-2 The Stupidstitious Cat....Funny ..... 7 .. 5/10/47
P6-3 The Enchanted Square...Very Good .... 10 .. 5/10/47
P6-4 Madhattan Island .....

PACEMAKERS (6)

K6-1 Brooklyn I Love You....Superb ..... 10 ..10/26/46
K6-2 Love in Tune.....Different ..... 9½..11/16/46
K6-3 Radio, Take It Away....Swell Satire ... 11 .. 3/ 1/47
K6-4 Try and Catch Me..... 9 .....
K6-5 Brains Can Be Beautiful.....

POPULAR SCIENCE—Magnacolor (6)

J6-1 No. 1 .....Average ..... 11 ..11/16/46
J6-2 The Sponge Divers.....Fair ..... 11 .. 1/25/46
J6-3 Air-Borne Pastures .....Good ..... 11 .. 2/ 8/47
J6-4 Marine Miracles .....Fascinating ... 10 .. 5/ 3/47
J6-5 Moon Rockets .....

SPORTLIGHTS (10)

R6-1 Race Horses Are Born...Good ..... 9 ..10/26/46
R6-2 Dive-Hi Champs .....Good ..... 10 ..11/16/46
R6-3 Queen of the Court.....Very Good .... 10 .. 1/25/46
R6-4 Like Father—Like Son...Interesting .... 10 .. 1/25/46
R6-5 Jumping Jacks .....Excellent ..... 9½.. 3/15/47
R6-6 Selling the Sun.....Excellent ..... 10 .. 2/ 8/47
R6-7 Under White Sails..... 9 .....
R6-8 Iced Lightning .....Good ..... 10 .. 5/10/47
R6-9 Making the Varsity.....
R6-10 Running the Hounds.....

UNUSUAL OCCUPATIONS—Magnacolor (6)

L6-1 No. 1 .....Average ..... 10 ..11/16/46
L6-2 Swedish Glass Makers....Interesting .... 10 .. 2/ 5/47
L6-3 G.I. Hobbies ..... 11 .....
L6-4 The Stunt Girl.....

PARAMOUNT (Continued)

SPEAKING OF ANIMALS (6)

Y6-1 Stork Crazy .....Very Good .... 10 .. 1/25/47
Y6-2 Pooch Parade .....Good ..... 10 .. 1/25/47
Y6-3 Country Life ..... 9 .....
Y6-4 They're Not So Dumb..... 8 .....
Y6-5 In Love .....

MUSICAL PARADES (6)

FF6-1 Sweet and Low..... 19 .....
FF6-2 Champaigne for Two..... 20 .....

GEORGE PAL PUPPETOONS—Technicolor (6)

U6-1 Wilbur the Lion.....Excellent ..... 10 .. 5/ 3/47
U6-2 Tubby the Tuba.....

POPEYE (6)

E6-1 Abusement Park ..... 7 .....
E6-2 I'll Be Ski-ing Ya.....

TWO REEL SPECIAL

37 Two Decades of History..... 22½.....

LITTLE LULU

D6-1 Loose in the Caboose.....Funny ..... 8 .. 5/10/47
D6-2 Cad and Caddie.....

RKO RADIO 1946-'47

EDGAR KENNEDY (6)

73401 I'll Build It Myself.....Hilarious ..... 15 ..10/26/46
73402 Do Or Diet.....Good ..... 18 .. 3/15/47
73403 Social Terrors ..... 18 .....

FLICKER FLASHBACKS (8)

74201 No. 1 .....Excellent ..... 9 ..10/25/46
74202 No. 2 .....Good ..... 9 ..11/16/46
74203 No. 3 ..... 8 .....
74204 No. 4 ..... 10 .....
74205 No. 5 .....Good ..... 7 .. 5/10/47
74206 No. 6 ..... 9 .....

RAY WHITLEY MUSICALS (4)

73501 Bar Buckaroo ..... 16 .....
73502 Cupid Rides the Range..... 18 .....
73503 Bandits and Ballads..... 17 .....
73504 A Buckaroo Broadcast..... 13 .....

SPORTSCOPES (13)

74301 Skating Lady .....Smooth ..... 8 ..10/26/46
74302 Hall Notre Dame..... 9 .....
74303 Bowling Fever .....Fair ..... 8 ..12/26/46
74304 Kentucky Basketeers ....Excellent ..... 8 .. 1/25/46
74305 College Climbers ..... 8 .....
74306 Ski Champion .....Excellent ..... 8 .. 3/15/47
74307 Ice Skippers ..... 8 .....
74308 Wild Turkey ..... 8 .....
74309 Racing Sleuth ..... 7 .....

THIS IS AMERICA (13)

73101 Beauty for Sale.....Interesting .... 17 ..12/ 7/46
73102 Germany Today .....Informative ... 16 .. 1/25/46
73103 A Nation Is Born..... 20 .....
73104 Campus Boom .....Timely ..... 16 .. 3/15/47
73105 San Francisco—Pacific Gateway .....Excellent ..... 16 .. 3/22/47
73106 Forgotten Island ..... 18 .....
73107 Big Party ..... 17 .....

MUSICAL FEATURETTES (4)

73201 Melody Time .....Very Good .... 18 .. 1/25/47
73202 Follow That Music..... 18 .....

SPECIAL

73901 Football Highlights of 1946 ..... 20 .....

LEON ERROL

73701 Borrowed Blonde .....Fair ..... 15 .. 3/29/47
73702 Wife Tames Wolf.....Fair ..... 17 .. 5/10/47
73703 In Room 303..... 17 .....

WALT DISNEY

64116 Rescue Dog .....Hilarious ..... 7 .. 5/10/47
64117 Straight Shooters ..... 6 .....

20th CENTURY-FOX 1946-'47

MOVIETONE ADVENTURES (12)

7201 Fantasy of Siam .....Excellent ..... 8 .. 2/ 8/47
7202 Royalty of the Range....Interesting .... 9 .. 3/29/47
7203 Harvest of the Sea.....Interesting .... 9 .. 3/29/47
(Color)
7251 Sons of Courage..... 8 .....
7252 Jamaica .....Excellent ..... 8 ..10/26/46

20th CENTURY-FOX (Continued)

7253	Historic Capetown	Excellent	8	.. 9/21/46
7254	Girls and Gags.....	.....	8	.....
7255	The Cape of Good Hope..	Interesting	8	.. 5/10/47
7256	Zululand	Interesting	8	.. 3/29/47
7257	Gardens of the Sea.....			
7258	Romance of the Fjords.....			
7259	Sweden			

SPORTS REVIEWS—Technicolor (6)

7301	Football Fanfare	Good	8	.. 3/14/46
7302	Style of the Stars.....	Good	10	.. 3/29/47
7303	Tanbark Champion			
	(Technicolor)			
7351	Winter Holiday	Good	8	.. 9/21/46
7352	Summer Trails	Beautiful	8	.. 1/25/46
7353	Playtime's Journey		8	.....

TERRYTOONS—Technicolor (20)

7501	Winning the West.....	Good	7	9/14/46
7502	The Tortoise Wins Again.	Good	7	8/17 46
7503	The Eltctronic Mouse Trap	Very Good	7	.. 2/ 8/47
7504	The Jail Break.....	Fine	7	..10/ 5/46
7505	The Snow Man.....		7	.....
7506	The Housing Problem....	Funny	7	.. 9/21/46
7507	The Crockpot King.....	Wonderful	7	.. 1/25/46
7508	The Uninvited Pests.....		7	.....
7509	Mighty Mouse and the Hep Cat	Very Good	7	.. 1/25/47
7510	Beanstalk Jack		7	.....
7511	Crying Wolf		7	.....
7512	McDougal's Rest Farm..	Very Funny ...	7	.. 3/29/47
7513	Dead End Cats.....		7	.....
7514	Happy Go Lucky.....		7	.....
7515	Mexican Baseball		7	.....
7516	Aladdin's Lamp		7	.....
7517	Cat Trouble		7	.....
7518	Sky Is Falling.....		7	.....
7519	The Intruder		7	.....
7520	Mighty Mouse Meets Deadeye Dick		7	.....

MARCH OF TIME (13)

1	Is Everybody Happy		18	.....
2	World Food Problem....	Excellent	17	..10/ 5/44
3	The Soviets' Neighbor...	Revealing	18	..11/ 2/46
4	The American Cop.....	Good	18	..12/6/46
5	Nobody's Children	Excellent	17	..12/28/46
6	Germany—Handle With Care	Excellent	19	.. 2/ 8/47
7	Fashion Means Business.	Excellent	17½	.. 3/ 1/47
8	The Teachers' Crisis			
9	Storm Over Britain.....			

DRIBBLE PUSS PARADE

7901	Monkey-Tone News	Amusing	8	.. 2/ 8/47
7951	Fisherman's Nightmare .	Entertaining ..	8	.. 3/15/47

UNITED ARTISTS 1946-'47

DAFFY DITTIES

	Choo Choo Amigo.....	Excellent	8	.. 8/ 7/46
	The Lady Said No.....		8	.....
	Pepito's Serenade		7½	.....

MUSICOLORS (7)

	Toccata and Fugue.....	Intriguing	10	..10/26/46

WORLD TODAY

	Wonder Eye		10	.....

UNIVERSAL-INTERNATIONAL 1946-'47

NAME BAND MUSICALS (13)

2301	Frontier Frolic	Good	15	..12/28/46
2302	Champaigne Music	Good	15	.. 1/25/47
2303	Tumbleweed Tempos	Very Good	15	..12/28/47
2304	Moonlight Melodies	Excellent	15	..12/28/46
2305	Tex Beneke & the Glenn Miller Orch.		15	.....
2306	Melody Maestro		15	.....
2307	Tommy Tucker Orch.....		15	.....
2308	Charlie Barnet Orch.....		15	.....
2309	Charlie Spivac Orch.....		15	.....
2310	Jitterumba		15	.....

SING AND BE HAPPY (8)

2381	A Bit of Blarney.....	Good	11	..10/12/46
2382	The Singing Barbers.....		10	.....
2383	Let's Sing a College Song.....		10	.....
2384	Let's Sing a Western Song.....		10	.....

TECHNICOLOR CARTUNES (13)

2321	Fair Weather Fiends....	Funny	7	..12/28/46
2322	The Wacky Weed.....	Good	7	..12/28/46
2323	Musical Moments		7	.....
2324	Smoked Hams	Good	7	.. 5/10/47
2325	Coo-Coo Bird		7	.....
2326	Overture to William Tell.....		7	.....

UNIVERSAL-INTERNATIONAL (Cont.)

THE ANSWER MAN (8)

2391	No. 1	Interesting	10	10/26/46
2392	Nature's Atom Bomb....	Interesting	10	..12/28/46
2393	The Jungle Gangster....	Good	9	.. 5/10/47
2394	Red Fury	Interesting	8	.. 5/10/47

VARIETY VIEWS (8)

2341	Beer Facts		9	.....
2342	Pelican Pranks			.....
2343	Wild West Chimp.....	Funny	9	.. 5/10/47
2344	Rhumba Holiday	Good	9	.. 5/10/47

JUVENILE JURY SERIES (8)

2361	Juvenile Jury No. 1.....		10	.....
2362	Juvenile Jury No. 2.....	Poor	10	.. 5/10/47

SERIALS (1)

Mysterious Mr. M. ..

VITAPHONE-WARNER BROS. 1946-'47

BLUE RIBBON CARTOONS—Technicolor (18)

3301	Fox Pop		7	.....
3302	Wacky Worm		7	.....
3303	You're an Education.....		7	.....
3304	Have You Got Any Castles		7	.....
3305	Pigs is Pigs.....		7	.....
3306	Cat's Tale		7	.....
3307	Goofy Groceries		7	.....

FEATURETTES (6)

3102	Minstrel Days		20	.....
3103	Alice in Movieland		20	.....
3104	Dog in the Orchard.....		20	.....
3105	Keystone Hotel		18	.....
3106	Remember When		20	.....

MELODY MASTERS (6)

3601	Desi Arnaz & Orch.....		18	.....
3602	Melody of Youth.....	Very Good	10	.. 3/ 1/47
3603	Big Time Review.....	Fair	10	.. 3/29/47
3604	Stan Kenton & Orch.....	Fair	10	.. 4/ 5/47
3605	Vaudeville Revue		10	.....

MERRIE MELODIES—Technicolor (20)

2701	Kitty Kornered	All Right	7	.. 7/28/46
2702	Hollywood Daffy	Very Good	7	.. 8/ 3/46
2703	Eager Beaver	Very Good	7	.. 8/14/46
2704	Great Piggy Bank Robbery	Good	7	.. 9/14/46
2705	Bacall to Arms.....	Novel	7	.. 9/14/46
2706	Of Thee I Sting.....	Very Good	7	.. 9/ 7/46
2707	Walky Talky Hawky....	Excellent	7	.. 9/ 7/46
2708	Fair and Wormer.....	Fast	7	..10/12/46
2709	Mousemerized Cat	Fair	7	..11/18/46
2710	Mouse Menace	Good	7	..12/28/46
2711	Roughly Squeaking		7	.....
2712	One Meat Brawl.....	Funny	7	.. 5/ 3/47
2713	Goofy Gophers	Very Funny ...	7	.. 5/10/47
2714	Gay Anties	Good	7	.. 5/10/47
2715	Scent-imental Over You.....		7	.....
2716	Birth of a Notion.....		7	.....
2717	Tweetie Pie		7	.....
2718	Rabbit Transit		7	.....
2719	Hobo Bobo		7	.....

SPORTS PARADE—Technicolor (13)

3501	King of the Everglades.....		10	.....
3502	Lazy Hunter .....Good		10	..11/16/46
3503	Battle of Champs.....	Excellent	10	.. 5/ 3/47
3504	American Sports Album..	Interesting	10	.. 4/ 5/47
3505	Let's Go Swimming.....	Good	10	.. 3/ 1/47
3506	Arrow Magic		10	.....
3507	Harness Racing		10	.....
3508	Flying Sportsman in Jamaica		10	.....

TECHNICOLOR ADVENTURES (6)

3801	Star Spangled City.....	Excellent	10	..11/16/46
3802	Rubber River	Fair	10	..12/28 46
3803	Kingdom of the Wild.....		10	.....

TECHNICOLOR SPECIALS (8)

3001	Cinderella's Feller		20	.....
3002	The Last Bomb.....	Tremendous ...	20	.. 9 21 46
3003	A Boy and His Dog.....		20	.....
3004	Saddle Up		16	.....
3005	Song of a Nation.....		20	

VITAPHONE VARIETIES (6)

3401	So You Want to Keep Your Hair .....Fair		10	.12/28 46
3402	So You Want to Play the Horses .....Funny		10	..11 2 46
3403	So You Think You're a Nervous Wreck	Fair	10	3 29 47
3404	So You're Going to be a Father		10	

NEWSREEL SYNOPSES

(Released Wednesday, May 14)

MOVIETONE (Vol. 29, No. 73)—May Day in Europe and Japan. African native dances for the French president; British royal family sails for home; Atom tests gall primitive craft on 5,000-mile voyage; Radar safety devices tested by Howard Hughes; French 73-yr. sculpture giant; Navy awards ceremony to movie theatre officials; Fashions in furs; Auto grand prix; Yachting regatta on Lake Washington.

NEWS OF THE DAY (Vol. 18, No. 271)—New radar of Howard Hughes gives airliners "seeing eye"; "Miracle healer" rushed to U. S. from Cairo to save millionaire; Palestine prison blasted, with British in big manhunt; Argentina's President attends grape fiesta; Motion picture theatremen honored with certificates of merit; President Auriol of France tours African colony; Hospitalized navy veterans design snappy bonnets.

PARAMOUNT (No. 74)—New airline safety through radar; Theatre officials honored; Six men on a raft; Argentine President Peron hailed at wine festival; Mountbatten visits troubled areas in India; May Day around the world.

PATHE (Vol. 18, No. 76)—May Day parades around the world; Faith healer flies to aid American; Royal family ends South African visit; Primitive raft on 5,000-mile sail; Pickets do conga in dancers' strike; Mt. Rainier race for silver skis; Daring steeplejacks repair tower.

UNIVERSAL (Vol. 20, No. 37)—Radar aids safe flying; May Day celebrated; Voyage into history; Natives dance on stilts; Waterproof hair-dos; British film awards; Film executives get award; Porpoise round-up.

ALL AMERICAN (Vol. 5, No. 238)—We love a parade; See my lawyer; Drive for Negro college funds; Swathmore College alumnus; Negro American League baseball opener in Kansas City.

TELENEWS (Vol. 1, No. 3)—Latest films of life in Russia; Detention camp for Jews in Cyprus; Children of Germany; Island of Aurigny, returns to life; First merchant ship launched in France; Jet planes P-80 (Shooting Star); Britain shows Gloucester meteor; Rugby game in Paris.

(Released Saturday, May 17)

MOVIETONE (Vol. 29, No. 74)—U.N. Committee hears Jews and Arabs on Palestine problem; Democratic elections in Japan; Fire in the heart of Tokyo; J. Arthur Rank visits New York; Egyptian Queen Mother and two royal princesses in Boston; Grand River Dam is dedicated by Governor Turner in Oklahoma City; Peggy Ann Garner visits Denver exposition; Photographic show picks model girl; Mama cat runs into a peck of trouble over her kittens; Faultless captures the Preakness and record prize money.

NEWS OF THE DAY (Vol. 18, No. 272)—U.N. hears plea for Palestine; Communists in Japan defeated as nation elects Parliament; Egypt's Queen Mother in Boston; Chicago's champion mother; It's still winter here; Buchenwald avenged; Child star aids charity; The Preakness turf classic; Crackup champs.

PARAMOUNT (No. 75)—Presenting death dodgers with a new twist; Veteran finds new way of panning gold; U.N. hears both sides on Palestine; U. S. Army takes inventory of Nazi loot; Thirty buildings leveled in downtown Tokyo blaze; Faultless wins the Preakness.

UNIVERSAL (Vol. 20, No. 38)—The Preakness; J. Arthur Rank, British film leader, visits U. S.; Colorful ceremony of Swiss Guards at Vatican City; Blessing of animals at Barcelona; Tokyo shopping district gutted by fire; Mother honored by her 18 children in Chicago; Death dodgers stunt woman badly hurt in dynamite explosion.

PATHE (Vol. 18, No. 77)—Japanese at the polls; British film mogul in New York; U.N. Palestine issue; Fire sweeps Tokyo's main street; The Preakness; Oklahoma dedicates new dam; Margaret O'Brien in New York appearance.

Van Heflin, Hayward to Co-Star in 'Tap Roots'

Walter Wanger [illegible] this week that Susan Hayward and Van Heflin have been set to co-star in "Tap Roots," the Technicolor production which George Marshall will direct for Wanger at Universal-International. Heflin was borrowed from MGM. The entire troupe leaves Hollywood May 26 for location at Asheville, N. C.

"Tap Roots," based on James Street's novel, will be Miss Hayward's third successive starring picture for Wanger since he signed her to a contract last year.

Boyer in Huxley Story

Charles Boyer [illegible] by Universal-International for a starring role in the Aldous Huxley story, "The Mortal Coil," formerly called "The Gioconda Smile." Zoltan Korda is set to direct with production slated for July.

A Honey of a Picture...

a Honeymoon at the Box Office!

"Riotous comedy . . . will mean more than average at boxoffice!" — HOLLYWOOD REPORTER... "Audience fairly screamed!"— FILM DAILY . . . "Names to bill . . . and laughs for the customers!"— MOTION PICTURE DAILY . . . "Names for the marquee . . . a lot of laughs!"—MOTION PICTURE HERALD . . . "May well warrant extra playing time!" SHOWMEN'S TRADE REVIEW . . . "Should please most audiences!"— EXHIBITOR . . . "Three well-established names for the marquee!"—BOX OFFICE . . . "Bright story . . . gags fly thick and fast!" — INDEPENDENT . . . "Brightly produced, directed, enacted by class talent . . . will click with audiences!" — DAILY VARIETY ..."Crammed with amusing situations, sparkling dialog . . . will delight audiences!"— FILM BULLETIN



Eagle-Lion Films presents

FRANCHOT TONE
ANN RICHARDS
TOM CONWAY

"LOST HONEYMOON"

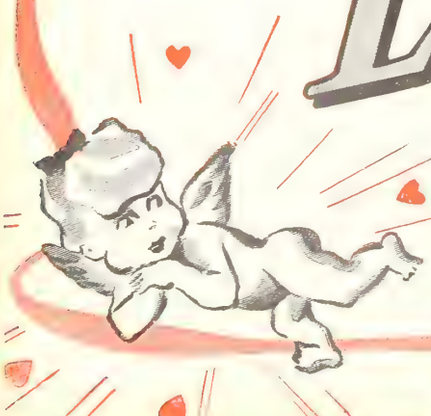
with

FRANCES RAFFERTY

CLARENCE KOLB · UNA O'CONNOR · WINSTON SEVERN

Original Screenplay by Joseph Fields · Music by Werner Heymann · Produced by Lee Marcus · Directed by Leigh Jason

BRYAN FOY
in Charge of Production



SHOWMEN'S TRADE REVIEW

THE SERVICE PAPER OF THE MOTION PICTURE INDUSTRY

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PRODUCT GUIDES
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Vol. 46 No. 21

MAY 24, 1947

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CHARLES E. 'CHICK' LEWIS
Editor and Publisher



E. V. Richards (See Page 8)

Featuring THE MOTION PICTURE THEATRE

(Commences following Page 38

Combat Traveling 'Benefit' Shows—Jackson

(See Page 14)



MAN FINISHES JOB!

The Star beloved by every ticket-buyer in America has completed the greatest attraction in his notable career, M-G-M's "THE HUCKSTERS." CLARK GABLE is co-starred with the most publicized new personality of years DEBORAH KERR and together they have brought to exciting life this love story which topped the best-seller list for months. Completed! Previewed! An M-G-Mint! Just the start of an amazing line-up "M-G-M's Biggest Hit Parade!"

M-G-M presents

CLARK GABLE
DEBORAH KERR
SYDNEY GREENSTREET
ADOLPHE MENJOU
AVA GARDNER
KEENAN WYNN
EDWARD ARNOLD

in

"THE HUCKSTERS"

Screen Play by Luther Davis
Adaptation by Edward Chodorov and George Wells
Based on the Novel by Frederic Wakeman

Directed by JACK CONWAY

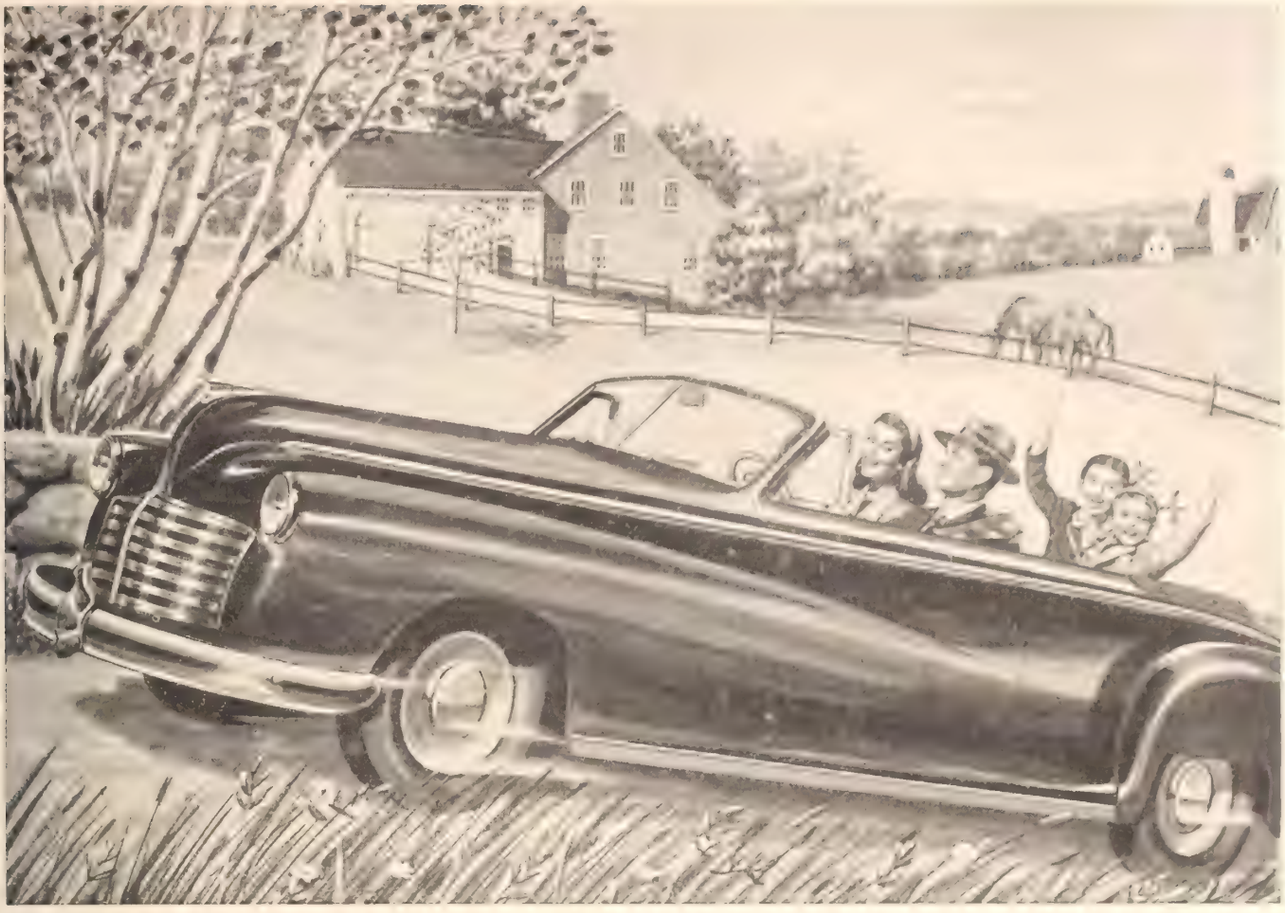
Produced by ARTHUR HORNBLOW, Jr.

A Metro-Goldwyn-Mayer Picture

"Love That Picture!"



MAY 28 1947



This car is running with an "EMPTY" gas tank!

Even after the gas gauge says "empty" a modern car can keep going for a good many miles. Here's why.

Automobile manufacturers know human nature. They figure that, sooner or later, we'll get careless, or misjudge how far we have to go. So the gas gauge is set to show "empty," while there are still a couple of gallons left in the tank.

This reserve supply is a swell idea that has kept many a family from getting stuck.

It's an even better idea for a family's budget!

A reserve supply of dollars is a lifesaver in case of financial emergency. It will keep your family going if sudden illness strikes, or unexpected expenses show up.

And one of the easiest ways to build just such a cash reserve is *buying U. S. Savings Bonds on the Payroll Savings Plan!*

Millions of Americans have discovered that *automatic* Bond buying is the quickest, surest way of piling up an emergency fund. And of saving money for other things, too —important things like college for the kids, or a home in the country, or a cash income for later in life.

What's more, the money you save in Bonds buckles right down and starts *making more money*—in just 10 years you get back $100 for every $75 you put in today.

So keep on buying Bonds on the Payroll Plan. Buy all the extra Bonds you can, at any bank or post office. And remember, you're helping your country as well as yourself —for every Bond you buy plays a part in keeping the U. S. strong and economically sound!

Save the easy way..buy your bonds through payroll savings

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The new word in entertainment

Grouc

COPA

It's
LAVISH...LILTING
LAUGH-LADEN!

GROUCHO MARX
CARMEN MIRANDA
ANDY RUSSELL
STEVE COCHRAN
GLORIA JEAN

in a *Sam Coslow* MUSICAL PRODUCTION

"COPACABANA"

with the **COPA GIRLS**—the 14 Most Beautiful Girls in America—and the Nation's Top Nightspot Reporters . . . LOUIS SOBOL • ABEL GREEN • EARL WILSON

Directed by **ALFRED E. GREEN**

Screenplay by Laslo Vadnay, Alan Boretz and Howard Harris • Additional dialogue by Sydney R. Zelinka • Words and Music by Sam Coslow

Andy's So Amorous!

Gloria's Gloria

The last word in great business

COPACOLOSSAL!

...es Carmen!

Miranda's Miraculous!



The Nation Will Be Singing!

"STRANGER THINGS HAVE HAPPENED"

"JE VOUS AIME"

"MY HEART WAS DOING THE BOLERO"

"LET'S DO THE COPACABANA"

COPACABANA

with the **14** most beautiful girls in America!

COPACABANA!..... from UA

Four years of preparation
are now concluded for

WARNERS' NEWSREEL

to be produced and distributed
twice each week beginning

NOV. 1st !!!

THE EDITORIAL PAGE

TRADE OBSERVATIONS

FOUNDATION. It is mighty good to note that the tremendous enthusiasm and sincerity of purpose which marked meetings in New Orleans to discuss formation of The Motion Picture Foundation have carried over into the period of hard work that is necessary to put such an ambitious plan into action.

There has been a lot of grand and effective spade work done in all quarters of the industry to prepare the ground for an institution of such noble aims and scope as are embodied in the Foundation plan. This work has taken the form of patient preparation of organization, the setting up of meetings in all areas of the country, the unselfish application of time and thought to the many important details—including the basic financial contributions necessary to give the Foundation its start.

Though the names of those who have done outstanding work for the cause would run into a list too long for repetition here, we doubt that any will take issue with us for mentioning as among the most prominent workers for the Foundation the names of Leonard Goldenson, of Paramount, who has done a spectacular job of getting organization started through meetings in exchange areas; and E. V. Richards, the hard-hitting New Orleans showman who had a great deal to do with getting the idea started in the first place and whose address to Variety Club Barkers at their convention last week in Los Angeles (reporting on results in financing so far accomplished) is certain to make them bigger and better boosters for the Foundation.

▲ ▲ ▲

TAKE IT EASY. In an era of very pessimistic talk based on lower dollar and unit volume sales in retail establishments and, also, to lesser degree, in theatres, it's easy enough to move—or should we say retreat?—from an attitude of cautiousness to one of fear. The fear motive is largely emotional, and so is not the best kind of influence to apply in connection with conduct of a business. Already there are rumblings of the "scare" variety as revealed in discussion of admission price cuts.

The price cuts may ultimately be the only solution to the problem of a falling box-office take at certain theatres. But it will be very smart for every theatreman to think it over most carefully before he makes the reduction of a single penny in his admission prices.

If he reduces without very good assurance that it's the price of admission (rather than one or more of many other possible deterrents) which is keeping people away from his theatre, he runs the risk of defeating himself, because if the "slump" is temporary or due to another cause, he has no chance to scale upward in order to keep his operation on the profitable side.

All of the factors to be taken into consideration when faced with this problem were outlined very clearly in the article by Jack Jackson in our Theatre Management department in the issue of May 10. If any of you failed to read that article, we urge that you turn back in your file and read it now.

▲ ▲ ▲

IS THAT GOOD? We've heard some talk about what is called a "buyers' market." In other times—when product was short and the distributors could set their deals more or less in any fashion they desired—the condition known as a "buyers' market" seemed, to exhibitors at least, a sort of "pie in the sky" for realization—perhaps—at some future and happier time. Well, we wonder what's good about a "buyers' market." Wonder, because all the references to "buyers' markets" have connotations and implications that such a condition makes it tough for business people. And when you stop to think of it, who ain't business people?

One of the things that seems most certain about a "buyers' market" is that every salesman has to work harder and is much more important than he is, or was, when a "sellers' market" obtained. In our business the thought that film salesmen have to work harder may come as a not too frightening thing to exhibitors. Many a theatreman, as a matter of fact, can see in such a situation a chance to make some right nice buys as the salesman works harder and harder to close deals.

However, there's another side to the picture. These buyers' markets have a way of spreading all over the place, so that the buyer of theatre tickets gets the idea too, and becomes lots more "picky and choosey" about what show and what theatre and for what admission price he'll do business at the box-office. So, the theatreman, also being a salesman, also has to work a lot harder when these "buyers' markets" come about. That's not bad (hard work, they say never hurt anybody) provided the thing doesn't go too far.

—"CHICK" LEWIS

WHAT'S NEWS

In the Film Industry This Week

RED, WHITE AND BLUE—Hollywood was moving to protect its good name. The tomatoes, largely smeared with red ketchup which had been hurled at it, the lifted eyebrows over its alleged strayings from the social norm—these were to be combated. RKO Banker-President N. Peter Rathvon led the way. At a meeting which was attended by Motion Picture Theatre Owners of America's Morris Lowenstein, Allied's Joseph Denniston, Pacific Coast Conference of Independent Theatre Owners' Robert Hugh Bruen, Paramount's Claude Lee, Warners' James Allen, Fox West Coast's Thornton Sargent, Bob Wilby, Sam Switow and others, in the film capital last Monday plans were laid by which all industryites—exhibitors included—would finance a program to present Hollywood in its proper light to the nation and to the nations of the world.

And Wednesday night the Screen Directors Guild held its annual meeting, pledged itself to work for better relations between the industry and the public, elected George Stevens president, Lewis Milestone, John Huston, vice-presidents, George Sidney, secretary and George Marshall, treasurer.

This action on Hollywood public relations has been brewing for a long while. It seems to have boiled over this week in the wake of another communist activity investigation held by the House of Representatives Un-American Activities Committee in Hollywood under the direction of Representative Parnell Thomas, (Rep., N. Y.). Representative Thomas seems to be a more careful investigator than usual, but from the inquiry, which was behind closed doors, came reports of what some witnesses said and what some witnesses said they had said. From these newspaper stories it appeared that Robert Taylor reportedly had been compelled to make a picture he didn't want to make ("Song of Russia"); that another actor had said there were communists in Hollywood, and that the mother of an actress testified her daughter would not speak a certain line in a picture because she thought it was red with significance.

Meanwhile the committee had not officially reported and official Washington seemed calm about the whole matter which nonetheless gave Hollywood another smear in many quarters. For the record, "Song of Russia" was made during the war when admiration for the Russian stand was at its height, and, also for the record, a former government propaganda head denied that he had at any time forced Taylor or anyone else to do anything.

* * *

DISTRIBUTION—Paramount closed its long-talked-of deal with Liberty Films, taking over the latter in a stock-swap deal. (P. 11), RKO Vice-President Robert Mochrie announced that over 500 of the company's sales staff would congregate in New York July 7-9 for a giant sales meeting in the Waldorf-Astoria; nine motion picture companies spent a total of $1,378,154 on newspaper advertising in 1946, Advertising Age revealed; 20th-Fox re-elected Spyros Skouras president and Sam Goldwyn renewed his distribution deal with RKO for another year from July 1, 1947.

Si Fabian of Fabian Theatres couldn't be reached in his office Friday to say whether or not he was actually dickering with a Boston bank to raise $12,000,000 to buy Mary Pickford and Charles Chaplin out of United Artists and United Artists President Ed Raftery's office would not comment on the matter.

* * *

INDUSTRY IN THE COURTHOUSE—The damage suits continued to come this week with Simon Lazarus of Los Angeles filing an anti-trust complaint for $4,500,000 damages and injunctive relief against several majors and Fox West Coast subsidiaries charging inability to get product through monopoly and clearance, and Dickinson Theatres of Kansas filing two more with a total of $1,575,000 against the majors and several theatre operating companies attacking clearance. Both seek injunctive relief in addition to damages. (P. 10).

Meanwhile the last papers needed before the U. S. Supreme Court can decide whether it will hear the appeal of the eight defendant distributors against the statutory court's decree in the industry anti-trust suit were to be filed in Washington this week. Columbia has already completed its record. The American Theatres, Southern California Theatre Owners and the Confederacy of Southern Associations have, in addition to their appeal against the lower court's denial to intervene, appealed to the high court for the right to intervene directly on the appeal (a technicality). Legal sources expected the court to decide whether it would hear the appeal during June.

* * *

TAXES—Ohio's House of Representatives sent to the Senate the much-discussed bill which would repeal the state's three per cent admission tax and let the cities tack on what they wanted; Cleveland plans a city admission tax; Atlantic City set July 3 for a referendum whereby its citizens would determine whether they want to tax amusements and in Springfield, Ill., a bill has been introduced whereby Chicago could tax admissions.

* * *

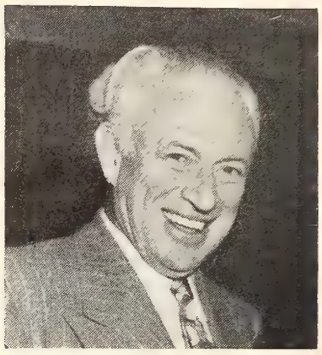
PRODUCTION—Screen Guild will move some of its production eastward with George Hirliman, who recently signed with the company to produce seven pictures within two years, scheduled to start production Sept. 1.

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The News Spotlight



R. J. O'DONNELL . . . sure he's grinning; he's just been re-elected National Chief Barker of the Variety Clubs International. (P. 13).



E. THORNTON KELLEY . . . he thinks exhibitor meets are getting to be more and more important due to the necessity of comparing notes and getting information on trade practices. (P. 9).



HERBERT T. KALMUS . . . for Technicolor which he heads, April was a big month with 19 million feet of processed film produced. (P. 10).

E. V. Richards

(The Man on the Cover)

He minced no words on the importance of the Motion Picture Foundation when he addressed the convention of the Variety Clubs International last week in Los Angeles; told the delegates to go home and work for the success of the industry's own enterprise; said it was hoped to raise nine and a half million dollars in the next two years and started the ball a-rolling with a personal pledge of $50,000.

To Appear on Tax

American Theatres Association Board Chairman Ted Gamble and Motion Picture Association President Eric Johnston were scheduled to appear before the House Ways and Means Committee next week to speak on the subject of federal amusement admission taxes. Secretary of the Treasury John Snyder's testimony, offered this week, held little encouragement for an early reduction or elimination of the levy.

Exhibitor Interest Grows In Industry Discussions

(*See the News Spotlight*)

Exhibitors are showing increasing interest in meetings at which they can discuss important trade matters and swap experience with other exhibitors, E. Thornton Kelley, manager for the Conference of Independent Theatre Owners and its accompanying motion picture industry trade show which will be held at Atlantic City, June 24-26, declared in New York Tuesday.

Kelley points to what he terms the unprecedented demand for registrations to the Conference to back his view.

"Last year," he declared, "we noticed a boosted attendance at the conference. This year the demand for reservations has increased tremendously and bids fair to exhaust our supply of rooms. I predict that next year there will be an even greater gathering, because now as never before trade matters are such that the average exhibitor feels the need of discussing them with others in the same boat and in obtaining the benefit of their experience."

Start Selling Pictures Now That Public Shops—Levey

Warns Showmanship Must Return or Industry Will Face Serious Difficulty

Plea for a return of the one-time enthusiasm which affected the entire industry from production through distribution to exhibition on a picture was voiced this week in New York by Producer Jules Levey who warned that it was absolutely imperative to start selling pictures again due to a more careful attitude on the part of the public in buying. If this is not done, he warned, a very serious industry situation which will affect all, will develop.



Jules Levey

Levey, who practiced what he preached when he got out and sold the first-runs of his latest, "New Orleans" by going into the field himself with Exploiteer Charles Reed Jones, says that this is nothing new as far as he is concerned since he has been doing it with everyone of his pictures starting several years ago with "The Boys from Syracuse."

The results, he adds, have justified the effort, but he makes it plain that he thinks the task is more that of the exhibitor than that of the producer and distributor.

"That's what we have to do," he said speaking of selling, "more so now than ever. The opportunity exists now more so than ever. It's time the exhibitor did a job and not expect the producer to make a picture, advertise a picture and then sell a picture.

It's a Fad

"At this time," he continued, "it's a fad to say English pictures are better than American pictures, but none of them want to work to put over a good American picture. . . . The exhibitor has got to help. After all he gets most of the money, and he should."

Levey said that there were many good exhibitors who merchandised their offerings well, but that more exhibitors would have to put effort behind their wares and that producers and distributors as well would have to set out to sell. He believes that unless this is done the industry may find itself in difficulties. He cited the fact that the public is shopping now for its entertainment and deplored the state of mind which seems to affect some of the industry.

"They're not walking in as they did during the war," he said speaking of the public. "Now, because of . . . conditions, they go where they think they'll find what they want. Tell them what you've got and if you have what they want, they'll come. . . . But now that they are shopping and go only to what they want to see, it's important to go and do a job. . . ."

Wants Enthusiasm

"There was a time when you got a picture in distribution and they got enthusiastic about it and this enthusiasm carried on to the exhibitor." That enthusiasm, he indicated had vitalized the industry, but now both in distribution and exhibition the industry tended to "go through the motions" instead of putting enthusiasm into their work.

Asked if he did not think the exhibitor with his knowledge of local situations was the best possible exploiteer, Levey said not always for very often the exhibitor might not be able "to see the wood for the trees." He agreed with Exploiteer Jones the best combination might be a distributor representative who knew the picture and an exhibitor who knew the city.

Speaking of "New Orleans" he said he did not think all cities were suited as subjects for pictures and that in his opinion only three, "New York, San Francisco and New Orleans" possessed "excitement and color."

9 Distributors Spend $1,378,154 On Newspaper Ads During 1946

Nine motion picture companies spent a total of $1,378,154 in newspaper advertising during 1946 in comparison with the $797,203 which eight companies spent in 1945, a survey made by *Advertising Age* shows this week.

While three companies—20th Century-Fox, Republic and Columbia—actually cut their lineage in 1946, the increase of $580,951 over the 1945 expenditure is due not only to increased appropiations by five of the others but by the entry of Monogram into the newspaper advertising field with an expenditure of $23,425. However, a great deal of the actual expenditure does not appear due to the fact that advertising carried under the banners of individual theatres in many communities is sometimes paid for in whole or in part by the distributor.

The *Advertising Age* survey reveals that:

Loew's spent $519,988 in 1946, or $298,670 over the $221,318 spent in 1945.

Paramount added $148,823 to its 1945 budget of $27,924 to get a total of $176,747 for 1946.

RKO spent $268,200 in 1946 or $180,565 more than its $87,635 total in 1945.

Universal's various companies added $74,844 to their 1945 budgets of $17,410 to spend $92,254 in 1946.

United Artist's 1946 total of $84,843 is $2,795 higher than its 1945 billing of $82,048.

Columbia decreased its 1945 budget of $206,614 by $109,630 to spend $96,984 in 1946; 20th Century-Fox cut $17,217 off the 1945 total of $10,190 to spend $83,973 in 1946; Republic decreased the $53,064 it spent in 1945 by $21,324 to spend $31,704 in 1946.

Drive Against Restrictive Legislation Going Strong

Despite the lack of a coordinated effort within the industry, the drive against restrictive legislation continues to be successful, a survey made in Washington this week shows.

A total of 29 State legislatures have adjourned, all but two without passing measures affecting the film industry. Only in New York and New Jersey were bills passed affecting the industry. In one other state, Oregon, a statewide referendum is necessary before a tax bill becomes effective. Now on the adjournment list are the legislatures of Maine, South Carolina and Oklahoma. Tax measures had been introduced in all three states. Still in session are the legislatures of 15 other states. Censorship bills, already defeated in 10 states, remain a threat in Illinois, Connecticut and the city of Milwaukee.

Ohio Tax Repeal

Ohio's House of Representatives passed and sent to the Senate for concurrence or rejection, its bill which would repeal the present three per cent state admission tax and leave this field of taxation open to the municipalities without limitation. If the Senate concurs, the old state tax law would be repealed Oct. 1. Exhibitors are fighting for Senate Bill 250 which would retain the present three per cent tax but give its proceeds to the counties from which they came. However, the political pressure seems to be in the direction of measures authorizing municipal action.

NATIONAL NEWSREEL

Halts Sales to Tax-Free Institutions

Universal-International has agreed not to sell any more pictures to tax-exempt institutions in Indiana, the Associated Theatre Owners of Indiana announced in its official bulletin this week, following a series of conferences between its executive committee and L. J. McGinley, sales manager of Prestige Pictures. Prestige Pictures is a special organization set up by U-I to promote and sell that part of the Rank product which U-I believes would need special handling.

The exhibitor organization had entered a protest after Prestige had sold some pictures to the auditorium of Purdue University which the showmen considered competitive.

"That Universal had not viewed the situation as creating competition between tax-free institutions and regular exhibitors was obvious," the ATO bulletin states. "Mr. McGinley and Universal are to be commended in changing their viewpoint for they have agreed that in the future they will not sell pictures to tax-free institutions."

The ATO is now attacking United Artists for selling "Henry V" to Purdue.

Lazarus and Dickinson File 3 Trust Suits for $6,075,000

Three more anti-trust suits—one in South California for $4 500,000 damages and two in Missouri for $1,575,000 damages—were on record this week as Simon M. Lazarus, who operates around Los Angeles, and Glen W. Dickinson, who operates the 33-house Dickinson chain in Missouri and Kansas, last week filed suits in federal court under the anti-trust laws.

The Lazarus suit charges that through monopolistic practices and agreements, his South Pasadena Rialto and Ritz, his Monrovia Lyric and Monrovia were unable to get films on an equal basis with the defendants he is suing and that he was forced to enter a joint operating agreement with the Pasadena Theatres Corporation and Fox-West Coast to get product. In addition to the triple damages he asks an injunction which would nullify existing agreements affecting him and placing his theatres on an equal competitive basis.

Defendants in the suit are: 20th Century-Fox, MGM, Paramount, Paramount Film Distributing Corp., RKO Radio Pictures, RKO Corp., Warner Bros., Vitagraph, Inc., Universal Pictures, Universal Film Exchange, United Artists, National Theatres Corp., Fox West Coast Theatres Corp., South Pasadena Theatres Corp., and Loew's Inc.

Based on Clearance

The two Dickinson suits filed in the federal district court for Kansas City, Mo., are the outgrowth of a long attempt to change a clearance situation which Dickinson claims is unfair to his Dickinson at Mission, Kan., and the Overland at Overland Park, Kan., both of which are considered in competition with Fox Midwest's first-run Fairway. Clearance over the Dickinson is 56 days, and longer for the Overland. The basis of the suit, which charges five points of discrimination, is preference given his opposition in getting films. Dickinson had closed the Dickinson on the claim he could not get product.

Defendants in both Dickinson suits are: 20th Century-Fox, Paramount Pictures, Paramount Film Distributing Corporation, Loew's Inc., (MGM), Vitagraph, Warner Bros., RKO, Columbia Pictures, Universal, United Artists, National Theatres Corp., Fox Midwest Theatres, Fox Kansas City Corp., Fox Midwest Amusement Corp., Fox Theatres Co., Kansas City Operating Corp., Kansas City Orpheum Corp., Missouri Orpheum Corp., 20th Fox Midwest District Manager Ward Scott and Fox Midwest President Elmer C. Rhoden.

The plaintiffs in the suit over the Dickinson Theatre and their claims are: Mission Theatres, $600,000; Dickinson, Inc., $225,000; Dickinson Realty Co., $150,000; Dickinson Operating Co., $75,000.

The plaintiffs in the Overland Theatre suit and their claims are: Glen W. Dickinson, $45,000; Dickinson Allied, Inc., $450,000; Dickinson Operating Co., Inc., $30,000.

The five methods which the plaintiffs claim were used by the defendants against their operations are listed as:

1. Price fixing by specified minimum admissions which discriminate against second-run theatres in favor of first-run theatres owned or controlled by the defendants.

2. Clearance systems which favor the defendants' theatres.

3. Formula deals whereby franchises for several seasons' product are granted to circuits owned or controlled by defendants.

4. Allegedly operating circuits owned or controlled by producers which normally compete with each other as a unit to eliminate or suppress competition of independent exhibitors.

5. Refusal to grant film licenses to independent exhibitors with theatres in territory competitive to a circuit theatre.

The petition says the Dickinson was built in 1938 at a cost of $70,000 and the Overland in 1946 at a cost of $70,000.

Dismisses Percentage Suits Against Nomikos

Federal Judge Walter La Buy of Chicago last week dismissed the percentage suits which United Artists, RKO, 20th Century-Fox, Warner Bros., and Loew's (MGM) had brought against Van A. Nomikos in connection with his City, Ace, Lincoln, Parkway and Rex in Chicago, and the Yale at Markwood, Ill.

Judge La Buy ruled that the sum involved did not pertain to a federal court after he had been told by Van Nomikos counsel that the distributors had inspected his books. Paramount's suit has been retained by the court.

Re-elect 20th-Fox Heads; Quarter Net $5,897,603

Spyros Skouras this week was re-elected president of 20th Century-Fox at the annual meeting of the stockholders held in New York Tuesday.



Spyros Skouras

Among the officers re-elected with Skouras were: Executive Vice-President William C. Michel, Production Vice-President Darryl F. Zanuck, Sales Vice-President Thomas J. Connors; Vice-Presidents Murray Silverstone, Joseph H. Moskowitz; Treasurer and Secretary Donald A. Henderson, Comptroller and Assistant Treasurer Wilfred J. Eadie. In addition to Skouras, Zanuck, Silverstone, Connors and Henderson, the directors are: L. Sherman Adams, Robert L. Clarkson, John R. Dillon, Wilfred J. Eadie, Daniel O. Hastings, Robert Lehman, William C. Michel, William P. Philips, Seton Porter.

The company announced a consolidated first quarter net profit of $5,897,603.34 as compared with $6,241,953.80 for the same quarter of 1946. This represents earnings of $2.07 on the common stock compared to the 1946 quarter's $2.53, a decrease possibly attributable to increased operating costs since the gross income for the 1947 quarter as $48,944,024.85 as compared with the 1946 quarter's $46,390,305.20.

The following dividends, payable June 16, were also announced: Prior preferred, $1.12½; convertible preferred, 37½ cents; common, 75 cents.

Kalmus Again Re-elected To Technicolor's Board

Technicolor's stockholders, meeting in New York Monday, re-elected Dr. Herbert T. Kalmus, president of the corporation, to the directorate along with J. L. Anderson, L. G. Clark and Eversely Childs.

Dr. Kalmus told the meeting that the strike situation, which had slowed down production, was being solved with the return of the workers and the training of new workers, and that April had seen Technicolor laboratories produce the greatest volume of its history—19 million feet of processed film with a profit, before deduction of taxes, of $300,000. Speaking of the strike, Kalmus said:

"My opinion is that the worst is over."

Milner Sues Ansells for Money Alleged Due Him

Suit to compel Louis K. Ansell, Joseph Ansell and William Rowland to set aside a specific sum of money in order to make payments which he claims will be due him under a working agreement was filed on May 15 in federal court of Los Angeles by Dan Milner.

Milner claims that a sum of $10,000 is due him out of the first profits of "Women in the Night," first picture made by the Ansells.

Disney 26-Week Net $264,383

Net income for Walt Disney Productions for the 26 weeks ending March 29, 1947 was $264,383, Pres. Roy O. Disney announced this week.

FUN good for hearty laughs in any situation. MP HERALD

fun should have audiences on their funnybones continually. EXHIBITOR

FUN a solid entertainment bet. FILM DAILY

FUN a boxoffice natural. HOLLYWOOD REPORTER

fun for exhibitors any time of the week. MP DAILY

FUN is all the name implies. DAILY VARIETY

It's that FUNderful...FUNderful...

ANDREW STONE presents

EDDIE BRACKEN · PRISCILLA LANE

For a boxoffice take as great as the reviews!



"FUN ON A WEEKEND"

with

TOM CONWAY • ALLEN JENKINS • ARTHUR TREACHER • Clarence Kolb • Fritz Feld

Directed by ANDREW STONE

It's "FUN" for all from UA!

NATIONAL NEWSREEL

UNESCO Urges Films' Use For Peace, Tolerance

Use of films to the fullest extent in the interests not only of peace but for the furtherance of tolerance were proposed by the film section of United Nations Educational, Scientific and Cultural Organization, which met in Denver this week.

More than 1,600 registered for the meeting from the eight states represented, and the film section, comprising about 50 laymen, after several sessions of discussion, made the following recommendations:

1. The UNESCO National Commission, at the earliest possible date, take the necessary steps to facilitate the maximum production, procurement, distribution, and skillful utilization of films for international understanding.

2. Local communities be encouraged by the representatives to this conference to form film organizations to carry out the purposes of the National Commission.

3. Community surveys be made for the purpose of determining sources of films, projectors, trained projectionists, and program services, including speakers, resource leaders, study and discussion guides.

4. Films be made available by the National Commission that are descriptive of the organization of the UN, UNESCO, and other specialized agencies.

5. Local communities encourage local theatre managers to show all types of films, both feature and short, for international understanding.

6. That the National Commission and local communities encourage the use of films for understanding on all educational levels.

Screen Guild Set for 30 Features in '47-48

Screen Guild will release a total of 30 new features and 12 reissues for its 1947-48 program, Executive Vice-President Robert L. Lippert announced this week at the conclusion of Screen Guild's first sales convention and stockholders' meeting in Hollywood.

Included in the 30 are the following: "Hollywood Barn Dance," "Killer Dill," "Dark Bullet" (tentative), "The Prairie," two streamliners based on James Oliver Curwood stories, one exploitation feature, two detective action films, "Adventures of Archie," "Crisis of Dirk Diamond," "Kazan," "Cellbock," "Pillar Mountain," "Cannibal Island," "The Glass House."

In addition Jack Schwartz Productions will make at least two features and three more will come from Canadian companies. Re-releases include 12 Hopalong Cassidys with Bill Boyd. This will make the second such release of the series, the first 12 having been released by Screen Guild on the 1946-47 program.

Sorry

Due to an error in transmission the names of Screen Guild's president and Vice-president were incorrectly carried in last week's issue of STR. Instead of Nunes as listed, John Jones has been re-elected president and Arthur Lockwood, instead of Arthur Lock, vice-president.

Shakespeare Tops—Rank

Shakespeare's "Henry V" will provide the British film industry with its largest financial return from American audiences, J. Arthur Rank, British film tycoon, said in Toronto last week in an interview.

Apparently supporting the estimate made by United Artists Sales Chief Grad Sears that the picture would enventually gross $8,000,000, Rank declared that resistance to British films was decreasing in the United States and nominated "The Seventh Veil" as the biggest all-around success from British studios everywhere it played.

"Caesar and Cleopatra" with its high cost, he said, would not pay for itself.

The British film head acknowledged that British product on the whole was more grim in comparison with American product and said that not only was more comedy needed in the British work but that steps were being taken in that direction. His plans, he said, included a studio for producing religious films and another for children's pictures.

Picture People

A. W. Schwalberg, who is vice-president and sales manager for Eagle-Lion has been something of a traveler these days. Hardly back from a sales supervisors' meet in Cleveland, with a yard-long grin over the enthusiasm he says he noted, he was off again for showings of "Repeat Performance."

Don Donaldson, who was for some 20 years with MGM, has moved over to PRC to take over the Boston-New Haven district.

Simplex President **I. Rosenfeld** is off for a European trip with Paris as the first stop, to be followed by Rome, Brussels, Zurich, Budapest and Vienna.

M. L. Simons, who is assistant to **H. M. Richey** these days as well as editor of "The Distributor," must be feeling like a bride. He makes his maiden speech before exhibitors at the Montana Theatres Association convention at Boulder Springs next week.

Add to traveling men: **Sam Lefkowitz,** eastern district manager for Warner Bros., and **Roy Haines,** western district manager for the same outfit, both of whom are barging around the country on business.

Surprise of the week: **J. Arthur Rank** was elected director and chairman of the board of Odeon Theatres of Canada.

If you want to read a touching tribute put on the spectacles and go over the one **Verne Trembley** wrote for **Fred Larned,** Paramount's former branch manager at Dallas. In part it reads: "Not an obituary, nor an eulogy . . . but a modest salute to a beloved comrade. . . . You could like him or dislike him . . . he left that choice to you . . . but of his sincerity there could never be any doubt. The fact that his friends were legion is sufficient attestation of his way of life."

Para. Acquires Liberty, Films, Officers, Writers

Paramount President Barney Balaban announced late last week that Paramount had acquired Liberty Films and that Liberty's entire [illegible] will move into the Paramount studios as an executive under Production Vice-President Henry Ginsberg while Liberty sales chief, Ted O'Shea, would join Paramount's sales force as an executive under Distribution Vice-President Charles Reagan.

The deal was consummated by Paramount's acquiring all Liberty's outstanding stock in return for Paramount stock which went to former Liberty owners, Briskin, Frank Capra, Charles Wyler and George Stevens.

In addition to the services of the former owners, Paramount acquires Writers Anthony Veiller, Jo Swerling and Howard Koch, several story properties—"Friendly Persuasion," "No Other Man," "Glory Shoes," "He Ran All the Way," "The Wayward Bus," "Sister Carrie," and an interest in:

"It's a Wonderful Life," now released by RKO; "I Remember Mama," to be made for RKO, and "State of the Union," to be made for MGM.

Paramount also announced that it proposed to establish a $4,000,000 Employes' Investment Company whereby certain officers and important employes could buy Paramount's common stock at two-thirds of its par value. The investment company, which has yet to be approved by Paramount's stockholders, would allow the acqusition of stock to certain employes under conditions of employment.

MGM Releasing 2 Pictures Monthly Through August

MGM this week set six pictures for release from June through August at the rate of two a month. They are:

June—"Living in a Big Way," "Dark Delusion."

July—"Fiesta," "Cynthia."

August—"The Hucksters," "The Romance of Rosy Ridge."

May release included "High Barbaree," "Undercover Maisie," "The Yearling" and a reissue, "The Great Waltz."

The company this week held an office managers' meeting in Cincinnati attended by 31 office managers and their assistants. The next will be held May 26 in Denver.

British Lion Director Killed in Minerva Fire

John C. Jackson, director of British Lion, was killed in the fire which destroyed the Minerva offices and plant in Rome last week. The fire followed a blast, thought to have occurred in a projection room and seriously injured almost the entire staff of 90 working in the building. Minerva, producer of "Open City," was one of the principal producing outfits of Italy.

Columbia Net of $2,935,000

Columbia this week announced an estimated net profit for the 39-week period ending March 29, 1947 of $2,935,000 or estimated earnings of $4.34 a share as compared to the same period of 1946 when the net was $2,315,000 and the share earnings $3.45.

Award Banquet Puts Spotlight on 'The Heart of Showbusiness'



International significance was imparted to the convention in Los Angeles last week of Variety Clubs International when the annual Humanitarian Award banquet brought release of the first public statement by former Secretary of State James F. Byrnes, recipient of the 1947 Award. Above, a photograph of the presentation of the Award in Washington by Chief Justice Fred M. Vinson, with Carter Barron, Assistant National Chief Barker, witnessing the ceremony which was broadcast in connection with the banquet.



A panoramic view of the Banquet, held on Stage No. 2 at Warner Bros. Studio, with Jack L. Warner acting as host to more than 1,000 prominent representatives of the entertainment industry from the United States, Canada and Mexico.



Host Jack L. Warner of the Award Banquet is seen above flanked by officials of the Variety Clubs. Standing: Marc Wolf and C. J. Latta. Seated: Chick Lewis, Charles P. Skouras, Mr. Warner, John H. Harris, R. J. (Bob) O'Donnell.



The spirit of good fellowship pervaded the entire proceedings. Above, a group spotted during the reception to honored guests, includes Jack Carson, Charles P. Skouras, Jack L. Warner, R. J. (Bob) O'Donnell, Dennis Morgan.

NATIONAL NEWSREEL

Variety Clubs Pledge $2 Million to Humanities

Minneapolis Tent Wins the Heart Award; Miami Gets '48 Meeting; Elect Officers

Delegates to the 11th annual convention of the Variety Clubs International had headed for home from Los Angeles this week pledged to a $2,030,000 humanitarian activity program.

This expanded program was adopted at the convention after Variety Club Big Boss John Harris told the delegates at a heart meeting that their pledges were $364,000 short of the $2,000,000 goal pledged by National Chief Barker R. J. O'Donnell. In a hot pep talk Harris not only met the goal but topped it by $30,000.

Hospital Work Wins

The delegates selected Miami for the 1948 convention city, re-elected all present officers excepting the Property Master where Jack Beresin of Philadelphia succeeded William Jenkins of Atlanta, decided to invest a $50,000 advance fund paid by Paramount for rights to film "Variety Girl" in government bonds and announced that the Minneapolis Tent had won the year's heart award for its work with the University of Minnesota State Hospital. The small tent of Grand Rapids won honorable mention for its combat on juvenile delinquency.

Former Secretary of State James F. Byrnes was awarded the current Humanitarian Award.

Though the delegates played hard in a round of sumptuous entertainments which marked the largest and most enthusiastic convention of the Variety Clubs to date, observers declared the most interesting sessions were those dedicated to the humanitarian activities of the Variety Club Tents. Here the Tents explained their work.

Dr. Ben Feingold, of Tent 25, Los Angeles, explained his group's main project—the construction and maintenance of a hospital for premature babies. Five per cent of all babies born are premature, he said, and special facilities are needed. These are inadequate now, Dr. Feingold added, and beyond the ordinary financial scope of the families involved and as a result a large number of children die. The building, he said, will be modern, with a quarter-of-a-million dollars planned for it.

"We hope to bring this program to everyone in our part of the nation," Dr. Feingold declared. "Through our tent the infant mortality rate will be lowered and our section will become one of the safest in the U. S."

The St. Louis tent said it had adopted six Greek orphans, while Dallas revealed that $4,200 had been spent on a special dugout for wounded veterans at the baseball games.

Tent 22, Oklahoma City, announced two health centers, fully paid for, and one in Tulsa for colored people. (This colored project won them the 1946 citation for the most outstanding Heart activities.)

Mexico Speaks

Luis Montez, Mexico City barker from the new Tent, said 15,000 pesos had been garnered by Cantinflas, Mexican film star, at a bullfight for charity. He added that one million pesos ($250,000) will be expended this coming year.

"We are backward on cooperation such as you have in the U. S.," Montez admitted, "but we are starting a national drive similar to your March of Dimes. We call it the 'March of Charity' and we hope to raise $250,000 for an underprivileged children's home. Mexico is very poor, but we are learning a great deal. We have 150 members now, but hope to have 300 by the end of the year."

Lou Gordon, of Boston Tent 23, announced a membership of 227 and $37,000 spent during the year on 30 institutions, movies for shut-ins, vacations for kids, and the like.

Speaking for Charlotte's Tent 24, George Roscoe told of his organization's contribution to eye, ear, and nose clinics, polio work and mobile units for hospitals. He pledged a substantial increase in the monetary outlay for Heart work next year.

Jack Rose of Tent 26, Chicago, declared that Chicago had now some 373 members and that it planned to spend more than $50,000 next year. One of the group's projects is a rheumatic fever sanitarium for children.

Clive Waxman, Grand Rapids, Mich., Tent [illegible] mayors.

[illegible] Toledo, New Haven, San Francisco and Miami.

[illegible] coming year.

Gives 'Variety Girl'

After Tent 21 of Atlanta revealed that it had spent $82,000 this past year on its charitable activities, Charles Reagan, Paramount sales chief, gave his company's picture, "Variety Girl," to the Variety Clubs for fund-gathering. Reagan proposed benefit performances all over the U. S. A. at higher prices, and said Paramount would make no charge at these performances. During the week of August 29, it was agreed, the film will be played at a benefit, probably at $10 admission, the night prior to the regular commercial opening. The only Tent in question on this was Mexico City, and it agreed to make separate plans for such an enterprise. George Dembow of National Screen Service said he would furnish, free, special trailers for the event.

The heart-award winning Minneapolis Tent reported that it had spent over $300,000 in connection with the University of Minnesota State hospital. Announcement that it had been selected by the Heart committee—Jack Alicoate, P. S. Harrison, Arthur Unger, W. R. Wilkerson—for the award was made at the Humanitarian award banquet last Saturday.

Variety Officers

The Variety Clubs International Convention in Los Angeles last week selected Miami as its 1948 convention city and re-elected, with one exception, the following officers: National Chief Barker R. J. O'Donnell; First Assistant National Chief Barker Carter Barron; Second Assistant National Chief Barker C. J. Latta; National Dough Guy Marc Wolf; National Property Master Jack Beresin (succeeding William K. Jenkins); National Publicity Director Charles E. (Chick) Lewis; National Ceremonial Barker James G. Balmer; National Heart Committee Chairman John J. Maloney; National Executive Director William McCraw. John H. Harris remains "Big Boss."

Byrnes Receives Variety's Humanitarian Award

Former Secretary of State James F. Byrnes was announced as the winner of the 1946 Variety Clubs International Humanitarian Award at a brilliant banquet which climaxed that organization's 11th annual convention in Los Angeles last Saturday.

Byrnes, who did not attend the banquet because of ill health, received the award privately in Washington earlier in the week and a recorded version of his acceptance and the presentation made by Supreme Court Justice Fred M. Vinson was presented at the banquet which was held on one of the huge sound stages of the Warner Bros. studio with Jack L. Warner as host.

An audience of over 1,400, which included members of diplomatic and consular corps as well as state and city officials, applauded warmly as a huge portrait of Byrnes was spotlighted on the stage and the recorded voice of Justice Vinson made the presentation. Judge Vinson paid tribute to the ideals and charitable accomplishments of the Variety Clubs and said:

"Last year more than 100,000 children were blessed and bettered by the expenditure of more than a million dollars in humanitarian services by the Variety Clubs International." Then in bestowing the award he said:

"The inscription on this plaque depicts the donors' feeling toward this distinguished American—'Blessed are the peacemakers for they shall be called the Children of God'."

In his acceptance Byrnes asked permission to turn the $1,000 award money over to the Washington Variety Club. He lauded the work done by the Tents and expressed optimistic hope for world peace.

"Throughout this nation," he said, "wherever Variety Clubs International have 'pitched a tent' they have won goodwill of the people by their good works. Because I have had the opportunity to know of their good works I ask the privilege of giving the honorarium which has been tendered me to the welfare fund of the Washington unit of this organization."

Other speakers were: Bob Goss, John H. Harris, National Chief Barker R. J. O'Donnell; Los Angeles Tent Chief Barker Charles P. Skouras; Executive Director William McCraw; Los Angeles Mayor [illegible] and Jack Warner.

THEATRE MANAGEMENT



The Brass Tacks of Efficient Picture Theatre Management*

COMBAT TRAVELING 'BENEFIT' SHOWS

By Jack Jackson

I've been running around a lot lately and from the things I've been seeing I've just about concluded that the boom business of recent years has left a serious malady in its wake. To be blunt about it, I honestly think that a whole passel of showmen have been so "hopped up" over the business they were—mind I said "were"—doing that, while the "up" is already gone or at best fastly disappearing, the effects of the "hop" remain, and they're acting like a bunch of dopes. If anything like the series of incidents I've encountered had threatened—much less happened to showmen before the war they'd have been up on their hind legs "abitin' " and "ascratchin' " like a tree'd tomcat at a snappin' bulldog. But it seems that today's gang—many of whom know lots better —are either asleep or witlessly meandering under the influence of a malady that bears all the earmarks of a dangerous opiate.

In the past few months I've been watching the most colossal array of carnivals, special benefit events, and other "auspices" activities of the "road" variety that ever raided the box-offices of local theatres. And I know that you, wherever you are, have had one or more of these nuisances to contend with. And I know that you're going to have more and more of them until you come out from under that "hop" I mentioned and start fighting for the entertainment dollar of your community on which you rightfully hold first claim.

Beware of Monster Special Touring Stage Attraction

It seems that show business, on a national basis, has become the hunting ground for a bunch of fast-talking pitch men who invade big and little communities alike selling one or another well-meaning organization on the idea of ballooning the outfit's bank account through the medium of a "monster special touring stage attraction." What makes it bad is that veterans' groups are most frequently approached and this places the local exhibitor at a decided disadvantage in setting up adequate competition. The V.F.W. the D.A.V., the various Legion Posts, the Veteran's Administration and so many of the really deserving side-line organizations of our ex-fighter groups have been lending their names and prestige—and in many instances their active soliciting support—to events of this kind, with the result that the encroachment on theatre revenue has taken on major proportions. The veterans "benefits" are in addition to a sizable number of police, firemen and other events that all pull away from our box-offices.

Twice in recent months I've been called personally on the phone—and once visited in person—by solicitors requesting ads for programs and, when that failed, openly asking that I buy a book of tickets to some so-called benefit performance. The "phone gangs" are good and do a swell job of making one feel like a "slacker" if he fails to come across in the interest of the "cause" they are supposedly assisting in a selfless spirit of wholesome altruism. They almost had me crying in my inkwell, and if they can do that to me, you can imagine what they were able to do with those who are less familar with the "rackets." Let me hasten to say that not all of them are "rackets." There are some few that are really presented on a legitimate benefit basis, but the great majority are "fakes" so far as benefit to the organizations whose name they use and benefit only the promoters.

I got overly interested when one "monster revue" in my own city was reported as netting (yes, I said netting) $10,000. I began checking and found that a former manager of one of my theatres—he was a BTW (before the war) manager who knew the ropes well—had a finger in the pie. I made it a business to get further details and the following is a resumé of what happens when the "glib guys" get in conference with various organization committees:

Of course, every organization needs money, so they start out by showing clippings and letters (most times planted) of what they did for some other similar group way off in some distant city. The "flash" is always excellent, with photos of acts the promoters themselves never even heard of used to dress up a circular that is supposed to illustrate the headliners they will bring to take part in the local affair.

The "terms talk" usually follows and the "glib guys" promise the organization everything, including the kitchen sink. They are the most altruistic bunch in the word, conversationally speaking, and will agree to as high as 75 per cent to the organization *after all expenses have been deducted.* The deal sounds so reasonable and the attendance potential is made to sound so extravagant that the committee begins hearing the tinkling of coin and follows the lead of the "glib guys" like dairy herd after a bell cow. The contract usually places the burden of auditorium rental, stage hands, spotlight operators, newspaper advertising and posting salaries on the sponsoring orzanization, and permits the "glib guys" to use the name of the organization in all contacts for publicity, civic support, ticket sales, etc. The only expense the promoter guarantees is the cost of printing the paper. Provision is made for the deduction of *all* expenses before division of the profits and the expenses include the "tip" or percentage paid to the "phone gang" who harass any and every business concern, wealthy citizen, etc. for the purchase of block tickets. One of the promoters is usually in charge of the "phone gang" and takes an overright of five or more per cent on their activities. The "phone gang" gets anywhere from 15 to 25 per cent of the tickets sold in advance and the collectors—who run quick to get the money when the phone "pitch" results in an order—are usually local girls or boys who work for the organization gratis. *Practically every contract signed provides for the organization to share only in the advance sale.* The box-office sale on the night of the performance goes entirely to the promoters.

Many Expenses Added

In addition to the above, the expense of traveling for the promoters—as well as the hotel bill and sustenance expense—the salaries and transportation of the various acts, the cost of printing tickets and every other conceivable item of expense is chalked up to swell the

(*Continued on Page* 16)

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Educational Tool

No educational tool is more powerful in the classroom than the motion picture, the Rev. William Crandell, S.J., dean of arts and sciences at Loyola University recently told the Louisiana Council for Motion Pictures in New Orleans.

"In the recreational field, however," he said, "care should be exercised by parents as to what motion pictures their children see, since the screen is one of the most powerful motivating forces on youthful minds."

Mrs. Joseph E. Friend, of New Orleans, was re-elected president of the Council.

HAVE YOU GOT "TROUBLE WITH WOMEN"?



If you haven't, brother, it's time you did. Because here's the picture that lifts the lid on The Trouble With Women . .

Don't look now, Professor Milland...but your student body is showing!

Ray MILLAND · Teresa

Paramou

"The Trouble



Teresa's having the best time of her life since her smash performance in "The Best Years Of Our Lives."


"O.K., Prof...So you know women like a book...But how do you explain that student under the cover?"
Ray's in stride on the laughter side as a professor who writes on "How To Tame Women"—then gets a lesson in caressin' from his prize pupil, Teresa!
resents
RIGHT · Brian DONLEVY
With Women"
with
ROSE HOBART · CHARLES SMITH
LEWIS RUSSELL
IRIS ADRIAN · FRANK FAYLEN
Directed by SIDNEY LANFIELD
Screen Play by Arthur Sheekman·Produced by Harry Tugend



"The Trouble With Women"

Paramount's

Hilarious Harbinger of
These Sensational July and August Hits:

THE PERILS OF PAULINE In Technicolor

DEAR RUTH

WELCOME STRANGER

Hal Wallis' DESERT FURY In Technicolor

VARIETY GIRL

With 4 Dozen Stars!

PRINTED IN U.S.A.

THEATRE MANAGEMENT

You Can Save Money on Those Printing Bills

Tested Ideas, Short Cuts To Good Work, Low Prices Outlined in 20-Point Plan

By ERNEST W. FAIR

We were never one to keep a man from making an honest dollar but somewhere we must have inherited a little Scotch ancestry, for we've always been one to find a way to stretch our dollars.

And stretching dollars is important these days; important to every theatre manager in the smallest town to the largest city.

On printing, for example, let's say we're going to spend $250 this year. Through a few short cuts and tested ideas we can reduce that bill to $200, or we can get $300 worth of printing for $250! Either way, it's good business.

And since your reporter used to own his own printing business, he's in a position to know how every theatre manager can help his printer do the work better and less expensively. There's nothing complicated about the formula; it's easy to follow:

1. Plan standard printing jobs (letterheads, envelopes, etc.) well ahead, as far ahead as possible. Reason: to take advantage of quantity prices, and that really means something in printing. For example, 500 letterheads and envelopes might cost you $10. That's $20 a thousand. Yet 5,000 of the same job will probably cost you only $40! That's $8 a thousand —a worthwhile saving. Why? Because 40-60 per cent of the printing cost is in preparing the job for the press.

Paper Makes a Difference

2. Know your printing papers. Paper is not a comparatively expensive item in printing but it does make a difference. Have your printer offer you samples in several selections. When jobs are bought in quantities and a less expensive grade of paper can be used, the saving is generally worthwhile.

3. Simplify all of your printed store forms, records, etc. as much as possible. Forms that require only a few changes to make them usable save you money on composition costs. Ask your printer about it; he'll be glad to explain in detail.

4. Don't rush your orders. Plan them well ahead. In nearly all cases printers can offer better prices on jobs turned in two or three weeks in advance than on rush jobs. The reason: something called time-and-a-half and double-time for labor.

5. Have you been using some forms over and over again, year after year without change? If your printer has a small shop, ask him what it would cost for you to buy the metal of your linotype set-up job and have him store it for next time. It will save you composition costs and linotype metal cost.

6. If you use cuts in your printing, it might pay to check up on whether advertising mats could be used just as well; they cost very little to buy or to cast for use. Frequently, printers have hundreds of them from which to choose. Such services can be purchased outright for your own use.

7. Don't shop around for printing every time you have a job. Printing is an unusual commodity; it has no standard price. Theatre managers can generally get a better deal from a printer who knows he has all of their business than from one who knows this may be the only job he will receive this year. Pick the printer carefully, then stick with him as long as he delivers the goods.

8. Fancy checks are most attractive, aren't they? But do we really need them? Most banks supply checks free for printing, so why pay extra money for expensive check paper unless we have a special purpose we wish our checks to accomplish?

9. Don't waste printed forms by using them for note-taking or just plain scribbling! Scratch pads are inexpensive. Have one at the telephone, on your desk, near the cash register or wherever its use can save a printed form which might be used otherwise.

10. Do you really need those large Number 10 envelopes? Wouldn't the smaller 6¾ size do just as well? Their cost is low enough to make a difference in our printing bills. The same thing applies to letterheads; most theatres can just as effectively use half-size letterheads as full-sized ones.

11. When you have dodgers or handbills printed, design them so that they contain as few boxes, as little type slanted off at odd angles and as few words as possible. They will be much less expensive.

Get It Right First Time

12. Get it right the first time! Something new has been added to the printing business: few, if any, printers will continue making corrections and changes without making additional charges. If you make certain your job is just the way you want it printed before you ever give the printer your copy, rather than changing it half a dozen times afterwards, he'll give you much better rates.

13. Grouping different jobs together often permits the printer to employ short cuts that enables him to quote better prices.

14. Give the man in the home town a break; it may save you money in the long run. Perhaps you can save $1.25 on that job by sending it to the big city, but next time you're in a hurry your printer is going to remember that you call on him only in desperation. Invariably a printer's steady customers always get the better prices on their work over a period of time.

15. A numbering job costs considerably because it's a difficult printing operation. Avoid their use and write in numbers by hand, or else buy a small hand numbering machine.

16. Avoid odd sizes of printed matter. The printer buys his paper in bundles of standard sizes. If your job does not cut evenly into those larger sheets, there is waste paper involved, and the cost is always added to your bill; it couldn't be any other way. If you *must* use odd sizes occassionally, then ask your printer to save the scrap paper for your use as note-pads, and scratch-pads.

17. Two colors cost extra money, and when they are used solely for our own vanity they are seldom worth the investment; a great deal of the average two-color printing could be effective in a single color with colored paper used for the contrast purposes. Look into such possibilities in the use of routine printing matter.

18. Plan printed advertising carefully; the wise theatre manager figures his next year's appropriation for this purpose, divides it according to seasons, and from this chart plans all of his advertising carefully. The same procedure applied to printing will insure maximum dollar return; avoid end-of-year need of extra printing expense.

19. Pad all forms, statements and similar printed forms; it costs very little and saves a great deal in eliminating soiled pages, ruined sheets, etc. when packages have been broken.

20. Printing dollars return greatest dividends when used wisely. Appraise every order for printing in the light of its practical dollar-and-cents usage. Make certain every job has a definite purpose to accomplish, and that this purpose will be either to secure more business for your theatre or, through careful planning, reduce the operating overhead. Frills waste money; so do haphazardly planned printing ideas. It pays to plan printing dollar expenditures carefully!

An Exhibitor for 45 Years!

Forty-five years an exhibitor! Yessir, that's the record established by John Schnack in Larned, Kansas, and for which his neighbors, friends and other people who admire him last week put out the red carpet, figuratively speaking, to honor the owner of the Electric Theatre.

It was in 1902 that Mr. Schnack and a friend started a tour around the country with some odd pieces of film to show to people who never heard of "moving pictures" and who were skeptical about them to boot. Hand bills couldn't get them into theatres, but smart showmanship could. So Mr. Schnack and his friend hired local opera houses, gave a partial free show in the streets, and then the crowds flocked in.

Later, in 1906 Mr. Schnack and another partner opened their theatre atop the Opera House in Larned and in 1912 moved to its present location.

Larned's two delightfully-named newspapers, the Tiller and Toiler and the Chronoscope, have given front-page, two-column space to a story about Mr. Schnack. His friends, including rival exhibitors in Larned have bought advertising space congratulating the picture pioneer on his 45th anniversary in the motion picture business.

Mr. Schnack, himself, invited one and all to come see his show absolutely free for two days during the celebration And that, ladies and gentlemen, indicates the kind of man Mr. Schnack really is. Congratulations, sir!

Conserve Batteries

Do you know how long a flashlight battery should last with normal usher use? If carelessly used it will, of course, have a shorter life. In any event, a record of new batteries dispensed and the length of service of each may disclose another interesting method of cost-cutting.

THEATRE MANAGEMENT

Return to Courtesy Asked by Lundy, G-B Theatre Director

'Sick, Tired of Excuses' He Declares as He Urges 'Fresh Concerted Effort'

Declaring that "never has courtesy, kindness and the small attentions of life been more highly valued than today," Edward H. Lundy, Gaumont-British Director of Theatres, writing in the Gaumont-British house organ, *News and Views*, exhorts his staff operating some 300 British cinemas to put forth "an extra effort, a little more organizing, a little more care and consideration and energy and determination" to insure courteous treatment to moviegoers at all times.

Cannot Be Rationed

Mr. Lundy, who is currently touring United States cinemas with G-B Booking Manager Arthur Brown, warns his operating staff that he is "sick and tired of excuses," that "the world has been full of them now for two years," and that although "restrictions irritate most of our lives, one thing no government or any war can ration or dictate is courtesy."

"Why it should suffer a reduction because of a war I leave to the psychologist," he writes, "but today I accept no more excuses because never has courtesy, kindness and the small attentions of life been more highly valued.

From Offices, Factories, Shops

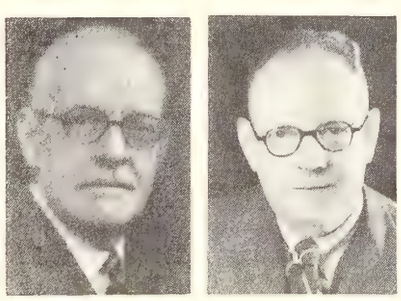
"We are not the most polite nation on earth by nature, but at least we are a cheerful nation. The millions who come to us as customers come from offices, factories, shops and foundries. They come at the end of a day's work. They are a bit tired, but fundamentally they are in some semblance of a holiday mood when they enter our doors. Imagine, therefore, their reaction to an act of discourtesy or what they conceive to be lack of attention or even aloofness in bothering with their personal problem of a seat too near the screen, etc.

"The bigger the theatre the greater the need for acts of personal service and courtesy. The very atmosphere of a theatre with its thousands of patrons in 'holiday mood' should foster the very essentials of courtesy and cheerfulness. Wise showmen exploit this to the full and make a name for themselves and their theatre and, indirectly, all who work therein. An organization is judged not on the amount of money in the bank, but upon the action of its servants and representatives.

"I have always resisted the suggestion that people are mere cogs in the great industrial machine. Some years ago I was visiting a theatre and noticed the cheerfulness and efficiency of an 18-year-old receptionist dealing with queues. He was just an ordinary boy, but his charm and courtesy indicated to me the intelligent way he interpreted his duties. Today he is managing one of G-B's biggest theatres.

"Excuses are out. There is no place for them in the language we are talking. The question is: to be or not to be? There is only one answer to this and you must all give it with a fresh concerted effort. It will need an extra effort, a little more organizing, a little more care and consideration and energy and determination.

"Those who succeed will find a place in the sun."



E. H. LUNDY (left), Director of Theatres for Gaumont-British, is a real movie industry veteran, having been asociated with G-B for more than 30 years. Accompanied by his wife and ARTHUR BROWN (right) G-B booking manager, he is currently combining business with pleasure on a tour of inspection of U. S. cinemas. Mr. Lundy's exhortation to his operating staff for a return to courtesy (see story above) is equally applicable to theatre managers and their employes throughout the world.

That Culinary Angle

Learning to cook at the theatre may become a regular habit for women if the idea sponsored by the Alliance Theatre Circuit in Chicago spreads over the country. Alliance has arranged with the home service department of the Commonwealth Edison Company to start its theatre cooking school drive at the Roseland. Other theatres will be used as the campaign gets under way.

Fight Traveling 'Benefits'—Jackson

(*Continued from Page* 14)

"deducts." The smarter promoters have their own booking office whose charge for sending the acts is always included. When the final accounting takes place the organization usually finds itself with a trifling percentage of the actual gross and the heartfelt regrets of the settling promoter that "things just didn't go so well in the town" and that everybody "took a nose bleed" on the event. Then the promoters get off in a hotel room or back in their headquarters and cut the "sucker pie."

In one particular instance the promoters cleared over $10,000 while the sponsoring group got $1,500. Of course the sponsors were allowed to furnish ticket takers, ushers, etc. and it was their help who manned the downtown booths for advance ticket sales. In most instances the organization committees are "on the level" but in some instances "deals" are made whereby the leaders get a percentage as "side money" for their influence on other members.

The traveling carnival and many other so-called attractions that would never be given a permit for exhibition in your town can always get a preferred location and run "wide open" if they are able to inveigle the gullible heads of some prominent local organization to undertake the sponsorship of the outfit. The bad odor they leave behind because of obscene shows, crooked games, etc. is always the headache of the sponsors.

You may not believe it, but with slight variations every "sponsored event" in your town is worked according to the above plan. Why and how do they get away with it? Well, Mr. Showman, you are far from blameless. You know show business and it is your duty to your townsmen, to the various organizations and to your own business to see that such events never take place. You've been negligent in that job of *good public relations* or they never would get inside the city limits. If you make it a point to contact all the local organizations and let them know that your nice theatre is always available for special benefit engagements; that you are willing to go out of your way to get the right kind of acts and present them in the right manner; that you are willing to deduct only the actual cost of operation and attractions before giving them a fair break of gross division; that you won't saddle them with unwarranted overhead and that you will lend your screen, lobby and front display to advertising the event as well as your prestige with the local newspaper; that you will help them recruit capable local performers to augment such "star" talent as is necessary; and that you will arrange for whatever "run" is consistent with gross expectancy, they'll run the "glib guys" out of town.

Should it be that you run into instances where the organizations are genuinely sold on the promoter's scheme (and that happens frequently), just suggest that they include you as an adviser on the committee delegated to sign the contract. In such a position you can ask the promoter the "show wise" questions and insist on the inclusion of protective clauses that will make the average "glib guys" group refuse the contract or retire from the local scene as gracefully as possible.

There are only so many "amusement dollars" to be spent in your community and because of your stability and investment you are entitled to first call. These traveling carnivals, promoted special events, etc. are taking a heavy toll of the "mazoola" that belongs in your bank account. All you have to do to plug the leak—and in doing so protect the integrity, prestige and public esteem of local organizations—is to offer your cooperation with any deserving group hunting for ways and means to swell their treasury FIRST. Be ahead of the "fly-by-night" fourflushers with a "fair" proposal of participation in receipts in return for effort and sponsorship. Offer your services as an impartial adviser about any event they may contemplate sponsoring. In short, just get "on your toes" and do your duty to yourself and your town by keeping the "glib guys" from picking the pockets of the local citizenry. As the late Carl Laemmle former Universal president, used to admonish: "Use the sense God gave you" and stay awake, fellows, stay awake!

THE BOX OFFICE SLANT

Oregon Trail Scouts

Republic Western 58 mins.

AUDIENCE SLANT: (Family) Good, actionful Red Ryder western that should please the series' fans.

BOX-OFFICE SLANT: Fine for double bills. Should do just as well as others in the series.

Cast: Allan Lane, Bobby Blake, Martha Wentworth, Roy Barcroft, Emmett Lynn, Edmund Cobb, Earle Hodgins, Edward Cassidy, Frank Lackteen, Billy Cummings, Jack Kirk. Credits: Associate producer, Sidney Picker. Directed by R. G. Springsteen. Original screenplay by Earle Snell. Based on Fred Harman's Famous NEA Comic. Photographed by Alfred Keller.

Plot: This goes back a few years before the others in the Red Ryder series and attempts to explain how Ryder and Little Beaver formed their team. It seems that Little Beaver is the kidapped grandson of an Indian Chief, who tags on to Ryder as he starts a trapping expedition with the permission of the chief. (No one but some outlaws know he is the grandson). The outlaws are anxious to make a trapping deal with the chief, are refused, and try to kidnap Little Beaver again to use him in a trade with the chief. Ryder outwits the crooks, cleans up as usual, and he and Little Beaver start their partnership.

Comment: This has plenty of action for the western fans, some light comedy and some slapstick. Allan Lane is a good Red Ryder but would be a better one if someone would tell him not to shut his eyes when he fires his gun. Good for double bills.

The Brothers

(Reviewed in London)

Rank Drama 98 mins.

AUDIENCE SLANT: (Adult) A fine piece of filmcraft which, because of its theme, will be most appreciated by discriminating moviegoers. There are harrowing scenes and certain implications which make it unsuitable for children.

BOX-OFFICE SLANT: While it has much popular appeal, fine production values and beautiful photography, an air of foreboding gloom overshadows the whole. An offering for "class" theatres.

Cast: Patricia Roc, Will Fyffe, Maxwell Reed, Finlay Currie, Duncan Macrae, John Laurie, Andrew Crawford, Megs Jenkins and others. Credits: Adapted from L. A. C. Strong's novel by David MacDonald, L. A. C. Strong and Paul Vincent. Screenplay by Sydney and Muriel Box. Director, David MacDonald. Presented by J. Arthur Rank. British distribution, GFD.

Plot: To a wild island off Scotland, at the turn of the century, goes Orphan Patricia Roc to become a servant of a family of fishermen. The sons, repellent Duncan Macrae and sturdy Maxwell Reed, ignore her, although she is attracted to Reed. She becomes friendly with Andrew Crawford, whose family has been feuding with her employers for generations. This rekindles the hatred, and during a family trial of strength, the father of Macrae and Reed dies. When Macrae's advances to Patricia are rebuffed, he marries Megs Jenkins, although he still yearns for Patricia. For revenge, he convinces his brother that he is a wanton and unlucky, and forces Reed to beat and later kill her. Reed also kills himself. The islanders, realizing what has happened, plan a primitive death for Macrae.

Comment: This story of semi-primitive, bigoted people and their emotions has a strong underlying sex influence and is definitely adult entertainment. It is a fine piece of filmcraft which is not lacking in popular appeal or memorable moments, but a grim foreboding dominates it. While there is some delightful comedy, there are some extremely harrowing sequences; especially when Maxwell Reed's finger is held by a conger eel in a rock pool and to avoid drowning by the incoming tide, he cuts it off with a knife. Patricia Roc handles a shallow part with conviction and Reed is another discovery whose presence will help British films; he is a rugged type with acting ability. Comedy is expertly handled by Will Fyffe and the always admirable John Laurie turns in a neat cameo of an old Scot with second sight. David MacDonald has directed with understanding, and the photography of the wild, stormswept islands is beautiful.

The Millerson Case

Columbia Mystery 71 mins.

AUDIENCE SLANT: (Family) Latest Crime Doctor picture has enough mystery to hold the interest and challenge the ability of the average "whodunit" fan.

BOX-OFFICE SLANT: Should have standard results at box-office.

Cast: Warner Baxter, Nancy Saunders, Clem Bevans, Griff Barnett, Paul Guilfoyle, James Bell, Addison Richards, Mark Dennis, Robert Stevens, Eddie Parker, Vic Potel, Eddy Waller, Russell Simpson, Sarah Padden, Jack Davis, Paul Bryar, Frances Morris, Barbara Pepper. Credits: Produced by Rudolph C. Flothow. Directed by George Archainbaud. Screenplay by Raymond L. Schrock. Based on radio program, "Crime Doctor" by Max Marcin. Photography, Philip Tannura.

Plot: The Crime Doctor goes off on a vacation and finds himself involved in a typhoid epidemic. Among the victims he discovers a murder, so he remains to help the local authorities solve the crime. The top suspect is an old doctor who refuses to follow modern methods in healing the sick; but the Crime Doctor clears his name by producing the real culprit.

Comment: Latest in the Crime Doctor series turns out to be just a routine story with just enough mystery to hold one's interest. It has one definite thing to offer however, in the form of entertainment: the solution of the crime will challenge most "whodunit" fans. This is not due to the quality of the story but to the amount of characters involved, anyone of whom could have been the killer. Warner Baxter is his usual capable self in the title role and Clem Bevans plays the part of the local sheriff. Since the locale of the story is laid in a rural community—quite rural in fact—there are a good many character roles handled by such capable players as Russell Simpson, Griff Barnett, Paul Guilfoyle and Sarah Padden. Nancy Saunders is attractive in one of the feminine parts. Production is average.

The Trouble With Women

Paramount Comedy 80 mins.

AUDIENCE SLANT: (Adult) Unashamedly silly in story and in almost caricatured portrayals of the newspaper business and a professor of psychology at a leading American university, this is light in treatment throughout, containing few hearty laughs. Average audiences probably will like it.

BOX-OFFICE SLANT: Top cast names of Ray Milland, Teresa Wright and Brian Donlevy should provide initial draw, but top exploitation is necessary to make it stand up. Should do average business in most spots.

Cast: Ray Milland, Teresa Wright, Brian Donlevy, Rose Hobart, Glenn Vernon, Edward Brophy, Adele Jergens, Jean Phillips, Ruth Warren, Loyal Underwood, Norma Varden, Jonas Mitchell, Mary Young, Dorothy Adams, Frank Jaquet, Ray Walker, Lloyd Corrigan, Harry Tyler. Credits: Produced by Sol C. Siegel. Directed by Arthur Lubin. Screenplay by Frank Tashlin and Monte Brice. Based on a story by Rudy Makarova and Harold Buchman. Photography, Lionel Lindon.

Plot: A college professor is quoted as advocating wife beating and promptly sues the offending newspaper for $300,000. The newspaper's star girl reporter is assigned to make him withdraw the suit. She enrolls in his class for post-graduate study and falls in love with him. She finally jilts her hard-boiled city editor boss to marry the professor, but convinces him that everyone concerned would best be served by withdrawing the suit.

Comment: The idea behind "The Trouble With Women" contains nice comedy potentialities and it is not the fault of the principal players that these potentialities have not been completely realized. Milland plays the professor as a sort of caricature and Brian Donlevy is the newspaper city editor who exists largely in the minds of movie audiences but probably has never been seen in any newspaper city room. Miss Wright's part is wholly sympathetic. The entire picture has been played with a sort of tongue-in-cheek attitude, which can most likely be attributed to direction. Production values are excellent. There are few hearty laughs in "The Trouble With Women" but there are plenty of chuckles. Average audiences probably will like it and the strong marquee names indicate average business in most spots.

The Ghost and Mrs. Muir

20th-Fox Drama 104 mins.

AUDIENCE SLANT: (Adult) One of the most delightful, heart-warming films to come out of Hollywood in a long time, this is certain to thoroughly entertain all types of adult audiences. The ladies in particular will find it very much to their taste.

BOX-OFFICE SLANT: Excellent marquee names, a fine story, beautifully directed and acted, this is certain to elicit more than favorable audience comment. Should be one of the year's top grossers.

Cast: Gene Tierney, Rex Harrison, George Sanders, Edna Best, Vanessa Brown, Anna Lee, Robert Coote, Natalie Wood, Isobel Elsom, Victoria Horne, Reginald Sheffield, Clifford Severn, Willard Kent, Thad Swann, Willard Swann, Helen Freeman, Will Stanton, Harold Turner.

(Continued on Page 20)

ODDS-ON

A WINNER



"100% audience picture . . . thrilling racetrack sequences." FILM BULLET

"Laughter . . . tears . . . suspense." MOTION PICTURE HERALD



SURE THING

TOP SELECTION



"Rates high at box offic HOLLYWOOD REPORT

"A solid entry" BOXOFFICE



MONEY IN THE BAN

IN THE BAG



"Please eve

"Heart warming . . . entertaining . . . for top box office grosses." SHOWMEN'S TRADE REVIEW



BIG THEATRES FROM COAST TO COA

FAVORITE!

BEST BET



"Exhibs can lay odds on huge gross."
HOLLYWOOD M. P. REVIEW

"Attracts women."
THE EXHIBITOR



CAN'T LOSE

OUT FRONT



"Box office honors."
FILM DAILY

nember of the family."
MOTION PICTURE DAILY

A CINCH

FRANK BORZAGE'S

THAT'S MY MAN

Don AMECHE • *Catherine* McLEOD

starring

Lovely Star of "I've Always Loved You"

with

Roscoe Karns • John Ridgely • Kitty Irish • Joe Frisco
and Joe Hernandez, Nationally Famous Racing Announcer

Produced and Directed by FRANK BORZAGE
Written by Steve Fisher and Bradley King

A REPUBLIC PICTURE



OON WILL BE PLAYING THE FAVORITE!

BOX-OFFICE SLANTS

The Ghost and Mrs. Muir

(*Continued from Page* 17)

Heather Wilde. **Credits:** Directed by Joseph L. Mankiewicz. Produced by Fred Kohlmar. Screenplay by Philip Dunne from the novel by R. A. Dick. Music by Bernard Herrmann. Photography, Charles Lang, Jr.

Plot: In London at the turn of the century, a young widow uses her tiny income to take a cottage by the sea which is haunted by the ghost of a sea captain. The ghost first tries to scare the widow and her family away but, met with the stubborn determination of the lovely widow who explains she loves the place, the captain permits her to stay on. When the widow's income ceases, the captain supplies her with material for a robust book about sea-faring men, which is immediately successful and enables the widow to buy the house on her promise to the captain that she must will it as a home for sea-faring men when she dies. When the ghost discovers that the widow has fallen in love with a writer he disappears, telling the young widow in her sleep that what she thought she saw was not a ghost but just a dream. The widow is unconvinced, but accepts the situation. Her love affair turns out badly. When she is the grandmother of a grown-up girl, the captain again appears before her, offers her his hand which she accepts, appearing again as the young girl who had met the ghost many years before.

Comment: To speak of "The Ghost and Mrs. Muir" is to speak in superlatives, for it is that kind of a picture. It is magnificently produced by Fred Kohlmar, sensitively directed by Joseph L. Mankiewicz and acted with superlative skill by Gene Tierney and Rex Harrison, in particular, and everyone else in the fine cast, in general. The screenplay by Philip Dunne from the novel by R. A. Dick is one of the finest writing jobs produced in Hollywood in some time, being a considerable improvement over what was a fine novel to start with. With all due credit to Miss Tierney for her performance, it is the characterization of Rex Harrison as the ghost of the sea captain that is a standout in the fine film. He is virile, positive and thoroughly likable and convincing, dominating the screen whenever he appears. Although the part of George Sanders is small, in comparison to those of his two co-stars, he is very much the cad he is supposed to be, seemingly relishing the part. Edna Best as the family housekeeper and Robert Coote as a house-agent also contribute strongly to the excellence of the picture as a whole. There is certain to be joyful box-office "music" when "The Ghost and Mrs. Muir" gets around. And whatever exploitation methods are pursued to tell the world about it will not be too much: the picture is worth every effort that can be put forth in its behalf.

Moss Rose

20th-Fox **Mystery-Drama** **82 mins.**

AUDIENCE SLANT: (Adult) An engrossing story of intrigue and cold-blooded murder that should entertain most adult audiences.

BOX-OFFICE SLANT: Good marquee names and intelligent exploitation should deliver average business.

Cast: Peggy Cummins, Victor Mature, Ethel Barrymore, Vincent Price, Margo Woode, George Zucco, Patricia Medina, Rhys Williams, Felippa Rock, Carol Savage, Victor Woode, Patricia O'Moore, Billy Bevan, Michael Dyne, John Rogers, Charles McNaughton, Alex Frazer, Harry Allen, Gilbert Wilson, Stanley Mann and others. **Credits:** Directed by Gregory Ratoff. Produced by Gene Markey. Screenplay by Jules Furthman and Tom Reed. Adaptation by Niven Busch from the novel by Joseph Shearing. Musical direction, Alfred Newman. Music by David Buttolph. Photography, Joe MacDonald. Special photographic effects, Fred Sersen.

Plot: A dancer is murdered and a rich young gentleman is blackmailed by a chorus girl (who saw him come from the dead girl's room) into taking her to his mother's estate so that she can learn to become a lady. She meets the man's fiancee who also is murdered. The young man and the chorus girl have now fallen in love, and he saves her from death as police capture the killer.

Comment: The fact that "Moss Rose" has been well written, well cast, sumptuously produced, excellently directed and acted with a high degree of skill gives it an aura of importance. Essentially, though, the story itself is not quite up to the film's other attributes, permitting it to bog down slightly at the end. This minor fault, however, cannot detract from the splendid performance of Peggy Cummins, as the ambitious young dancer who withholds evidence in a murder case to satisfy a childish desire to be a "lady" in London when being a lady meant all the difference in the world to her. Victor Mature gives a fine, restrained performance and Ethel Barrymore shows consummate skill as the matriarch of Mature's household. Vincent Price, Patricia Medina and Rhys Williams also are fine in smaller, but important roles. With all of the fine production values and excellent performances, it is the intelligent direction of Gregory Ratoff that gives "Moss Rose" the smooth pace it achieves. It should do average business on the strength of its marquee names and intelligent, vigorous exploitation.

Copacabana

United Artists **Musical-Comedy** **92 mins.**

AUDIENCE SLANT: (Family) Just the sort of picture the majority of average moviegoers delight in seeing—delightfully enjoyable, easy-to-take summertime entertainment with amusing situations, tuneful songs and elaborate production numbers.

BOX-OFFICE SLANT: The widespread fame of the real Copacabana makes the title a strong box-office magnet, but there are also the names of Groucho Marx, Carmen Miranda and Andy Russell, among others, to attract patronage. If exhibitors take advantage of the film's exploitation possibilities, better-than-average business should result.

Cast: Groucho Marx, Carmen Miranda, Steve Cochran, Gloria Jean, Ralph Sanford, Andy Russell. **Credits:** Produced by Sam Coslow. Directed by Alfred E. Green. Screenplay by Laslo Vadnay, Alan Boretz and Howard Harris. Original story by Laslo Vadnay. Photography, Bert Glennon. Special effects, John Fulton. Production designer, Duncan Cramer. Lyrics and music, Sam Coslow. Musical direction and incidental music by Edward Ward. Musical arrangements by Jack Mason, Harold Zweifel and Bob Gordon. Musical advisor, Eddie Durant. Song, Go West Young Man, by Bert Kalmar and Harry Ruby. Musical numbers staged by Larry Ceballos.

Plot: When Groucho Marx proves to Steve Cochran, proprietor of the Copacabana, that Marx's sweetheart, Carmen Miranda, is talented and should be booked into the night club, Cochran signs her, then asks Marx if he has other clients. Marx names a fictitious "Mademoiselle Fifi" whom Cochran insists upon signing. Truly in a dilemma, Marx prevails upon Carmen to impersonate the other character, which she does successfully, with Cochran and others thinking she is two different performers. For a while the deception works, causing many complications; but all is well again when it is established that "Mademiselle Fifi" was only fictitious.

Comment: Producer-composer Sam Coslow is certain to hit the box-office till with "Copacabana," for he has wisely designed this musical to appeal to the greatest number of people—the masses. And wisely enough, too, he has cast it with the right entertainers to make it a natural for top marquee billing. The widespread fame of the real Copacabana will make the title a box-office magnet. All of these factors, happily enough, are on the plus side, and the musical itself is amusing, tuneful and thoroughly entertaining—just the sort of picture the majority of average moviegoers delight in seeing. Minus his brothers and in a comparatively "straight" role not without his particular brand of comedy, Groucho Marx wins top starring honors with an excellent performance. Carmen Miranda, who has heretofore been confined mainly to performing one of her Latin-American specialties before the cameras, has the feminine lead opposite Marx; she does well in her "off-stage" moments and in her dual characterization as a Latin from Brazil and a veiled French chanteuse known only as "Mlle. Fifi." Steve Cochran, Gloria Jean, Ralph Sanford and Andy Russell do well in supporting roles, with Gloria Jean singing a dream sequence number and Russell delivering a number of songs. Production numbers have been lavishly staged, with My Heart Was Doing a Bolero (sung by Russell) probably the most outstanding, followed by Groucho Marx and the Copa Girls doing Go West, Young Man. Other tunes which should find popular favor are Stranger Things Have Happened, More and More, I Haven't Got a Thing to Sell and Let's Do the Copacabana. All in all, "Copacabana" is enjoyable, easy-to-take summertime entertainment, and if exhibitors take advantage of its exploitation possibilities, better-than-average business should result.

Repeat Performance

Eagle-Lion **Drama** **93 mins.**

AUDIENCE SLANT: (Adult) A little slow but with a new plot twist and good performances, particularly from Joan Leslie. Should entertain average audiences and intrigue the ladies.

BOX-OFFICE SLANT: Should do fairly well. Marquee names are not quite strong enough for initial draw, but good local exploitation, to follow up Eagle-Lion's smart national campaign should deliver at least average business.

Cast: Louis Hayward, Joan Leslie, Richard Basehart, Virginia Field, Tom Conway, Natalie Schafer, Benay Venuta, Ilka Gruning. **Credits:** Screenplay by Walter Bullock, based on a novel by William O'Farrell. Music by George Antheil. Produced by Aubrey Schenck. Directed by Alfred Werker. Bryan Foy in charge of production. Photography, Lew W. O'Connell.

Plot: The film opens with Joan Leslie just having shot her husband, Louis Hayward. By some unexplained magic she is permitted to live the last year of her life over again,

BOX-OFFICE SLANTS

which she does, trying to eliminate the mistakes that led up to her husband's murder. Some power beyond her control, however, causes events to occur which somehow parallel events which had taken place before, just up to the moment when (the year before) she had killed her husband. In a surprise ending the same results are brought to pass, but with a somewhat different motivation.

Comment: Even though Joan Leslie is given one year of her life to live over again (giving the film its title), there is no mysticism employed in the procedure. The story is a peculiar one, needing an inordinate amount of dialog to make the action clear and slowing the pace of the film. It appears that considerable footage might have been eliminated in order to set a faster pace, but that might have lessened its clarity. In any event "Repeat Performance" is well produced, competently directed and acted with a good deal of skill by young Miss Leslie, Richard Basehart, Tom Conway, Natalie Schafer and Benay Venuta. Hayward tends to overact at times, causing his characterization of a no-good husband to lose credence. An outstanding portrayal of a hazy poet, later confined to a mental institution, is played with considerable restraint and understanding by Basehart. Eagle-Lion's smart national exploitation campaign should get the picture off to a good start. This campaign should be followed by smart local exploitation to get the most out of every engagement.

The Web

Univ.-Int'l Mystery 87 mins.

AUDIENCE SLANT: (Adult) With its suspense and other important elements, "The Web" is a good, entertaining mystery for average moviegoers.

BOX-OFFICE SLANT: The name draw and an extensive advance exploitation campaign should create better-than-average business.

Cast: Ella Raines, Edmond O'Brien, William Bendix, Vincent Price, John Abbott, Maria Palmer, Fritz Leiber, Howland Chamberlin, Tito Vuolo, Wilton Graff. **Credits:** Produced by Jerome Bresler. Directed by Michael Gordon. Screenplay by William Bowers from an original story by Harry Kurnitz. Photography, Irving Glassberg. Art direction, Bernard Herzbrun. Music by Hans Salter.

Plot: A wealthy industrialist hires a young lawyer as bodyguard to protect himself and his young private secretary. The lawyer shoots a would-be assassin and then is placed under suspicion of murder. The rich man tries to frame the lawyer and the secretary, to keep himself from being suspected, but is lured into a trap to convict himself.

Comment: Embodying all the elements that make for good entertainment, well performed by an excellent cast and suspenseful enough to hold the interest throughout, "The Web" should please average moviegoers, especially those interested in mysteries. Its basic theme is man's greed for gold. There are no psychological angles involved; the characters and situations are believable in a well-contrived screenplay. Production and direction credits go to Jerome Bresler and Michael Gordon, respectively, both of whom have done splendid jobs. Ella Raines, Vincent Price, Edmond O'Brien and William Bendix contribute solid performances. "The Web" should do better-than-average business if an extensive advance exploitation campaign is employed.

Bells of San Angelo

(Color)

Republic Western with Music 71 mins.

AUDIENCE SLANT: (Family) Probably the best Roy Rogers western yet made, this is a cinch to delight western fans and is sure to entertain even those moviegoers who have not yet succumbed to the lure of westerns. Good for the whole family.

BOX-OFFICE SLANT: Should do very well everywhere. The color is an asset and should be stressed in your advertising.

Cast: Roy Rogers, Dale Evans, Andy Devine, Lola McGuire, Olaf Hytten, David Sharpe, Fritz Leiber,

Plot: Dale Evans supplies story outline, suitable for the cowboy musical for additional records and sets her bill of entertainment when Roy Rogers, Border investigator, and Andy Devine, sheriff, tangle with silver smugglers and uncover a legitimate mine on the American side of the border. The smugglers, however, have tunneled through a hill to the Mexican side in order to get pure silver into America, where it sells for a higher price than in Mexico. Rogers and Devine, with the aid of some quick thinking on the part of Miss Evans,

(Continued on Page 30)

SHOWMEN'S SILHOUETTES by Dick•Kirschbaum



Next Week ..... **RAY WALLACE**

SELLING THE PICTURE

Conn. Exhibitors Hear 'Night' Premiere Plans

A group of Connecticut exhibitors were guests of RKO's Gus Schaefer, Terry Turner and Barney Pitkin at a recent special screening in New Haven of Hakim-Litvak's "The Long Night," followed by a luncheon at the Hotel Taft at which Turner mapped out plans for a New England day-and-date premiere of the film on August 7. States in the premiere lineup include Maine, Vermont, New Hampshire, Massachusetts, Rhode Islands and Connecticut.

Included as part of the premiere plans is a 48-station Yankee network tieup featuring six special 15-minute program utilizing Henry Fonda, Barbara Bel Geddes, Vincent Price and Ann Dvorak, stars of the picture. It is also planned to broadcast a one-hour "trial" from Symphony Hall in Boston on August 14. Hollywood actors will appear in person and several nationally known lawyers will be brought in to act as prosecuting and defense attorneys.

Among those present at the screening and luncheon were: Bill Brown, Pickwick Theatre, Greenwich; Bernie Levy and Lou Ginsberg, Amlagamated Booking-Buying Service, New Haven; Bill Canelli, RKO; Jim McCarthy, Strand, Hartford; Matt Saunders, Loew's Poli, Bridgeport; A. M. Shuman, Hartford Theatres Operating Co., and his wife; Larry Germaine, Warner Theatres, New Haven; Hugh Maguire and Sidney Swirsky, RKO; Bill Vuono, Palace, Stamford; Bucky Harris and Harry Reiners, RKO; Harry F. Shaw and Lou Brown, Loew-Poli New England theatres; Harry Lavites, Pequot, New Haven; Morris Bailey, Bailey Circuit, New Haven; Dr. Jack Fishman, Fishman Circuit, New Haven; Jack Schwartz, West End and Black Rock, Bridgeport; Morris Jacobson, Strand Amusement Co., Bridgeport; Leo Ricci, Capital, Meriden and Ernie Gracula of the Hartford Operating Co.

Up Amusement Rate

Starting June 1 the Minneapolis Sunday Tribune and the Daily Star will raise their amusement advertising rates. Theatre combination rate for the Morning Tribune and Star will be 75 cents a line, while the Sunday Tribune's rate will go up to 90 cents a line. Special neighborhood theatre rates will be 53 cents a line daily and 66 cents on Sundays.

Glitter, Dazzle Mark Coast Premiere of 'Fifth Avenue'

Glitter and dazzle marked Allied Artists' west coast premiere of Roy Del Ruth's "It Happened on 5th Avenue" at Grauman's Chinese theatre in Hollywood recently. A large crowd of cinema celebrities and a capacity sidewalk and bleacher audience of spectators were on hand for the gala affair.

Tieing in with the studio on the first Los Angeles showing of the picture was the Los Angeles Board of Public Works, which granted permission for a temporary change in the name of Hollywood boulevard (on which the theatre fronts) to Fifth Avenue.

As a corps of newspaper and magazine photographers photographed the stars who arrived for the affair, George Fisher was busy at the microphone, introducing them to listeners of the broadcast, sent out on the ether by Radio Station KFWB.

Members of the picture's cast, including Don DeFore, Ann Harding, Charlie Ruggles, Victor

(*Continued on Page 26*)

'Miracle' Campaign Starts With 13 Field Meetings

Twentieth Century-Fox launched its national advertising and exploitation campaign for "Miracle on 34th Street" this week when three members of Charles Schlaifer's advertising, publicity and exploitation departments left New York Monday on a swing around the country to discuss campaign plans with district and branch managers, field exploitation men, exhibitors, merchants, local newspapers and radio stations. The field meetings follow the conferences held last week by Schlaifer in Washington, Cleveland and Chicago which preceded his trip to the coast for studio meetings.

Making the trip were Rodney Bush, exploitation manager, Sid Blumenstock, assistant exploitation manager and Stirling Silliphant, campaign coordinator, who arranged special previews at company branches in connection with the key city campaigns. They were also scheduled to formulate plans for local tieups with retailers and members of the National Retailers Dry Goods Association who are cooperating in the promotion of the picture in their 7,500 member stores throughout the nation.

The national campaign will follow the pattern laid down in New York for the film's premiere at the Roxy on June 4. This promotion includes a tieup with the 34th Street-Madison Association as well as tie-in advertising, outdoor displays and showmanship ballyhoo.

Bush was to visit Boston, Buffalo, Pittsburgh and Washington this week and stop in Atlanta next week. Blumenstock was to cover Detroit, Chicago, Minneapolis and Milwaukee, while Silliphant was to tell the conductor to let him off in Cleveland, Cincinnati, Kansas City and St. Louis.

Gala Civic Celebrations Mark World Premieres in Cheyenne and Zanesville

Cheyenne, Wyo. — An official all-day celebration marked the world premiere on Thursday of Warners' "Cheyenne" at the Fox Intermountain Lincoln, Princess and Paramount Theatres here.

Following a reception at the Governor's mansion shortly after noon, a parade started from Union Station and proceeded up Capitol Avenue to the State Capitol where Governor Lester C. Hunt extended his official welcome to the visitors, including Warner stars Dennis Morgan, Jack Carson and Janis Paige. The Governor, who rode in an open car with Miss Paige in the parade, proclaimed Thursday "Cheyenne" Day throughout the state.

From the Capitol the parade continued to City Hall for a welcome and presentation of the keys to the city by Mayor John McInerney. At the post office the procession paused to witness a revival of the Cheyenne-Deadwood mail stage, then proceeded to the scene of the biggest barbecue ever held in this region.

Activities at the barbecue, which ran until 6 P.M., included addresses by the visiting stars, inductions into Indian tribe, inspection of cigar store Indians, square dances, awards to winners in a western ballad contest, intercollegiate rodeo, presentation of Hollywood trip to winner

(*Continued on Page 26*)

Zanesville, O.—Coinciding with this city's sesquicentennial and marking the homecoming of its native son, Richard Basehart, the world premiere of Eagle-Lion's "Repeat Performance" at three local theatres* on Thursday night climaxed a two-day celebration unlike anything ever before witnessed by Zanesville's citizens.

With Louis Bromfield as master of ceremonies, Hollywood personalities on hand for the gala opening included Bryan Foy, E-L vice-president in charge of production, Frances Rafferty, Benay Venuta, Chili Williams and Tom Conway. Prominent state and local officials participating included Zanesville's Mayor William J. Watson; Governor Thomas J. Herbert of Ohio; Lt. Governor Paul M. Herbert; United States Senators Robert M. Taft, John W. Bricker and George H. Bender and others.

One of the highlights of the two-day celebration was a "Repeat Performance" Charity Dance held at the Zanesville Municipal Hall on Wednesday night under the sponsorship of the Junior Chamber of Commerce, with the proceeds going to the Chamber's program to curb juvenile delinquency. Basehart and the Hollywood personalities attended the affair. Basehart also visited children's homes, newspaper offices, radio

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*Liberty, Weller, Quimby.

Special Campaign on 'Vanishes' Opening

Newspaper breaks, tributes from many leading radio columnists, and a large hand-painted Broadway billboard were among the advertising, publicity and exploitation activities staged by Al Zimbalist, Film Classics' national adhead, for the eastern premiere of "The Patient Vanishes" at the Victoria Theatre on Thursday (22).

As part of the opening ceremonies Macfadden Publications awarded the picture its first True Detective Silver Seal of Merit in a broadcast covering 365 stations of the Mutual network.

Rin Tin Tin Article In Living Magazine

A two-page spread on Rin Tin Tin III, with full credits to PRC's Vitacolor feature, "The Return of Rin Tin Tin," will appear in the Spring issue of *Living* magazine.

The article, utilizing both color and black-and white illustrations, gives full instructions on how to train a dog, based on the training routine worked out for Rin Tin Tin III by Lee Duncan, his owner and trainer. The magazine is offering reprints of the article to all its readers who own dogs. Looks like an excellent tieup for smart showmen.

It's here—a new convenience on the C&O

NO TIPPING

of any C&O employee*





WHY should you—the paying customer of the railroads—have to shell out for so many of the ordinary services you need when you travel?

Why shouldn't your rail ticket entitle you to courteous personal service—without extra charge?

The Chesapeake & Ohio does not believe the travelers on its railroad should have to tip—and is taking the first step toward abolishing this nuisance. ***From now on, you are urgently requested not to tip C&O employees for any of the services they perform.***

This means you won't have to leave a tip on the change tray when you eat on a C&O diner. It means you won't have to dig down for change for the porters who serve the coaches on C&O crack trains.

We cannot extend the no-tipping rule to union terminals shared by the C&O with other railroads, since the redcaps in these stations are not on our pay roll. Nor can the no-tipping rule apply on Pullmans, since the porters are employed by the Pullman Company—not by us.

But wherever C&O employees are on hand to serve you, you'll find no outstretched palms—for we'll compensate these employees directly for attending to your needs.

This move to end the tipping nuisance is the latest, but not the last, of many improvements in rail travel offered by the C&O.

***Naturally, this does not apply to Pullman porters, or to redcaps in union terminals, since they are not C&O employees.**

CHESAPEAKE & OHIO RAILWAY

TERMINAL TOWER, CLEVELAND 1, OHIO

SELLING THE PICTURE

U-I Giving Top Exploitation Treatment to British Films

Field Reports Indicate Equal or Better Efforts Than Given to U. S. Films

In spite of difficulties that might be called insurmountable if they occurred during the production of and ultimate presentation of a major American picture to exhibitors and audiences of the United States, the J. Arthur Rank pictures now in current release in this country under the Universal-International banner are receiving the kind of promotional campaigns that a few years ago were thought downright impossible to achieve.

The difficulties mentioned above are many and include the primary fact that during the time such major productions are being made in Britain there is no certainty that they will ever appear on screens in America, much less through the distribution facilities of U-I.

Because of this uncertainty and because, too, the methods of disseminating publicity material differ in the two countries, no information about production as it proceeds along its merry way can possibly reach here except through American newspaper correspondents who have to dig for it. And therefore none of the delicious morsels of gossip about feminine star A being seen with male star B during the filming of Epic X reaches avid fan readers. Nor is any important production information about director, scripter or producer, or any other details usually made available to American readers and radio listeners on Hollywood product, permitted to reach such prospects from sources on the other side of "the pond." Therefore it falls on the capable shoulders of John Joseph, Maurice Bergman and company of Universal-International to go all out on advertising and exploitation of J. Arthur Rank films (when eventually they know they have them), without benefit of a publicity background already ripe and waiting for further kicking around as the premiere of a picture approaches.

Bang-up Job

But, when a film is named and placed on the distribution list of U-I, the advertising, publicity and exploitation crews go to work, and (for three of Mr. Rank's late films) are doing what is known euphemistically as a bang-up job.

The newest of the trio is "Great Expectations," immortal in story as one of Charles Dickens' best. No names, nothing but a title. So, okay, we'll work the title, they might have said at U-I.

In connection with the film's opening at Radio City Music Hall this week 275 stations of the Mutual Broadcasting Company's "Queen for a Day" program have been shouting about "Great Expectations" for four weeks. The program selected a "Queen," flew her to New York, flew her to England, where she visited Valerie Hobson and John Mills, stars of the film and upon her return she attended the film's premiere. The "Queen" has been on the air from the time she was selected, telling about her "Great Expectations" and will appear once more on the 275 stations when she returns to California, just to tell a breathless listening audience about her great trip and how nice the people in England were to her.

Then there is a "first" and an important one, for the newspaper *PM* in New York marks its first participation in a film promotion with a 10-day contest directed toward expectant parents for the best epigram, letter, essay or verse by an expectant father on what "Great Expectations" he has for his heir-to-be. First prize is $500. Other prizes have been offered in the contest to expectant mothers; bachelors or husbands who expect to become fathers some day. and to those fathers who already have one or more youngsters but who look forward to future additions to their families. The latter two departments have been slyly captioned Gleam in the Eye Department and Have a Cigar Department, lending a light touch to the affair. There are more than 100 other prizes in the contest, with tieups being set with New York merchandising outfits. Every day since the contest started *PM* has mentioned it prominently on its front page!

Three American publishers, Doubleday and Co., Dodd Mead and the Oxford Press are publishing special motion picture editions of the Dickens book.

Arthur Murray is creating a special "Great Expectations Waltz," based on background music in the picture on the theory that the waltz is due for a revival as an American dance form. The Arthur Murray "Great Expectations Waltz" will be promoted in 45 key cities of the United States with advertising and publicity. Several record manufacturers including Decca are recording the number.

Large department stores in key cities are planning to tie-up some of their summer merchandise with "Great Expectations" keynoting the apparel for which they have great expectations. More than a dozen leading Fifth Avenue shops in New York are featuring window displays in connection with the New York showing of the film.



THIS FULL PAGE in New York's newspaper PM, launched the "Great Expectations" contest which ran for ten days, with a double-page spread in the week-end edition and front page mention each day! Contest was highlight of exploitation for the Universal-International film's opening at Radio City Music Hall.

An elaborate Study Guide has been prepared for use in the secondary schools of the country with appropriate display material being supplied. Additional national promotions are being set.

Then the recent American premiere of "Odd Man Out," starring James Mason, at Loew's Criterion in New York, was backed by promotions in newspapers and on the radio as well as by street ballyhoo. It might have been just coincidence, but a smart Irishman in New York missed the last train to White Plains on a Saturday night preceding the opening of "Odd Man Out" during the phone strike, and then called his aunt in Ireland to have her call his wife in White Plains (you could make transatlantic calls) to tell her he wouldn't be home because he was seeing a special preview of "Odd Man Out," which caused him to miss the last train. The New York *Daily Mirror* reported the fact that the Irishman was seeing "Odd Man Out," and the story was picked up by the wire services and other local newspapers. Radio featured the story extensively on its new broadcasts and even radio commentators used the story, making it the most widely-read yarn on a usually dull Monday morning.

Radio Contest

Listeners of New York radio station WMCA's "Broadway Matinee" program were asked for four successive days during the week of the opening of "Odd Man Out," to write in 25 words or less, "Why I Like James Mason." Prizes totaling $500 were given for the five best letters each day. To stimulate further interest in Mason, the James Mason Fan Clubs in New York put on a drive for new members with the *World-Telegram* and the *Daily Mirror* carrying stories.

U-I and Loew's Criterion also rented one of the tallest trucks to be found in New York (one used to repair trolley wires in the Bronx), to help sell the picture. The War Orphans of Greece Fund campaign was tied into the promotion. The truck, mounting almost 20 feet high and featuring a Walter Winchell plug, toured the main thoroughfares of Manhattan for two days before the opening and on opening day.

Double Or Nothing, heard over 345 stations of the Mutual Broadcasting System network, dedicated its program of May 18 to a salute to "Odd Man Out," and will salute "Great Expectations" on June 8, marking the first time that a major American network program is saluting English films. The May 18 program originated in Newark and the June 8 program will be heard from Louisville. The May 18 show tied up with the second American showing of "Odd Man Out" at Loew's Century, Baltimore. Similar promotions are being set by Maurice Bergman, Al Horwits and Charles Simonelli of the U-I home office, during their current tour of key cities.

"Stairway to Heaven," which is currently playing key-city first-run engagements is receiving varied types of promotions. In Chicago, the promotion was keyed to that city's annual Travel Exposition with an "angel" being

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SELLING THE PICTURE

Peffley Promotes FM Dedication Broadcast

A theatre manager has done almost everything when he gets a radio station to broadcast from his stage in connection with the current film, to bear all the expense of the entertainers and to pay for a half page newspaper ad. Dick Peffley, manager of the Paramount Theatre in Fremont, Ohio, achieved just that, and is justly entitled to blow a horn about it.

When the FM radio station WFRO opened some weeks ago, Peffley persuaded officials to hold the dedicatory broadcast from the stage of the Paramount. The dedication ceremonies were set for the night Peffley was showing "Her Sister's Secret," and for the occasion WFRO engaged, at its expense, a 14-piece orchestra and half a dozen entertainers, paid for the necessary special wiring, announced the broadcast and the theatre's attraction in a newspaper ad which cost it $50. It also paid for 100 tickets at regular prices for clients and friends. Broadcast was set for 8:45. By 8 o'clock the house was full, with 200 standees, and the box-office stopped selling tickets.

Patrons found the broadcast show and the theatre's film program interesting and entertaining and voiced about town their praise for Manager Peffley's enterprise. The local newspaper carried a half-column announcement of the broadcast in advance.

The Paramount Movie News, a four-page, pocket-size throwaway, devoted most of an inside page to the FM radio broadcast in addition to its film bookings. The Movie News costs the theatre nothing because merchant's ads cover all publication expenses.

Stair Riser Display

Manager Howard Burkhardt of the Midland Theatre, Kansas City, Mo., found a stair riser display effective advance promotion for MGM's "The Yearling." On the riser of every other step on both the ascending and descending side of the grand stairway he placed the advertising slogan devised by the MGM exploitation staff, "This is the Year of the Yearling." Simplicity, repetition and good taste made it outstanding.



TRICK MIRROR in the lobby of the Empire, Daytona Beach, Fla., is proudly exhibited here by City Manager Mark DuPree and Manager Wayne Wallace, as part of their campaign for MGM's "The Show Off."



TALLEST BALLYHOO. As a street stunt for J. Arthur Rank's "Odd Man Out" at the New York Criterion Theatre, Universal-International engaged a truck used in repairing trolley lines (now almost disappeared from the city) and covered it with signs announcing picture and theatre and quoting Walter Winchell's line, "packed with suspense." The ballyhoo was the tallest ever to be seen in the city and was an attention-getter.

U-I's Top Exploitation Benefits British Films

(*Continued from Page* 24)

selected to preside at the Exposition and awarded a trip to Bermuda. The contest was run in cooperation with the Chicago *Daily News* in connection with the engagement of "Stairway" at the Apollo. A campaign aimed at 70,000 club women in Philadelphia and its suburbs was used in connection with the run of the picture at the Boyd Theatre there. The boards of governors of these clubs were invited to special screenings in advance of opening and mailed special cards to their memberships urging attendance at the picture.

In connection with the opening of "Stairway" at the State Theatre in Jersey City, it was arranged to have an expectant British war bride mother call her mother in England to tell her about her approaching motherhood. The promotion drew a front-page break in the *Jersey Journal* as well as a full story of the conversation inside the paper. In Newark in connection with the showing at the Paramount, injured passengers of a chartered plane which had crashed on its return from the Kentucky Derby at Louisville, were shown "Stairway to Heaven" at the St. James Hospital and were interviewed by the Newark *Star-Leger* on their own experiences on being on the verge of mounting the stairway to heaven in their crash. In Oklahoma City, the street ballyhoo by the Midwest Theatre took the form of an usher parading through the main thoroughfares with a sign reading, "Any Stairway Leading Home is a Stairway to Heaven to Me—Where, Oh Where Can I Get An Apartment?"

Al Adams in New Post June 2

Al Adams, formerly with Warner Bros., and RKO, will take over his new post as chief of the J. Walter Thompson Company's eastern motion picture advertising unit on June 2, it was announced this week. Outfit handles Benedict Bogeaus and Beacon Pictures Corp.

'Suddenly It's Spring,' So Hynes Scatters Seeds

With opens and "Suddenly It's Spring" coming to his theatre at the same time, Manager Robert A. Hynes of the Criterion Theatre, Oklahoma City, tied up with the Shannon Seed Company which contributed envelopes containing certified grass seed. Hynes sent two girls in bright-colored pedal-pushers to pass out the envelopes in the suburban shopping centers and in the downtown business district. Envelopes contained picture title, theatre and playdate.

Five thousand penny postcards were imprinted with reproductions of Varga's painting of Paulette Goddard and sent to a mailing house's list of white collar female workers, with appropriate selling copy and matinee prices.

Announcer on radio station KOCY's man-about-town program asked women: "What is the most obnoxious thing your husband does? 1) Drop ashes on the rug? 2) Blow smoke in your face? 3) Wear loud ties? 4) Monopolize the conversation with old jokes?" Upon receiving an answer the announcer would advise the interviewee to see how Paulette Goddard handled Fred MacMurray under similar circumstances in "Suddenly It's Spring."

On the opening day, and for several days thereafter, a boy carrying a large picture of Miss Goddard, cut out of the 24-sheet poster, shuttled back and forth between the theatre and a sign shop.

Hazel Brooks to Tour For 'Body and Soul'

Enterprise is completing itinerary details for a nationwide tour by Hazel Brooks in advance of national release of John Garfield's "Body and Soul," in which the actress plays second feminine lead. In addition to plugging the production, the trip will serve to introduce Miss Brooks to top-flight newspaper executives and exhibitors nationally.

Tour schedule calls for Miss Brooks to stop in 36 largest cities.



NORWEGIAN THEATRE FRONT. This unusual poster display for Samuel Goldwyn's RKO release, "Wonder Man" decorated the front of the Colosseum Theatre, Oslo, Norway, where the film opened to smash business. Quite different from the usual U. S. display.

SELLING THE PICTURE

Chicago Stages 'Prentiss' Best-Kept-Secret Contest

Having obtained the approval of the Federal Communications Commission and the Postoffice Department, the Roosevelt Theatre, Chicago, and the American Broadcasting Company's station WENR in that city, cooperated on a best-kept-secret contest to exploit the showing of Warner's "Nora Prentiss."

The contest revolved around persons who, for reasons they considered good, either choose to, or are obliged to, lead secret lives, or who desire to keep certain incidents in their past a secret. The promotional device was carried out by June Merrill on her "Fireside Thoughts" program. For the best-kept secret sent to her each night, she offered two tickets to "Nora Prentiss," with a grand prize consisting of a dinner at the Pump Room and guest tickets to "Nora Prentiss" and to a legitimate attraction. Contest began three days in advance and ran for two weeks. Stunt was arranged by Bill Hollander of the Balaban and Katz circuit, and Carl Sutphin of ABC's promotion department. In return for station cooperation, Hollander set up a 40x60 announcement of the contest in the theatre lobby and ran a trailer reading: "Now that you have discovered Nora Prentiss' secret, enter the Nora Prentiss best-kept-secret contest over station WENR."

A dozen disc jockeys representing nine Chicago radio stations aided the exploitation through use of the nationally-used slogan, "If you were Nora Prentiss, would you keep your mouth shut?" supplemented by two other catchlines supplied by the Chicago Warner field staff: "So you won't talk. Who do you think you are, Nora Prentiss?" and "Zip my lip and call me Nora Prentiss." The three lines were used on different days.

Newspaper readers were given an insight into the physical handling and merchandising of motion pictures through a pictorial layout, showing what happens to a film from the time it arrives in an exchange until it hits the theatre screen, published in the Saturday roto section of the Chicago *Daily News*. Shots showed the arrival of the cans containing a "Nora Prentiss" print, the winding of it on reels, its inspection, storing in vaults, its trade screening, the activities of the sales department in selling it to an exhibitor, the posting of exploitation matter and delivery of the print to the theatre.

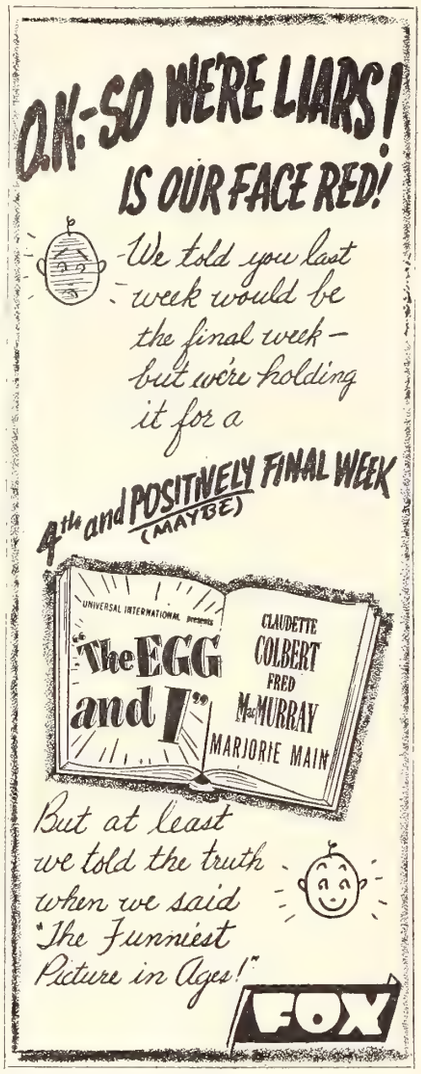
Premiere at Cheyenne

(*Continued from Page 22*)

of Limerick contest, awards to school students in art contest, presentation of "Queen for a Day" from Hollywood as selected on the Mutual network radio program, awards to merchants for the best window displays on "Cheyenne," presentation of honorary auto license plates to visitors by the Wyoming secretary of state, and other events.

Following the barbecue the visitors were escorted by rodeo riders to the Frontier Hotel. At 8 p.m. Morgan, Carson and Miss Paige appeared at the Lincoln Theatre, then at the Paramount and Princess.

The parade included, in addition to decorated cars carrying the visiting stars, a contingent of National Guard, mounted members of the Intercollegiate Rodeo Association, Indians, Boy Scout Troop with mounted riders, police motorcycle squad, Miss Frontier and lady-in-waiting, all contest winners and a variety of floats.



FOOLED US, TOO. Just a few short weeks ago we published a neat, topical ad of the Fox Theatre, Detroit, announcing its final week for U-I's "The Egg and I" and now we have received this one. Clever? You bet!

'Egg and I' Breakfast Show a Buffalo Stunt

The Bob Wells breakfast show on radio station WEBR in Buffalo became a real breakfast, the meal being cooked and served to the audience, as a part of the promotion campaign for Universal-International's "The Egg and I" at the Lafayette Theatre—a double plug that covered the program's "in person" audience and the shows at-home listeners.

The promotion was arranged by Manager George McKenna of the Lafayette, Bill Breceton, house advertising and publicity director, and representatives of U-I. Other exploitation was along the usual channels. The real breakfast idea is adaptable to many theatres in towns which have radio breakfast shows.

'Arch'-Chesterfield Tieup

An extensive promotional tieup has been worked out by Robert S. Taplinger for Enterprise and Dutch Ellis of Newell-Emmett for Liggett and Myers Tobacco Company to plug "Arch of Triumph" in connection with the Chesterfield campaign.

Colorful Lobby Display on 'California' in Rochester

Keystone of the thoroughgoing campaign on Paramount's "California" at the Century Theatre, Rochester, N. Y., was a colorful lobby display three weeks in advance, so placed that it received maximum attention. It consisted of an oil painting of a desert scene and a building with a red-orange tile roof. Colored photographic enlargements of the stars, Ray Milland and Barbara Stanwyck, dressed in character, were recessed in simulated arch windows at either end of the display. Across the bottom were eight 14x17 stills of action scenes from the picture. Two weeks in advance the display was augmented by a pair of 40x60 art easels with portraits of the stars. Display was the work of Paramount's Rochester City Manager Jimmy Eshelman, Century Manager Arthur Krolick and Edward J. Wall, special representative of the company.

Aside from city dailies, the advertising included the local shopping weekly circulated door to door, and publications serving veterans and Catholics.

A special screening for a selected list of merchants assured good window displays of which there were 500. Three-frame trailers were screened at the Regent and Capitol as well as the Century three weeks in advance. Directional arrows reading "This way to 'California'—Century Now," were placed on 50 lampposts. Bulletin announcements were posted in all hotel lobbies, bus depots and leading restaurants. Special bookmarks with the copy, "Take a Trip to 'California' and see . . ." were distributed to book departments of leading stores. A number of music stores displayed covers of songs from the picture. Other tieups were with the American airlines and luggage shops.

Premiere at Zanesville

(*Continued from Page 22*)

stations, a special Boy Scout rally and participated in many other events.

The city was colorfully decorated for the occasion, with store window and counter displays and advertising plugging Basehart and the picture. Famed columnists, syndicate writers, radio commentators, representatives of the trade press and others, were on hand to record the activities of the spectacular event.

A 'Husky' Ballyhoo

A team of huskies with driver and side bannered with copy carried two girls up and down the main street of Lake Placid, N. Y., on the opening day of MGM's "Two Smart People." Signs read "I am driving Two Smart People to see John Hodiak and Lucille Ball in 'Two Smart People' now playing at the Palace Theotre." Ernie Doder is credited with the ballyhoo.

Glitter for Coast Premiere

(*Continued from Page 22*)

Moore and Gale Storm, arrived at the premiere in one of three double-deck, open-top busses retired last year from active motorcoach service on Manhattan's famed Fifth Avenue. The busses were used to convey a bevy of prominent film stars from the Brown Derby, in Hollywood, to the theatre.

SELLING THE PICTURE

Testing Reissue

Loew's Regent Theatre in Harrisburg, Pa., is one of the six houses selected to test the drawing power of MGM's reissue of "The Great Waltz." Three of the six houses will carry out the exploitation ideas of MGM's exploitation department, the other three, including the Regent in Harrisburg, will follow out the ideas of Loew Theatres' officials. Sam Gilman, Regent manager, said the campaign would be a lavish one.

Library Plugs 'Razor'

Manager Herb Sumby of the Grove, Freeport, L. I., planted a display on "The Razor's Edge" in the Freeport Memorial Library three weeks in advance, continuing to the closing day.

Lobby Search for 'High Barbaree,' Ad-Writing Contest Used by Levy

A search for one's own "High Barbaree," that island of everlasting love celebrated in the MGM picture of that title, on a large globe of the world in a lobby display, was the unique idea that Manager Larry Levy of the Colonial Theatre, Reading, Pa., used in his exploitation campaign. The globe was set in a display in the outer lobby. A wire was stretched over the contour of the globe and passersby were invited to spin the globe in an effort to find their own "High Barbaree." If the wire coincided with the spot marked "High Barbaree" on the globe, the contestant received a guest ticket to the picture.

Levy also played up an ad-writing contest for the film, a new stunt in Reading and one that got plenty of publicity. For this contest he ran a large newspaper ad stating that Reading was one of the first theatres in the country to play the picture and that, as he had not received the usual material and information necessary for him to write his own ads, he was offering $20 and guests tickets to contestants who would prepare the best ads from the information on the picture he gave in his preliminary announcement.

The entire fleet of Reading busses and trolleys carried specially prepared inside car cards. An attractive still was reproduced on 3,000 post-cards, half of which were mailed to a selected list, the other half being distributed. Tieups were made with the book section of the Pomeroy department store and with several smaller book stores to distribute 3,000 bookmarks. A cooperative ad was promoted on Van Johnson holding a model airplane, plus a window display in a hobby shop; another with the London shop showing Johnson in sportswear, and a third with a book store.

Downtown stores gave 35 window and counter displays of the cards prepared by Loew's home office.

Ballyhoo RKO's 'Farmer's Daughter'





The group of enthusiastic farmers' daughters aboard the farm vehicle, (top) won a prize of $50 from the Orpheum Theatre, Minneapolis, in a contest set up to ballyhoo "The Farmer's Daughter." Twelve other horse-drawn equipages committed to try for the prize were deterred from arriving due to near-freezing temperature that blanketed the area. The farm on wheels (below) is a novel ballyhoo that toured Buffalo's streets for the film's showing at the 20th Century Theatre. It even was drawn by a modern farm tractor (see extreme right).

'King of Sun' Summer Bonus Drive Under Way

Carl Shultz, president of the Commonwealth Theatre Circuit, covering Kansas and Missouri, inaugurated the fifteenth annual "King of the Sun" exploitation campaign recently to extend through the summer to Aug. 18. Schultz began the campaigns in 1932 as a means of holding up summer business at the 65 theatres in the circuit and has found it profitable.

Details of the plans are being explained in a series of divisional meetings which began at Great Bend on April 24, when Western Division Manager L. W. Morris had his entire staff of managers present, and were continued by Central Division Manager M. B. Smith in Kansas City May 1, and by City Division Chief Eddie Mansfield on May 12 for his Kansas City managers. Southern division managers were to be called together shortly.

The "King of the Sun" campaign is founded on the bonus system in which the 65 theatre managers share.—K.C.

Boy Scout Pageant

Taking advantage of Boy Scout Week, Manager Mike Hudish of Century's Mayfair Theatre, Brooklyn, N. Y., had the Scouts present on the stage a pageant commemorating the occasion. A smart lobby display, pointing up the Scouts and their training, was patrolled by members of the local troupes.

Advance Exploitation

Manager Al Wasserman of the Farragut Theatre, Brooklyn, believes in starting his exploitation campaigns early. Five or six weeks before the showing of Columbia's "The Jolson Story," he mailed to patrons a postcard with come-on copy and playdate information.

REGIONAL NEWSREEL

CHICAGO

With the addition of the Dalton Theatre to its booking list, Allied of Illinois now books for 110 theatres, Allied President Jack Kirsch and the booking department announce. Kirsch said there remain three situations in Chicago which are available for competitive bids for film—the Annetta of the Bartelstein circuit against the Palace of the Booth-Trinz circuit in Cicero, the Ben Banovitz Harmony against the Altschuler Division and the Revue against the Rivoli, both in Chicago. MGM, RKO, 20th Century-Fox are still receiving bids, Kirsch stated.

Richard Basehart, who plays the leading male role in Eagle-Lion's "Repeat Performance," was scheduled to meet the Chicago press at a luncheon at the Ambassador Hotel on Monday.

The Metropolis Theatre Company and the Thompson estate, ground owners on which the Oriental Theatre building stands, have the right to start suits against 32 West Randolph Street Corp. for protection of their rights under their 99-year ground lease, according to last week's ruling by Special Master Joseph Elward in Judge William Campbell's court. The ruling is subject to Judge Campbell's approval. It complicates the management of the 4,000-seat theatre.

Paramount Exchange Booker Jerry Weiss has been transferred to the booking department of the company's Minneapolis exchange.

Herbert Crane, assistant manager of the Lamar Theatre, was married last week to Miss Beth Baker.

General Precision Corp. Vice-President Arthur J. Palmer is receiving the congratulations of the industry on his election as president and general manager of the Ampro Corporation, a subsidiary of GPC. Axel Munson, who formed the company 32 years ago, is retiring from active duty but remains as board chairman.

Burglars obtained several hundred dollars when they robbed the Tiffin Theatre recently. However, they missed several thousand dollars of receipts in the safe.

Judge Walter Labuy last week dismissed the under-payment suits on box-office receipts against the Van Nomikos circuit instituted by Loew's (MGM), Warner Bros., RKO, UA and 20th Century-Fox but retained Paramount's suit against the circuit. Attorney Myles Seeley for the film companies stated that the suits would be reinstated in the state courts unless the Van Nomikos settlement was made voluntarily. Seymour Simon, attorney for Van Nomikos, said the circuit voluntarily allowed plaintiffs' auditors to check the circuit's books, which proved they had no case in the Federal courts.

LOS ANGELES

Monogram Branch Manager Marty Solomon had to leave his duties again, after being apparently recovered from his operation, to stay home for a week.

"The Birth of a Baby" has been revived in Los Angeles, and recently opened at Sidney Pink's and Paul Schreibman's Studio Theatre. It is being presented by the American Committee on Maternal Welfare.

The Associated Theatre Operating Managers' latest attack on Fox West Coast was to pass out handbills outlining grievances of managers and assistant managers to patrons attending FWC theatres in Highland Park, Inglewood, Pasadena and other houses. James G. Moran, ATOM's secretary, was in charge.

Claudia Stevens is the new assistant to Hank Levy, publicist for Trans-International Theatres, headquartered at the Las Palmas.

Collecting clothes for the victims of the Texas City catastrophe kept Doc Sloane busy. Manager of the Van Nuys Theatre, he put a barrel in front of the house with a sign announcing his project. Local papers also carried announcements. Already one truckload of usable garments has been collected and more are coming through.

Don Alexander, Don, Jr., M. J. McInaney and Elmer Merten were among those in L. A. for the Variety conventions. Alexander is president and his son is vice-president of the Alexander Film Company of Colorado Springs, Colo. Mac is sales manager and Merten heads theatre relations.

United Artists Western Sales Manager Maury Orr is making a six-week tour of his offices.

E. O. Wilschke, Altec's operations supervisor, arrived in Los Angeles from New York for a visit. Another arrival was Harold Weinberger, checking supervisor for MGM, who returned from Gotham after a two-week visit there. Weinberger makes his headquarters in L. A.

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Kill Firemen Bill

The bill offered in the Missouri House requiring amusement places in the state to maintain two uniformed firemen on duty at all shows, has been killed by the House criminal jurisprudence committee. Provision calling for a four-foot center aisle and three-foot side aisles also went down to defeat.

NEW YORK

One hundred and seventy-one thousand nine hundred and thirty dollars of the $2,505,656 which the Greater New York Fund has raised to date comes from the publishing and entertainment fields, it was revealed this week.

Raybond Theatres President David Weinstock this week announced the purchase of an entire block in Westchester Square, the Bronx, upon which it will construct a community center and an 1100 seat theatre.

When the rains come it may be a pain in the neck to the weekenders, the farmers and other people to whom the sun and balmy weather may be an answer to many things, but to your New York neighborhood house rains on Friday night are as welcome as the flowers that bloom in the spring should be. With last week showing its quota of rainfall and blighting a number of week-ends, theatre business held up well as the folks stayed home instead of hitting for the crowded spaces of the country.

The Motion Picture Bookers are getting set for their big mid-summer affair to be held June 30 at the Hotel Taft in New York. And the boys behind the entertainment arrangements—Irving Kaplan and Alex Arnswalder—are working overtime to put it over.

Exhibitors from out of town this week seemed few and far between with Anthony DeSabato from the South Plainfield Park Theatre and Howard Lesser of the Callicoon Theatre at Callicoon being the only two noted.

Over at United Artists, H. H. Solomon from the shipping department, is getting away from it all with an early vacation, while Muriel Cappel is being kidded about being an aunt. Katherine Kramer of the same outfit went visiting last week—to Caroltown, Pa.

RKO associates of Jay Golden gave him a farewell luncheon last week at the Warwick Hotel prior to his departure for his new post as west coast division manager for the company.

Tom J. Connors and Donald A. Henderson of 20th Century-Fox head the motion picture committee to raise the industry's quota in the New York Heart Association's campaign to raise $500,000. Checks should be addressed to Henderson at 20th-Fox, 444 West 56th St., New York 22, N. Y.

Teddy Peck, manager of the Ace Theatre, became the father of a baby girl named Randee Jayne, weight seven pounds, eight ounces.

The annual boat ride of the Warner Club will be held June 12, the ocean-going S. S. John A. Meseck having been obtained for the trip up the Hudson to Bear Mountain.

David Evert Rose, Jr., 31, Paramount International theatre department trainee, son of David E. Rose, film producer, and Mrs. Helen H. Rose, died Saturday (17) at the French Hospital.

Rose was undergoing Latin-American theatre operation training in Havana. Severe illness prompted his return to New York for a series of operations. He served nearly five years with the U. S. Army Air Force, going on active duty the day before Pearl Harbor. He held the rank of captain when he was honorably discharged.

Besides his parents, Rose is survived by his

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wife, Martha, a son, D. Evert, 3rd, and a brother, Donald.

Fifty-four employes of the Copyright Protection Bureau this week were signed up under a Screen Office and Professional Employes Guild (Local 109, CIO) contract which provides for increase of five dollars or 15 per cent more salary weekly, depending upon which is the higher, retroactive to Feb. 1. The union meanwhile continued its discussion with Confidential Reports.

OKLAHOMA CITY

A check for $114.84 from the Bison, Criterion and Avon Theatres at Shawnee, Okla., May 10 brought to $1,239.98 the amount received at the Shawnee *News Star* for Woodward, Okla. relief.

Allen B. Dean, manager of the Griffith H and S Theatre at Chandler, Okla., entertained 24 employes and their guests with an informal party at his home.

The repair and improvement program of city theatres at Holdenville, Okla., included the Dixie this week. A new booth and sound equipment were installed. A new marquee and letter run is being constructed at the present time and a balcony for Negroes will be completed next week. The Griffith Company has made quite a bit of improvement on the Grand Theatre and will finish completely remodelling the Liberty Theatre soon.

The Dunkin Theatre at Cushing, Okla., has a large post card in the lobby for people to sign to send to Al Jolson. It is a publicity gag in connection with the coming of the picture and seems to draw quite a bit of comment.

The business men of Cuero, Okla., held a meeting at the Trot Theatre April 25 through the courtesy of John Monroe.

The Cuero, Okla. Rotary Club after the regular meeting adjourned to the Rialto Theatre to see the March of Time film "Teachers' Crisis."

WASHINGTON

Andrew R. Kelley, Washington drama critic for more than 30 years, serving on all four newspapers, died on May 10 at the age of 61. A member of the Variety Club Tent No. 11, Kelley worked on the President's Birthday Balls and Command Performances in the District of Columbia, arranging for personal appearances of Hollywod stars and Broadway plays. In 1940 fellow barkers honored him with a testimonial at the Willard. Pallbearers at the funeral on the 13th, were Edward Arnold, Hollywood star; Nelson Bell, Jay Carmody, Roland Robbins, Gene Ford, Frank La Falce, Edward Plohn, John J. Payette, Sol Sorkin, Father Gilbert Hartke, Ernest Johnston, George Crouch, Charles Stofberg, District Commissioner J. Russell Young, District Commissioner Guy Mason, Sidney Lust, James Lake, Abel Green, Max Gordon, O. J. Ratto, all prominent in industry circles.

Charles Schlaifer, director of publicity, advertising, exploitation and radio for 20th Century-Fox, spent a weekend in Washington conferring with Bill Michalson, Washington publicist, and Mike Weiss, of Philadelphia. Sid Blumenstock and Eddie Solomon accompanied Schlaifer on the trip. While in Washington, Schlaifer attended the Gridiron Dinner with Anthony Muto, Movietone representative in Washington. He later left for the west coast accompanied by Morris Kinzler.



SCREEN GUILD EXECUTIVES CONVENE. Executives of Screen Guild Productions, one of two motion picture distributing companies maintaining home offices in Hollywood, met at the Hollywood Roosevelt Hotel last week for a four-day convention. Seated above (l-r) are I. H. Prinzmetal, council and assistant secretary; John J. Jones, president; John Franconi, secretary. Standing (l-r) are Jack Engel, director; Robert L. Lippert, executive vice-president; Bert M. Stearn, director; Arthur Lockwood, vice-president; Sam K. Decker, treasurer; Albert Dezel, director, and J. Francis White, Jr., director.

Local Columbia exchange has installed new rewind electrical machines, and Ethel Putnam, chief inspectress, has been getting many grateful thanks from her staff.

Local MGM exchange is proud of District Manager John S. Allen's promotion to position of assistant southern sales manager. Allen has been in Washington since 1941, when he assumed the duties of branch manager. In 1945 he was promoted to position of district manager and acted in the dual capacity of branch and district manager until recently.

Veterans of Foreign Wars had a motion picture showing of "Decision" which deals with the plans of the War Department for the return and burial of the dead of World War II. Film was produced by the American Graves Registration Division of the Quartermaster General's office of the Army.

Bing Crosby was in town for the *Post's* National Celebrities Golf Tournament.

Edward Arnold, co-sponsor of the original "I Am An American Day," was in Washington for the ceremonies this year.

DALLAS

The Leon Theatre at Amarillo, Texas, provided free parking space and admission to any person who attended the Movie "Down Missouri Way" on May 11 and 12.

The Dallas, Texas, Peak Theatre is showing "The Beginning or the End" with a $1,000 contest as an added attraction.

A new suburban theatre, the Inwood, opened Friday May 16 at Dallas, Texas. The new house is owned by the Interstate Theatre Circuit. Joe Jackson, former manager of the Varsity, Melrose and Village Theatres here, will manage the new house. Located at Inwood road and Lovers Lane, the new house will seat 1,100.

The Paramount Theatre at Amarillo, Texas, sold out for the Bob Hope radio broadcast May 20. The show is a benefit for Boys Ranch with all the proceeds from the Paramount and a later show at the Municipal Auditorium going [illegible].

Free Movies

The merchants of Bethalto, Ill., are giving free performance of motion pictures every Thursday night in the American Legion Park. Program usually consists of feature, comic, serial or a community sing in place of the latter. Screen is so arranged that patrons in autos have an unobstructed view. In case of rain the free show is given in the Legion Hall. C. Webber is managing the shows for the merchants.

ATLANTA

Herman Silverman of the Wometco theatre circuit, Miami, Fla.; K. Porter, theatre owner of Florida; and P. L. Taylor, Dixie Theatre, were recently in Atlanta.

Martha Sleeper is enjoying the Florida sunshine.

R. M. Kennedy, district manager Wilby-Kincey theatre and H. N. Waters, head of the Waters theatre circuit Birmingham, Ala. have returned to their homes from the Variety Club convention in Los Angeles.

Sid Laird, general manager Al Dun Amusement Company, with home office in West Point, Ga., has returned to his desk after a visit to Birmingham.

A. B. Covey, former manager of the Wilby-Kincey Temple and Strand Theatres in Birmingham, Ala., has been appointed a city manager in Kingsport, Tenn., replacing L. F. Pepper who resigned a few weeks ago.

Sam Davis, for the past 10 years with the Wilby-Kincey Theatre, Bonnie Kate and Ritz, Kingsport, Tenn., has resigned. No successor has been named.

Astor Pictures of Georgia President William Richardson is back at his office from a fishing trip in Florida but he also brought back some contracts so it looks as though he combined business and pleasure. He's all smiles over the fact that he's the grandfather of a baby.

Una Merkel, star of more than 100 movies, stopped over in Atlanta recently.

Monogram of Georgia President Arthur C. Bromberg is back at his desk after spending some time in New Orleans on business.

Mr. and Mrs. Babe Cohen, (the Monograms branch manager for Atlanta) are back home

[illegible] (See Page 30)

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after spending some time in Florida with Jack Barrett, Monogram's Florida special representative.

Georgia Theatres President William K. Jenkins is back from the Paramount meeting in Arrowhead as well as the Variety Clubs meeting.

Charlie Durmeyer chief barker of the Atlanta Tent Variety Club is back at his office from the Los Angeles convention.

Fred Moon, amusement editor of the Atlanta *Journal*, will fly to Zanesville, O., for the premiere of "Repeat Performance."

Miss Katie Evans of the Screen Guild is now wearing a large diamond ring and all on film row are wondering if the blue-eyed boy that comes to the K & B Soda each day is the lucky one.

Mrs. William Richardson, head of the Republic accounting department is back at her desk after a siege of illness.

HARRISBURG

Memorial Day features at the downtown houses include: "The Yearling" at Loew's Regent; "Homestretch" at the State, and "The Two Mrs. Carrolls" at the Colonial. Senate and Rio bookings uncertain. No midnight shows are planned to date.

The first to get the large back panel of the upright piano in Murphy's music department for advertising purposes was Jack O'Rear, of the Colonial, who bannered the instrument with poster telling of "That Way With Women." Each of the downtown houses will alternate with signs on the piano each week. All use the music department for smaller posters already.

As a stunt to get publicity for "High Barbaree," Gilman arranged for a telephone call to Van Johnson in Hollywood for Trudy Lawatsch and Dick McCrone, Telegraph and Evening News reviewers, respectively.

Franklin Maury, assistant manager at the Colonial, said his brother, James R. Maury, manager of the State, Allentown, has become engaged to Catherine Gougler, Reading.

The West Shore Theatre, New Cumberland, was used for two benefit performances by the Junior Civic Club of that suburban community.

The two children of Bob Sidman, Senate manager, were quarantined by mumps for a long stretch. At the time Bob was busy setting up the AVC's housing program, and playing the role of a "theatre manager" in the Harrisburg Community Theatre's production of "Personal Appearance." In the play which ran eight nights, the local thespians made a movie which was shown to the star just before the curtain opened.

Local color was introduced into advertising by Francis S. Deverter, manager of the Rio, for "Allegheny Uprising" which played his house. Some of the action takes place between the nearby towns of Carlisle and Shippensburg, and Deverter plugged this fact successfully in his campaign.

Edgar Goth, advertising and publicity director for the Fabian theatres here and in Pennsylvania, made a business trip to see Ward Kreag, Altoona, and Denis Shepherd, Johnstown, last week.

Apartment Found

A man without a home since going to Harrisburg, Pa., a month ago, Bob Westman, assistant manager of Loew's Regent, asked a local movie columnist to make an appeal in his column for an apartment for Westman. There was one lone reply. "That's enough," said Westman, and telephoned his wife in Richmond to bring their baby to Harrisburg.

PLAY BUT STILL THEY TALK ABOUT GROSSES





RKO Radio's annual golf tournament at the Westchester Club, Rye, N. Y., last week played to a capacity crowd. It was fair weather and the fairways were plentifully peopled with film men. In the two groups above the subject of conversation at the moment was gross scores for the foursome made up (top photo) of Bob Mochrie, Fred Ehrman, Walter Branson and Ned Depinet, and (lower photo) George Skouras displays his side's score to Walter Garvin, Bill White and Bill Scully.

MILWAUKEE

The Parkway Theatre at Greenwood, Wis., was recently damaged by fire in the late evening, but the audience left in an orderly manner. The fire started in the projection room and was caused by an exploding film. The operator was able to escape without injury. Manager Tom Schiro stated that it would take a week or more to repair the damage, which was covered by insurance. Schiro had only recently taken over the operation of the house.

Stanley Levine of the Stanley Theatre Supply Company at Fox Lake, Wis., has announced that he and his associates had plans to build a new theatre in that town, but the application was denied by the CPA. Mayor Amundsen and the village board tried to help Levine get a permit to build, but without success, so far.

The Ozaukee Theatre at Port Washington, Wis., will have James J. Langenfeld as manager, taking the place of R. Klein, who is now manager of the Orpheum at Kenosha, Wis. Langenfeld was formerly manager of the Apollo at Janesville, Wis.

Due to lack of material the new Erwin Theatre at Tomah could not be opened until May 8, although work was started on the building many months ago. The auditorium has 632 seats, and the house is modern throughout. It is owned by S & M Theatres, of which Ben Marcus of Oshkosh is the head. H. B. Tollette is assistant manager of theatre operations for the group, with Joseph Strother in charge of booking and purchasing. The Tomah Theatre, operated by the same group, gives the city two high class houses.

The Pix, Avon and Park Theatres in Waukesha, Wis., recently purchased by a new corporation, Waukesha Theatres, Inc., formerly owned and operated by L. F. Thurwachter, have been taken over by the new owners. The company announces that the Pix will show first-runs; the Park will have continuous shows daily, while the Avon will continue to feature outdoor action and dramatic features at popular prices.

Carl H. Wieck of Plymouth, Wis., is the manager of the Vernon and Viroqua Temple Theatres at Viroqua, Wis., taking the place of Sidney Scoville, who was manager for the past five years. Wieck had been manager of the Plymouth Theatre, Plymouth, Wis., for eight years.

The new theatre in Muscoda, Wis., is rapidly nearing completion, according to the owner, Ervin Morris. As certain materials for the construction of the house have not arrived, Morris could not predict how long it would take to complete the work and install the equipment.

Frank Thorp, owner of the Thorp Theatre,

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at Thorp, Wis., has announced that he plans to build an addition to the house. He says the addition is necessary due to increased attendance of GIs and their families.

The Fox Wisconsin Amusement Company, Milwaukee, has purchased the Rialto Theatre at Marinette, Wis. Enough internal revenue stamps were affixed to the deed to make the total sale price about $65,000. Benjamin D. Arenson and Harold Weisner were the former owners.

The Clinton Theatre, at Clinton, Wis., has been re-opened by a new owner, H. H. Otto.

KANSAS CITY

Tampico Theatre of the Dickinson circuit is scheduled to resume its former policy of Mexican films. The theatre has been showing foreign-language films and special releases first-run in the city for the past several weeks. Its location, however, is believed to favor the Spanish-language films.

Frieda Mejak, of the picture reports department at the Paramount exchange, has returned to her desk after a two-week vacation.

Seen on film row last week: Mrs. Thelma Morris, Plaza Theatre, Howard, Kans., and Morris Theatre, Moline, Kans.; Mrs. Harold Porta, Community Theatre, Humansville, Mo.; Paul Oetting, Lyric Theatre, Concordia, Mo.; Harold Till, Courter Theatre, Hamilton, Mo.; H. F. Steinshouer, Alladin Theatre, Mound City, Kans.

"Bedelia" is the first Eagle-Lion release to get playing time in the Kimo Theatre and its comparatively new first-run policy. The picture opened May 16 to top business despite a rainy weekend.

The series of window displays worked out by Joe Redmond of the Tower Theatre in conjunction with Harzfeld's here has won him recognition in Showmanship, the National Theatres house organ. The campaign was for "Best Years of Our Lives."

TORONTO

The Ontario censors found only four features during the month of April which required the classification of adult entertainment, these being: "I Stole a Million," "Fall Guy," "Destry Rides Again" and "Backlash." During the 12 months ending March 31, the board graded 64 features for adult consumption out of a total of 480 pictures.

After holidaying in Great Britain and several European countries, H. M. Masters has returned to Toronto where he is general manager of Warner Bros.

I. H. Allen, the aggressive head of Astral Films and Granada Films, Toronto, has returned from a stay in New York where he signed up a number of British and foreign features for distribution in Canada. Allen reported that "Who's Your Lady Friend?" had set a nice attendance mark at the Toronto Hollywood, ace house of the Premier Theatres' circuit in Ontario. He has booked the Canadian film, "Exercise Musk-Ox," a record of the recent army manoeuvre through the Arctic regions, into Odeon circuit theatres.

The Centre Amusement Co., Ottawa, has purchased the large store property on Sparks Street next to the Centre Theatre for a large addition to the cinema but construction will not be started immediately, it was stated by D. B. Stapleton, president.



SHORTS PRODUCER HONORED. MGM Short subjects Producer Pete Smith (right), receives a silver trophy from Bob Anderson, spokesman for members of Blind Activities and Recreation, Inc., in honor of Smith's Specialty, "Playing by Ear."

Long operated as a neighborhood house, the Avalon Theatre, Ottawa, switched to a first-run policy on May 19 with the presentation of "I See a Dark Stranger." Manager F. H. Gallop announced a new admission scale with 30c as the top price.

Dealing with the growth of the film business in Canada, A. H. Jolley of Toronto, executive secretary of the Motion Picture Theatres Association of Ontario, told a service club gathering in Brampton, Ont., that the Dominion now had 1,323 theatres which employed 11,000 people with an animal payroll of $10,000,000. Last year the Dominion Government collected more than $14,000,000 in the Federal amusement tax alone, this amount representing 20 per cent of the total grosses. Jolley addressed the meeting as the guest of Manager Keith Wilson of the Capitol Theatre, Brampton.

The Quebec Provincial Government has banned "Our Northern Neighbor," a release of the Federal Government's National Film Board, because of references to the Soviet Republic, the Quebec officials being strictly anti-communist.

PITTSBURGH

RKO-Radio has announced the appointment of Dave Silverman as city salesman, succeeding I. J. Sweeney who resigned recently to become branch manager for Republic Pictures here.

Milton Brauman, branch manager for Film Classics-Screen Guild Pictures, has spent the past two weeks in Hollywood, Cal., attending the company's sales convention together with the Variety Club convention in Los Angeles.

His many friends here extend condolences to Lige Breen, whose wife passed into a coma this week. Breen, who manned Warners' Enright Theatre here for a number of years, is now head of exploitation for Eagle-Lion Pictures in New York.

Local motion picture critics attended the world premiere of "Repeat Performance" in Zanesville, Ohio, on Wednesday of this week, and the Hollywood premiere of "Miracle on 34th Street," the 20th Century-Fox release, at the J. P. Harris Theatre, Pittsburgh, on Thursday evening.

Cele Carpe, booker for Republic Pictures, has taken an extended vacation which she will spend with her husband in Salt Lake City.

14 Reels for Truman

Fourteen reels of film covering the time President Truman was nominated for vice-president to the present day, were presented to the President on his birthday by representatives of the newsreels. Presentation was made by Bob Denton of Paramount News, James Lyons of Universal News, J. C. Brown of MGM's News of the Day, Tony Muto of Fox Movietone News and George Dorsey of RKO-Pathe News.

BOSTON

Donald J. Wollins for the past year a member of Eagle-Lion's press book staff in New York, has been upped to the post of assistant field exploitation man assigned to the local territory. He will headquarter at the company's local exchange and will work under direction of field exploiteer Joe Mansfield.

Sig Horwitz, salesman with 20th Century-Fox for a few years, resigned from that company to join Al Swerdlove's office in the sales department to handle Screen Guild and Film Classics. Horwitz has been replaced by Ralph Pielow, to handle the Rhode Island territory.

Henry Michaelson, head of Confectionery Service Corporation, announced relocation of the company's headquarters at 96 West Brookline Street.

Mrs. Philip Engel, wife of the United Artists' publicist, entered the hospital for a very short stay last week for a medical check-up following the major operation she underwent last fall.

Ben Rogers, Embassy salesman, is highly elated over hte complete recovery from pneumonia of his 91-year-old mother. Mrs. Rogers lost her aged husband a few weeks ago, but because of her own illness has not yet been told of his demise.

June will be brides' month at 20th-Fox, with two of the female clerical department resigning to enter the matrimonial field. Alice Bagdasarian will double aisle on June 15 with Dr. Henry Gulesian, who will enter the dental practice at Lynn, and Dorothy Lamken will wed Stanley Elkins, a Harvard student. Both couples plan to reside in Lynn.

Twentieth Century-Fox Eastern Division Sales Manager Andy Smith arrived for a visit and sales conference.

Harry Gold, who recently resigned from the sales department of PRC, has rejoined that company as booker assistant to Sam Levine.

Arthur Greenfield, former Universal-International sales-manager at Boston and now branch manager for the company at New Haven, visited here last week for conferences with Eastern Division Manager Fred Myers.

Eddie Segal Warner booker, is recuperating at home after an operation in the West Roxbury Veterans Hospital.

Mr. and Mrs. Clayton Eastman celebrated their 20th wedding anniversary. They have the best wishes of all their friends and members of the UA staff.

Scores of friends of Frank Braden, veteran

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(*Continued from Page* 31)

circus and former Loew, Poli and RKO motion picture press agent, were sorry to hear of his critical illness in Bellevue Hospital, New York.

John Derrin was playing host the other night to his Mrs. and children, Brenda and Johnny, Jr., by taking them to see "the Circus."

UA New Haven Branch Manager Frank Meadows is visiting Boston to discuss with district manager, Clayton Eastman, coming releases and to join other members of the sales department who attended a business meeting.

Julius Levine, home office auditor, is visiting local UA branch for a few days.

Jack Draddy, UA office manager, is making a trip to New York over the last week in the month to see his family.

COLUMBUS

Charles W. Harper, 67, associated with theatres in his native Columbus for the past 45 years, is dead of pneumonia following a six-week illness. For 10 years, up to the time of his death, he was treasurer of the Hartman Theatre. Previous to that he managed the old High Street Theatre and the Lyceum for 25 years. Friends recall that only a few months ago he jokingly told them that he wouldn't die during the busy winter season but would for the slack days of spring or summer. His widow and a sister, Mrs. Pansye Perkins, survive.

Roger Garrett, manager and organist of the Universtiy Theatre, at a recent Sunday performance played Kermit Goell's new song, I Had A Wonderful Time in Columbus. Miss Patti Cooper sang the words. Goell is president of the Hudson Music Publishing Co. of New York and Hollywood and composer of Huggin' and Chalkin' and Slowly.

Charles Richards, assistant manager of the University, will be married on June 6 to Geneva Hinkle, and Manager Garrett will play the wedding music.

Past Variety Club Chief Barker Bobby Jones has returned from spending many months in Central America where he was a stellar attraction at various night clubs.

Jimmy Lowery, aged 11, won the bicycle in the Claude Jarman, Jr., contest offered by Manager Walter Kessler of the Ohio Theatre and the Columbus *Citizen*.

Fred Oestreicher, Loew publicist, was the donor of the Philco radio recently installed in the lounge of the Variety Club.

28% *Tightening Belts*

A poll taken by the Washington Post reveals that 28 per cent of the people questioned were cutting down on movies and night clubs to make ends meet.

Lack of materials and high construction costs will delay until 1949 construction on the multi-million dollar Franklin County Veterans Memorial which is also to house a theatre.

The Columbus section of the American Institute of Electrical Engineers recently gave a demonstration of ultra-high speed movies which slow mile-a-minute action to 26 feet per minute on the screen. H. D. McLarty of Buffalo, who developed the camera which takes pictures at the rate of 3,200 frames per second, gave the demonstration.

First theatre here to benefit from the expanding transit lines is the new Eastmoor suburban Esquire. Semi-express bus services goes several blocks beyond the theatre.

Independent Theatre Owners of Ohio members who expect to attend the convention at Cedar Point, July 14-16, are urged by Secretary P. J. Wood to make reservations at once with Tony Sabrey, manager of The Breakers, Cedar Point, mentioning the theatre owners convention.

INDIANAPOLIS

Bernard Van Borssum, 72, who operated the Savoy Theatre, Terre Haute, Ind., for the past 33 years, died Tuesday night at St. Anthony's Hospital of injuries suffered when he was struck by an automobile May 3. Survivors are the widow, one daughter and a son.

A. C. Zaring, pioneer motion picture theatre operator here, was elected to lifetime honorary membership and directorship by the board of directors of the Associated Theatre Owners of Indiana. Zaring recently leased his theatre and could be classed as a non-member because of his inactivities in the business. Board members however, recognized his past and faithful services and refused to lose him from their ranks.

Robert Harned, operator of the Empire Theatre, Sellersburg, Ind., has started building on his new Theair, (Open air) Theatre on State Road 31-E, just north of Jeffersonville, Ind.

Herman Hallberg, 20th-Fox booker, is on vacation for one week while moving into his new home.

The Drive-In Theatre in Anderson, Ind., being built by Alliance Theatre Corp., Chicago, is nearing completion.

Laddy Hancock, 20th-Fox salesman, is slowly recovering from an attack of flu.

Sam Oshrey, U-I salesman for Indianapolis and Louisville, Ky., spent the weekend in Cincinnati visiting old friends.

Owen Lindley, French Lick, Ind., brother-in-law of George Landis, 20th-Fox branch manager, passed away after a long illness. Landis attended the funeral services on Monday held in French Lick.

Edward L. Orenstein, operator of the Ace Theatre, Brandenberg, Ky., Rialto, Marengo, and State at Milltown, Ind., has returned from a vacation in Florida.

Mildred Winer, Monogram office manager and head booker, and mother, are spending two weeks in Miami Beach, Fla. Pauline Reese is pinch-hitting at the booker's desk.

A new bronze name plate has been placed on MGM exchange building here.

Sam Abrams, branch manager, Eagle-Lion-PRC, has gone to Nashville on business, and will return by the way of Evansville, Ind., visiting exhibitors on the return trip in southern territory.

William Passen, operator of the Amus-U Theatre at Jasonville, Ind., presented the local

Industry Honors Rinzler

Exhibitors and distributors put aside their battle axes last Friday as they jammed the grand ballroom of the Waldorf in New York, to drink, dine, dance and do honor to Sam Rinzler, president of the 40-house Randforce circuit as the Motion Picture Associates awarded him its 1946 Beacon Award for the humanitarian activities which the veteran showman has performed in his field of endeavor.

In a fast-moving ceremony with speeches that were kept short, the audience heard eulogist Si Fabian declare that the award was made to Rinzler not only for 1946 but for the humanitarian work he had done during each of the 33 years he had been in show business. They heard Leonard H. Goldenson of Paramount explain the progress of the Motion Picture Foundation, the New York unit of which is the Motion Picture Associates. And they danced before speeches and after speeches.

Motion Picture Associates President Fred Schwartz was toastmaster and got to the serious part of the evening quickly with a brief introduction of Si H. Fabian, president of Fabian Theatres, who spoke the Rinzler eulogy and made the Beacon presentation.

Said Fabian:

"He is an old friend of mine and yours. He is an exhibitor with 33 milestones behind him. He has been an inspiration of younger men."

Making the presentation, he added:

"Not only for 1946 but for every one of the 33 years he's been among us."

Rinzler took it in his stride, retorting humorously with an accent:

"Now you're going to hear a speech in English."

He impishly suggested that the Motion Picture Foundation would have all the funds it needed if Paramount would only turn the operation of Paramount over to the Foundation for a year. Then he grew serious and paid a tribute to his partner, the late Louis Frisch, who he said ran the circuit while Rinzler had handled outside activities, such as the one which won him the Beacon award.



SAM RINZLER (left) receiving the Motion Picture Associates Beacon Award from Si H. Fabian.

"In past years at these industry affairs I never got up and spoke unless I said a word in the name of my late associate. I can truthfully say that while he almost always complained about what I paid for film, he never did complain about his money when I gave it away for charity."

Grinning, he looked at the trophy presented him and said:

"I haven't been so happy since I played a percentage picture and they didn't send the check(er)."

Mrs. Rinzler was presented with an orchid.

In charge of the banquet arrangements was a committee consisting of Paramount Theatre Managing Director Robert Weitman, chairman; Myron Siegal, Century Circuit; Morris Sander, 20th Century-Fox; Nat Harris, 20th Century-Fox.

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high school with a complete booth equipment to be used at the school, and not to be removed from the school building.

Warner Bros. Branch Manager Claude McKean went to Chicago for several days to visit circuit offices on business.

Herman Black, RKO salesman, is driving a new car after months of patient waiting.

Mrs. David Ross was elected president of the Indianapolis Indorsers of Photoplays at the 33rd annual dinner meeting May 13 in the Columbia Club.

Film row visitors during the week included, William T. Studebaker, Logan, Logansport; E. E. Smith, Devon, Francesville; R. L. Hudson, Hudson Circuit, Richmond; Jack Springer, Alliance Circuit, Chicago, Ill.; Charles Bowles, Victory, Pine Grove, Ky.; Arthur Clark, Vonderschmitt Circuit, Bloomington; J. E. Stuckey, Princess, Cayuga; Bruce Kixmiller, Colonial-Indiana, Bicknell, and Mrs. Annette Kuebler, Tivoli-Astra, Jasper.

LOUISVILLE

New booth equipment has been installed in the State Theatre, Milltown, Ind., owned by Ornstein Theatres. Included are Simplex projectors and Synchro-Magnetic soundheads, purchased through the Falls City Equipment Co. in Louisville. Ornstein circuit owns houses in Marengo, Ind., and Brandenburg, Ky.

Herman Packs expects to open the Van Lear Theatre in Van Lear, Ky., after installing complete new equipment, about June 1.

Kentucky Commissioner of Industrial Relations L. C. Willis has called a meeting for Monday, May 26 in Frankfort, Ky., to consider making the state's new wage order mandatory, enforceable by punishment. The directory order, which provided for no punishment within 90 days after issuance of the order on Feb. 8 created the following wage changes: Zone 1—Cities of 20,000, and within five miles, from 25 cents to 50 cents per hour for the first 48 hours; Zone 2—Cities of not less than 4,000 nor more than 20,000 and within two miles, from 22½ cents for the first 50 hours to 45 cents for the first 48 hours; Zone 3—All territory not included in Zones 1 and 2, from 20 cents for the first 52 hours to 40 cents for the first 48 hours. If the order becomes mandatory after the May 26 hearing, anyone who fails to pay women or minors in accordance with the above scale will be subject to fine and imprisonment. If made mandatory the effect on the theatre industry in Kentucky will be very appreciable. Guthrie Crowe, president of the Kentucky Association of Theatre Owners, has requested exhibitors opposed to the new wage provisions to appear at the hearing.

William R. Williams, executive director of the Savoy Amusement Co., has returned to Louisville following an air trip to Oklahoma City of which he was formerly a resident.

Recent visitors on the local scene included Bob Enoch, Elizabethtown Amusement Co., Elizabethtown, Ky.; M. H. Sparks, New Strand Theatre, Edmonton, Ky.; Clyde Marshall, Columbian Theatre, Columbia, Kentucky; Oscar Hopper, Arista Theatre, Lebanon, Ky.; A. N. Miles, Eminence Theatre, Eminence, Ky.; D. G. Steinkamp, Dream Theatre, French Lick, Ind.; T. N. Luckett, French Lick Amusement Co., French Lick, Indiana.

The new drive-in theatre to be known as Theatair (which is in the process of being copy-



SUGGESTS TITLE, WINS PRIZE. Ralph Garman (right), chief booker of Paramount's Philadelphia exchange, receives a $50 check from Earle W. Sweigert, mideastern divisional sales manager, for being one of four who suggested the title, "Celebrating Paramount's 35 Years of Leadership," for the company's 1947 drive.

righted) to be owned and operated by Municipal Enterprises, Inc. of New Albany, Ind., has been completed and President R. L. Harned expects to open it the second week in June.

OMAHA

Lanny Ross and Olga San Juan will be guest artists featured with the Midwest Summer Music Festival here June 12.

Bernard Goodman of New York, Warners' superintendent of exchanges, spent a day here.

Joe Weiss, booker at Warner Brothers, is to marry Mary Barberick, July 12.

Attending the national Variety Clubs convention in Los Angeles from the Omaha tent were the following: Meyer Stern, F. A. Van Husen, Morris Smead, Walter Creal, M. G. Rogers and Joe Scott.

Mort Ives, Columbia offices manager and booker, is spending his vacation in Pittsburg, his former home city.

Lou DuFour of New York City is the new RKO exploiteer. He replaces Keith Bain.

Ralph Maw, MGM district manager and field assistant to the division manager, was here for a couple of days.

Mrs. Joe Jacobs, wife of the Columbia branch manager, is recovering at home following an operation.

Georgiana Berry has been employed in the contract department of Universal-International.

RKO Biller Hazel Jensen, who lives in Council Bluffs, Ia., will marry Dwane Brown of that city June 15.

Clifford Sherron is new owner of the Genoa Theatre, Genoa, Neb., buying out Tom Kenyon.

Mary Lindy replaces Hazel Deines on the Paramount information desk. Hazel succeeds Rosaline Hendersen, resigned, in the contract department.

MGM Secretary Lucille Sorenson is on vacation. So is Inspectress Ruby Swetala of that office.

MGM arranged a special afternoon screening of "Diamond Demon" for members of the Omaha Cardinals Western League baseball team.

While Harold Russell, Academy Award winner, was in Omaha, RKO arranged for him to act in a documentary film to be produced by the Omaha office of the Nebraska Employ-

[illegible] shown at local civic clubs.

Lou Kozal, ad artist for Tri-States Theatres, now has his office in the Omaha Theatre instead of the Orpheum.

Tri-States District Manager William Miskell is back from a Des Moines trip.

Harold Simmerly, Tri-States [illegible] remodeling a building there for a theatre with three apartments above it.

ST. LOUIS

Harry Kahan of the Isle Shipping Service [illegible] the inspection and shipment of films for the Selznick Releasing Organization in the St. Louis territory and also their distribution in conjunction with the National Film Carriers Association. Kahan has taken space for vault and shipping inspection in a building at 3318 Olive Street, to handle the SRO and his regular delivery service.

PRC District Manager Max Roth of Chicago was a St. Louis visitor conferring with Bill Sherman in charge of this area.

William Feld, formerly Republic manager in Pittsburgh, has resumed his duties here as district manager for Eagle-Lion, succeeding Mark Raymon, who resigned and went to the west coast. Feld's territory includes St. Louis, Kansas City, Omaha and Des Moines.

Lester Bona, Warner manager last week called on exhibitors in Paducah, Ky. and Cairo, Metropolis and Harrisburg, Ill.

Monogram Manager Barney Rosenthal has returned from a business trip to Springfield, Ill.

Motion Picture Association of America President Fred Wehrenberg, speaking at the annual meeting of the Better Films Council of St. Louis, thanked the retiring president, Mrs. Arretus F. Burt, and Mrs. Robert Collyer, Legion of Decency representative, for their appearance before the education committee of the Missouri House, in opposition to a proposed state censorship bill.

Lou H. Walters, president and manager of Cine Supply Co., has resigned effective May 31,

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LONDON OBSERVATIONS

Stars Too Public Relations-Unconscious; Decrease in Quota Defaults; Propose Schedule for Shooting Stills

By JOCK MacGREGOR

Chivalry and good manners were once the tradition of the Englishman but to-day Hollywood could teach many British film personalities. In Hollywood I only experienced one slight lack of courtesy for which there were the most humble apologies.

A number of British personalities are becoming notorious for their behavior. They will accept invitations to functions only to be "unavoidably unable" to attend after table plans and guest lists have been printed. Several were guilty of this at both the *Daily Mail's* Dinner Dance for the National Film Award and the British Film Producers Dinner for delegates attending the Czechoslovakian Film Festival.

The Czech dinner was notable for the absentees rather than the guests though the evening still succeeded in being a marked success thanks to the untiring efforts of BFDA Secretary E. W. Wingrove.

The Czechs were not impressed with an incident at Denham where Laurence Olivier has slung a wall of steel around the "Hamlet" set barring press and all other comers.

The delegates who were the guests of the Government and British Film Industry and included leading politicians, critics and technicians were, however, allowed to see a set on which shooting was not taking place.

Incidentally, the call sheet for "Hamlet" recently detailed: Olivier, stand-in and understudy for Olivier.

On the neighboring Denham stage where "Vice Versa" is being made, Peter Ustinov displays a notice "All Visitors Welcome!"

* * *

The publicist and directors' sections of the Association of Cine Technicians have recommended to the producers that on all pictures scheduled for twelve weeks two extra days should be added for stills. It is high time to end the old method of the camera man asking directors after a shot whether a still is wanted.

* * *

Manchester Film Studios, converted from a disused church and Sunday school room and sponsored by John Blakeney and Jimmy Brennan, have been opened by R. W. Fox, chairman of the local CEA branch. This is the first studio to be opened so far from London and will concentrate on comedy production.

* * *

"The Best Years" continues to top the West End business while "Great Expectations" "The Jolson Story" and "How Green Was My Valley" are back in first run houses. Paramount theatres, who are ahead of their American release schedule here, having had "Wild Harvest," "Welcome Stranger" and "Trouble with Women" already going the rounds, are booking outside product.

* * *

Legitimate theatre business is also off, in some cases amounting to a slump. Oddly enough the reason being given is the excellence of the Theatre Guild's presentation of "Oklahoma!" at Drury Lane. This production has made a terrific impression and people are going for it as it is one hundred per cent American.

* * *

Herbert Wilcox and Anna Neagle are visiting Hollywood to find someone to play Renate Muller, the continental film star who became the Nazi's most unsuccessful spy, in a film which they are jointly producing.

* * *

British Board of Trade announce that Quota defaults among British cinemas were down by a third to a little under 700 for the past year. The majority failed by less than 2½ per cent. To this number however must be added 296 defaults on shorts and 115 long film defaults in part year returns. Of the total footage shown 19.99 per cent were British as opposed to 18.51 per cent for the previous year. The statutory quota called for 15 per cent.

* * *

Hospital dischargees . . . Max Milder and Jack Morrow. . . . New York bound. . . . Louis Elliman, Odeon chief of Eire. . . . Robert Graham has been appointed by Hal Wallis publicist on "So Evil My Love." . . . Eleanor Parker hostess at a Savoy Reception three days after leaving Hollywood.



LONDON LOCATION. Hal Wallis, producing "So Evil My Love" in London, chats with Jock MacGregor, Director Lewis Allen and Publicist Walter Selzer between scenes of some location shooting in Cheyne Row, London.

(*Continued from Page* 33)

and is expected to announce shortly a connection with another company. Walters was manager for National Theatre Supply Co. in Cleveland for 10 years before joining the Cine company here in September 1945.

Fred Wehrenberg, president of the MPTOA and of the St. Louis MPTO, has accepted an invitation from Attorney General Tom C. Clark to attend a White House conference on May 22 on a national public service project sponsored by the Department of Justice and endorsed by President Truman.

Construction is progressing rapidly on the St. Louis Amusement Company's $200,000 film theatre in Granite City, Ill., on the site of the razed Rialto Theatre. The new Rialto will seat about 750 persons.

The new Princess Theatre in Percy, Ill., was opened for business May 14. The old Princess was destroyed by fire in December 1945.

The Joy Theatre in Kansas City, Mo., which was badly damaged by fire early this year, has been reopened by Mr. and Mrs. M. W. Jessup.

Two corporations—Cape Girardeau Pictures, Inc., and the Cape Amusement Co., both controlled by interests owning the Esquire Theatre in Cape Girardeau—have been authorized by the Secretary of State to do business in Missouri. The name of Eddie Bonns of Cape Girardeau was given as the principal Missouri agent for both companies, headquarters of which are in Memphis.

George L Faith has bought the 210-seat Linn Theatre in Linn, Mo., from Earl Anderson.

Mrs. William Sherman, the former Mrs. Margaret Brizell of Dongola, Ill., is the new manager of the 300-seat State Theatre in Bloomfield, Mo., recently purchased by her husband, who is St. Louis manager for PRC, from the Tobin-Goldman-Leventhal interests.

The theatre in Bell City, Mo., which was destroyed by fire a few months ago, has been rebuilt and will reopen shortly.

The 2500-seat Lamar Theatre, Manito, Ill., has been sold by A. C. Struck of Mason City, Ia., to Harold Meyer and Harold Willett of Manito.

Harlan E. Renshaw has purchased the 200-seat Alamo Theatre in Stewardson, Ill.

The 600-seat American Theatre in Charleston, Mo., was destroyed by fire which was discovered at 11 A.M. on May 12 when the flames had already gained considerable headway. House is owned by the Rodgers Theatres, Inc.

Fire destroyed the Ruthven Theatre at Ruthven, Ia., early this month with an estimated damage of $10,000. Owner Lyle Nolan said the building was insured but not the equipment and furnishings.

HARTFORD

Frank Daly, son of Mickey Daly, Daly Theatres Corp., Hartford, has been recuperating from an operation. Frank is assistant to Joe diLarenzo, Connecticut district manager for Daly Corp. Ed Maranski has been appointed manager of the Daly Plainfield Theatre, Plainfield, succeeding Ed Pelinan, who has resigned.

The Warner State, Manchester, has a new assistant—Joe Fantanello, succeeding Harold Freeman, resigned.

Stanley Sinski, assistant manager at the Arch Street Theatre, New Britain, has been promoted to district manager over the Glackin and

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LeWitt theatres in New Britain, Planville, and Sound View, under Brookie LeWitt. Walter Flowers has rejoined the Arch Street staff as assistant manager.

Pat Buccheri, manager of the Rialto Theatre, in Hartford, was married to Estelle Wendish, also of Hartford.

The Jodoin, Baltic, was closed for a number of days for installation of new seats.

Exploitation men in this territory last week included Max Abramson, in Hartford, on "The Fabulous Dorseys." RKO, New Haven, held screening of "Long Night."

A. M. Shuman of the Hartford Theatre Operating Co. and Mrs. Shuman, who just recently returned from Florida are leaving shortly for a trip to California via automobile.

Bill Brown, manager of the Loew Poli Bijou Theatre, New Haven and Mrs. Brown, off to New York to celebrate their 29th wedding anniversary.

Many Gold Star Mothers of World Wars I and II, were the guests of Bob Portle of the Loew Poli Elm St. Theatre, Worcester, on Mothers Day.

Milton Hyams, MGM salesman, has been transferred to the home office in New York.

Jack Schwartz, operator of the Black Rock Theatre, Bridgeport, has announced extensive renovations will begin shortly, including new front and box-office.

Lou Cohen of the Poli, Hartford, is taking a week's vacation and motoring through Maryland and Virginia.

Monk Maloney, manager of the Loew's Poli, Worcester, was in New Haven for conference with Division Manager Harry F. Shaw.

David Kramer, Columbia Pictures, and Mrs. Kramer are planning a Decoration Day Holiday in Canada.

Mrs. Harry Rosenblatt, wife of the MGM branch manager, was in bed with a cold for a few days.

Dr. Jack Fishman, president of the Allied Theatre Owners Association of Connecticut, is back in town again after attending conferences of the PCCITO in Los Angeles.

PHILADELPHIA

David O. Selznick's "Duel In The Sun" will be presented to the Philadelphia movie-going public on Memorial Day simultaneously in 20 theatres in the greater Philadelphia area. The theatres included are: Fox, Sherwood, Byrd, Rivoli, Grand, Rockland, Renel, Devon, Overbrook, Great Northern, Lawndale, Rialto, Aldan, Keswick, Darby, Suburban, Anthony Wayne, Grand in Bristol, Westmar in Norristown, and the Savar in Camden.

The industry was shocked to hear of the sudden death of Murray Weiss, S-W assistant purchasing agent, last Saturday, (May 17). Murray died in his sleep and the sympathy of his many many frienos goes out to the family of one of the swellest guys in the industry. He had been with the Stanley-Warner Company since 1935.

William Goldman Theatres, Inc., has received FCC's okay to buy the independent radio station WDAS from Alexander W. Dannenbaum and Cecile L. Naumburg for an asserted $485,000. The theatre chain will acquire all 500 shares of the station's common stock.

Max Bronow, PRC-Eagle-Lion salesman, suffered an odd accident when he slipped off a doctor's operating table, and fractured his jaw.

Clark Film has taken over the old Warner shipping room at 1225 Vine in addition to the second floor.

The S-W Capitol Theatre, heretofore a first-run house for "B" films inaugurated a policy of continued first-run motion pictures on Wednesday. The house will show selected first-run pictures and will be continuous from 10 A.M.

Jeanne Kasperowicz, stenographer at U-International, is recuperating from a tonsillectomy.

New in the RKO shipping room is Tom Sweigert.

Irene Levit, clerk at New Jersey Messenger, has announced her enggaement to Sam Cardish

Wedding bells will peal in June. Nuptials for Sharon Hoberman, stenographer at 20th Century-Fox, will be sometime in February, according to Sharon who last week announced her engagement.

Earle Sweigert, mid-eastern division head for Paramount, is in his 31st year with the company.

Gil Segal, Stanley-Warner insurance head, visited the Benn to catch the semi-finals of the beauty contest Manager Bob Kessler was conducting in connection with "My Favorite Brunette" [illegible]

(Continued on Page 36)

NEW THEATRES

Oklahoma City — Plans for the construction of a new and as yet unnamed $400,000 theatre at the corners of Douglas and Glendale at Wichita, Kans., were announced May 6 by O. F. Sullivan, owner and manager of the Sullivan Independent Theatres. The theatre will have a 75 foot front and on either side will provide space for attractive ground-floor shops.

The theatre will seat in excess of 1,500 with 900 seats on the main floor and the balance in the balcony. Black light will be used extensively in the interior effects and concealed lighting will be used throughout. Color lighting will be used on the front with a tall glass lighting bay at either end that constantly blends colors. The exterior will be trimmed in stainless steel. Construction will not start until some building restrictions are lifted.

Wichita Falls, Tex. — A permit for the construction of a one-story film theatre for the Latin-American residents here has been issued to Joel Arrodondo and Joe Garza. It will be a concrete block structure and will seat 238.

Ft. Wayne, Ind. — Permit has been granted by the CPA for the erection of a theatre on the site of the old Tremont Hotel here. Work is expected to begin July 1 with $96,000 set aside for the building proper and $60,000 for equipment.

Denver — Panayes G. Dikeyou, wholesale candy and tobacco merchant, has commissioned architects to draw plans for a 1,700-seat, $500,000 first-run theatre, to be built as soon as conditions permit. It will be erected on a site already bought on Walton, between 16th and 17th Streets. Television will be provided for, and the seating will be staggered and plenty of room allowed between rows.

Hartford, Conn. — Work has begun on a new open-air theatre between New Hartford and Winsted. It is hoped to open it this season.

Portland, Ore. — Spokane will have a second neighborhood theatre, it was announced in Spokane by Frank Harris, manager of Inland Theatres. House, to be built on East Sprague at Lee, will cost $300,000. Roy Blair, James R. Crick, Sr., Lester Johnson and E. W. Johnson, owners of the Garland Theatre, will be owners and builders of the new theatre, and will combine the shopping features of the Garland with the new house which will seat 900. G. A. Pehrson drew the design. House will be built on the stadium plan of seating, with ramp but no balcony, and will be air-conditioned.

[illegible] will be constructed in Cairo, Ga., as soon as CPA issues a permit.

Winchester, Va. — Herman Hable, president of Hable Theatres, Inc., will erect a new 1,400-seat theatre on the east side of South Loudoun Street here, a permit having been granted by the city. Cost is estimated at $100,000 plus $50,000 for equipment. It will be a two-story brick structure, 185 feet long and 60 feet wide. First floor will seat 1,000 persons and the balcony 400. Construction is scheduled to start in June. Hable Theatres operates the Palace here as well as a theatre in Washington.

Vancouver, B. C. — Lee Wakefield of Victoria will erect a 700-car drive-in theatre near the capital city of British Columbia.

Vancouver, B. C. — A 900-car drive-in theatre will be built near Edmonton, Alberta, if the Provincial Licensing Committee grants the request of Herbert Knowles for a permit.

Oklahoma City — Plans are in progress for the erection of a drive-in theatre near Topeka, Kan., by Comunity Theatres, Inc., of Topeka.

Oklahoma City — Kansas Drive-in Theatres, Inc., is receiving bids for the construction of an outdoor theatre in Wyandotte County, Kan.

Louisville — Construction has been begun on a new 600-seat de luxe theatre in Scottsburg, Ind., by Mrs. Ethel Luckett Walsh. Mrs. Walsh operates the Scott and Indiana in that town and the Austin in Austin, Ind.

Louisville — Louis A. Arru announces he will open a new drive-in theatre at the corner of Beardstown Road and Hikes Lane in the suburbs of Louisville on June 1.

Louisville — Towne Hall of Prestonsburg, Ky., is building a motion picture theatre at Allen, Ky.

Louisville — Foster Lane, owner and operator of the Dixie Theatre in Williamsburg, Ky., has awarded a contract for a new 624-seat theatre to be built in that town. It will be a modern de luxe type house all on one floor.

Washington, D. C. — Sam Cummins, owner of the Pix Theatre, announces that he plans to build an International Theatre seating about 600 in a choice downtown spot. Building will also house stores and a radio station.

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(*Continued from Page 35*)

did get a look at the beauties later, however, when they were snapping pictures in the lobby for release to newspapers.

The U. S. Circuit Court has granted the petition of defendants in the Goldman-Erlanger anti-trust suit for a rehearing of the suit in order to present new evidence. June 3 has been set as the date for rehearing. The eight majors, all defendants in the suit, stated in their petition that they would seek to show that William Goldman had failed to bid or negotiate for pictures offered to him between December 19, 1946 and last April 25 for exhibition at the Erlanger Theatre and that he had bid on only 16 out of 63 pictures offered for exhibition at the Goldman, Karlton and Keith's theatres.

ALBANY

Variety Club of Albany will hold its annual golf tournament at the Colonie Country Club on Monday, June 16. Exhibitors from the entire area will attend and these will include the Messrs. Fabian, Schine and Kallet. A roast beef dinner will follow the tournament. Arthur Newman of Republic Pictures is chairman for this occasion; co-chairman is Alton P. Mendlesohn.

Warner Bros. Zone Manager C. J. Latta has returned to his desk after a month on the coast. While there he attended the convention of Variety Clubs International and was again elected second national assistant chief barker. Other returnees from the convention are delegates, Nate Winig and Harry Lamont, and Sam Larner.

Republic District Manager Frank Dervin spent three days in Albany and during that time visited Gloversville, Utica and Saratoga with Albany Manager Arthur Newman.

Hank Baylis, Warner Bros. projectionist, has returned to work after an absence of several months due to illness.

Gertrude Hans is a new inspectress in the MGM office.



FOR REHABILITATION FUND. Nick John Matsoukas (left), representing George P. Skouras, presents a check for $48,343.24 to Dr. Howard Rusk, head of the Department of Rehabilitation and Physical Medicine of the New York University College of Medicine. The check represents proceeds of collections made in theatres of the metropolitan area in connection with the film, "The Forgotten Casualty," which was produced and donated to the proposed $2,500,000 Institute of Rehabilitation and Physical Medicine, as a community service of the Skouras Theatres.

Kids Picket Theatre

Because they think 40 cents is too much admission for children over 12 years of age, teen-age high school students of Hawley, Minn., took to picketing that town's only motion picture theatre.

The picketing followed publication of the students' views in their high school paper and the presentation of a petition signed by 100 students asking for a cut to manager R. H. Veith. Veith refused a reduction stating that he had an admission price of 40 cents, including tax for everyone over 12 and an admission of nine cents for those under 12. The pickets said they were willing to compromise on a 25 or 30 cents admission for the bobby-sox group.

Herman Ripps, MGM district manager, has just returned from a one week trip to Boston. Eddie Susse, office manager, goes to Cincinnati for a series of office managers' meetings.

MGM is making plans for airconditioning their office in Albany.

Mildred Beikin, secretary to Warner Bros. conatct manager, weekended in New York.

George Burns, RKO junior publicity man, spent week in Albany office.

RKO Branch Manager Max Westebbe is very happy that brace has been removed from his injured leg. Soon Max hopes to discard his cane also.

Betty Gilmartin, Fox assistant cashier, has resigned, effective Saturday, May 24.

Dora Senecal, Fox biller, went to Syracuse to compete in a bowling tournament.

Prestige Pictures Sales Manager Louis Blumberg visited the Albany Universal office.

New salesman in Universal office is Alfred Myers. He was formerly MGM salesman out of Toronto, Canada.

Mabel Miles, Universal inspectress, has returned to the office after an absence of two weeks because of illness.

Universal Branch Manager Eugene Vogel and new salesman Myers, visited Benton Circuit in Saratoga.

Chris Pope, Schine booker, is recuperating after a recent operation.

Caroline Pesnichak, Warner Bros. biller, was married Saturday, May 24 to William O'Neil. Office personnel was invited to the ceremony at the Lady of Angel Church, Albany, and to the reception at Gray's.

Harold Rodner of Warner Bros. New York office and Irving Fried of Tri-State Candies were in the Albany office.

Mrs. A. McNamara of Alexandria Bay visited film row. Very happy that her son Harry C. received his doctor's degree at the University of Vermont and will intern at the Vassar Hospital, Poughkeepsie.

Visitors along film row included Jerry LaRocque, Warrensburg; Sam Davis, Phoenicia; George Thornton, Saugerties; Harry Savett, Utica; Ernie Dodds, Lake Placid; Carl Nilman, Shelbourne Falls, Mass.

CLEVELAND

Paramount Eastern Division Sales Manager Earl Sweigert held a local sales meeting here the end of the week, discussing plans and policies for a 35th anniversary drive. Only the local exchange personnel, including District Manager Harry Goldstein and Branch Manager Saul Frifield attended.

Sol Gordon, United Artist booker, has resigned to join the local SRO office as office manager and booker.

Columbia Branch Manager Oscar Ruby will attend the company's district and branch managers' meeting in Chicago June 3-4-5.

Howard Rutherford has been appointed manager of Loew's Park Theatre, Cleveland succeeding Abe Ludacer, transferred to the Loew's Valentine, Toledo. Rutherford has been with Loew's for the past 17 years. He comes to Cleveland from New Orleans where he was assistant manager at Loew's Theatre.

The Cleveland Baptist Association has postponed to June 13 its meeting to vote on the proposed lease of the Euclid Ave. Baptist Church at Euclid Ave. and East 18th St. for use as a first-run motion picture theatre.

David Sandler, president of Drive-In Theatre Equipment Company, manuacfturers of Auto Voice speakers, announces that he has acquired for exclusive manufacture and sale, a rubber covered cable which is attached to his Auto Voice speaker, making it theft proof.

Kroger Babb, general manager of Hygienic Productions, producers and distributors of the feature "Mom and Dad," has completed plans for the 1947 company convention to be held at the Roosevelt Hotel, Hollywood for its 150 employes. Bonuses estimated in excess of $100,000 will be disbursed in accordance with the annual bonus plan established several years ago by the company.

Eagle-Lion General Sales Manager A. W. Schwalberg and Harold Dunne, assistant general sales manager, held a sales meeting at the Statler Hotel here on Saturday to discuss policies covering new product. Business completed, all who attend the meeting remained over Sun-



BATTLE FOR 'FRIENDS.' Competition between Essaness' Woods Theatre, with its record-breaking run of 22 weeks for Samuel Goldwyn's "The Best Years of Our Lives," and the B&K Apollo with Columbia's "The Jolson Story" now in its 17th week, has brought increased newspaper advertising and claims concerning the number of people who have seen each film. The Woods, as seen above, refers to Manager Jack Belasco as "the man with 834,562 friends (patrons who have seen "Best Years')," while Apollo publicity claims more than half a million customers thus far in its 17-week run of "Jolson Story."

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day to be present at the marriage of Iris Shartin, daughter of William S. Shartin, E-L district manager and Mrs. Shartin, to Howard Goldstone of Chicago. The noon wedding was followed by a wedding breakfast for all of the guests including E-L District Managers Joe Minsky of Philadelphia, William Feld of Cincinnati, Harry Mandel of Chicago; PRC District Managers James Hendel, Pittsburgh; Max Roth, Chicago; and Al Herman, Buffalo.

Warner Eastern Division Sales Manager Jules Lapidus was in town to confer with District Manager Charles Rich, Branch Manager Jerry Wechsler and the local sales force.

Ben Ogron of Ohio Theatre Supply Company has installed new Motiograph Mirrophonic M911 dual channel sound system in the Detroit Theatre, Cleveland, and in the University has installed new AA projector mechanisms. New carpets will be delivered by Ogron to the University shortly.

Columbia District Manager Sam Galanty is expected to return to Washington this week from a west coast vacation trip.

A. T. Worthington, 56, prior to 1938 owner of the Star Theatre, Bluffton, died last week of a heart attack. Since selling the theatre to George Carmack, Worthington has been associated with the Lima Locomotive Works at Lima.

Mrs. Bertha Ochs, mother of four sons, all of whom are prominently known in the motion picture field, and one daughter, died last week at the home of her son, Vincent, manager of the Broadway Theatre. Other survivors are Herbert, former Warner district manager and now head of a large drive-in circuit; Albert, also interested in drive-ins; Mrs. Amelia de Shetler of Columbus and the late Eugene, who had been connected with the Washington and Gusdanovic circuits before moving to Florida where he died suddenly about a year ago.

Roger Marsh, son of W. Ward Marsh, *Plain Dealer* movie critic, has been made arms and ammunition editor of *Hunting and Fishing Magazine*.



RECEIVES. It was news when Lucy Monroe, who during the past several years has given most generously of her services to charitable and inter-faith undertakings, took the spotlight as one receiving instead of giving. It happened this week in New York as Cinema Lodge of B'nai B'rith presented the songstress with a scroll in recognition of her many contributions. Presentation, above, was by Robert M. Weitman, president of New York Cinema Lodge.

The N and N Management, operating the Ohio Theatre, Kenton, has purchased the Chief and Princess Theatres of Wauseon from P. R. Touney. Company also plans a new house in Kenton.

MINNEAPOLIS

Admission prices for theatres in the Twin Cities have been comparatively lower than in most major cities in the country and there is little likelihood of an immediate reduction in admission prices, according to leading circuit men. Most first-run theatres in the Twin Cities now are charging 50 cents for matinees and 70 cents evenings.

The Minneapolis 20th-Fox exchange this year is dedicating its sales drive to Prairie District Manager M. A. Levy for his 25 years of service to the company. The campaign, which started May 3, runs through August 30. The entire booking staff will act as drive captains, headed by Ben Lander, head booker, and Glen Roberts, according to Branch Manager Jack Cohan.

Kelly Evidon has resigned as manager of the Ritz, Minneapolis neighborhood house, following sale of the house by Max Torodor. He also is office manager of the Independent Poster Exchange.

Mildred Baye, shipper at National Screen Service, was on vacation this week. Melvin Hudak, shipper at NSS, is on a two-week fishing trip in northern Minnesota.

Mrs. Martha Ditch, bookers' secretary at MGM, has left the exchange. She was honored by the office staff, at a party at the West Twins, St. Paul. Also honored at the party was Helen Paasch of the exchange staff, who is retiring after being with MGM for 13½ years.

Paramount Branch Manager Ben Blotcky is back from the national Variety convention.

New on Film Row are Rita Gieske, PRC office staff, and Theresa Peterson, inspectress at MGM.

Joe Rosen, Bill Soper and George Engelking, of the booking department of Paramount, went to Annandale, Minn., for the reopening of the Dale Theatre.

Kathryn Robinson of the MGM office staff has bought a new home and is spending her vacation moving into it and redecorating it.

Everette Dilley has sold the Grand and West End, Northfield, Minn., to E. O. Olson at a price in excess of $100,000. Dilley is a veteran of more than 25 years in show business at Northfield.

Klug and Klug have sold the State, Zumbrota, Minn., and the Time, Kenyon, Minn., to Gilbertson brothers.

Lyle Hoftiezer has purchased the Justrite Theatre, Castlewood, S. D. The American Legion has purchased a building at Orient, S. D., which it will convert into a theatre.

Ernest Koeniguer has completed redecorating and modernizing the Capitol Bristol, S. D.

The Lido Theatre, Minneapolis, will be enlarged by Dudley Williston to double its present seating capacity of 400.

CHARLOTTE

The Roxie Theatre in Liberty, S. C., owned and operated by J. E. Albertson, was destroyed by fire Saturday night, May 17.

Eagle-Lion Southern Divisional Manager Ralph McCoy and PRC District Manager Grover Parsons were in town last week conferring with PRC-Eagle-Lion Branch Manager Harold Keeter.

Jack Frye, former Warner head booker, has taken over the duties of head booker at the local PRC-Eagle-Lion exchange, replacing Charlie Hunsuck who has been promoted to

Continued on Page 38

A Bit of Heaven on 16-mm...

It's on 16-mm. but it brings a bit of Ireland to New York's "Foist" Avenue, right in the midst of the Hungarian and German colony. And it's doing a business as tall, wide and handsome as the tales Paddy McSwee used to tell about the exploits of the Irish bull.

It all came out of an idea, of a necessity as a matter of truth, and because of the apparent fact that the Irish residents of Greater New York don't mind a bit of travel to see a lot of the old sod. So they come all the way from the far off Bronx, the equally distant Brooklyn and the even more remote sections of Long Island to First Avenue and the New Europe Theatre to look at "Here is Ireland."

The picture is a full-length travelogue, with interpretative comment, filmed in color on 16-mm. The idea to run it came to Exhibitor Gilbert Josephson shortly after he took over a 300-seat house on New York's upper east side, renamed in the New Europe and found that the policy originally planned for the house of offering Hungarian and German pictures wouldn't do.

It wouldn't do because while the neighborhood is strongly populated with Germans and Hungarians, there was only one trouble —German and Hungarian films were not available.

So Josephson booked the 16-mm. "Here is Ireland" filled out the program with 35-mm. shorts and Manager Sanders Furlitt went to work.

He advertised in the tabloid New York press and in the Irish weeklies. He took to the air on radio spot announcements between programs which played Irish music.

It worked. When the house opened, it had a good attendance. Ever since it has been rather consistently crowded. Furlitt, checking on attendance so as to build up a mail list, found that his customers were coming not only from the immediate neighborhood but that they were coming distances that would stagger the imagination of the average exhibitor, distances which in some instances even required train trips.

From the patron listings that he is taking, he has now developed a mail list upon which he plans to draw for future attractions. The house is not definitely committed to a 16-mm. policy but will play foreign pictures whether on 16-mm. or 35-mm. Length of the bookings, Furlitt said, would depend upon their drawing power and "Here is Ireland" will stay as long as it gets adequate returns.

The 16-mm. projection of the color film is exceptionally good. The 16-mm. projector is mounted in the center of the booth, between the two 35-mm. projectors used for the short subjects. It is lighted by a housed carbon arc and throws its beam some 60 feet to illuminate a 9x12-foot screen. Definition and sound are good, lighting clear and clean.

"Voice of Theatre Speakers"
JOE HORNSTEIN *has it!*

REGIONAL NEWSREEL

(*Continued from Page 37*)

salesman.

Recent visitors in Charlotte were Paramount Eastern Divisional Manager Hugh Owen and his lovely movie actress wife, Arleen Whelan. Owen was in town conferring with Paramount Manager Harry Haas.

The Rio Theatre in Sneads Ferry, N. C. is scheduled to open May 27. The theatre will be owned by R. E. Cuthbertson. Exhibitor's Service will do the booking and buying.

The Midway Theatre in N. Charleston, S. C., a Negro theatre owned by Dr. C. F. Taylor, will reopen May 24 after complete remodeling and renovating.

DES MOINES

The Grand Theatre, Dubuque, Ia., has installed the latest model Brenkert projection machines and RCA Photophone sound reproducing system.

McKinlay Kantor whose new novel on juvenile delinquency will be filmed by the King Bros., at the Iowa author's native Webster City, Ia., visited Webster City with a number of production executives recently and then came to Des Moines for conferences with Governor Robert D. Blue who promised all possible assistance in filming the story.

Mrs. J. C. Wilkinson, winner of a contest sponsored by Paramount and *Movie Story* magazine, accompanied by her husband, left here by plane for New York. Poem submitted by Mrs. Wilkinson won the contest.

Chuck Elder has returned to the film business from an insurance post, and has succeeded Rev. Mahon, resigned as booker at the Paramount exchange.

E. L. Doherty has succeeded Harry Brewer, resigned, as manager of the Garden Theatre here. Doherty was formerly assistant manager of the Strand.

Part of the Iowa Theatre at Emmetsburg, Ia., was flooded recently from two faucets left running in the lavatory. When discovered the water was ankle deep on the carpeting in the lounge and corridor and then swept out into the street. Theatre officials are unable to explain how the faucets came to be left open.

Coming Events

MAY:

25-27, MGM field force meeting, Denver.

28-29, Montana Theatre Association annual spring convention, Boulder Springs, Mont.

29, World premiere of Paramount's "Dear Ruth," Mayfair Theatre, Asbury Park, N. J.

JUNE:

3-4, Motion Picture Theatre Owners of Arkansas meeting in Little Rock.

3-4-5, Columbia district and branch managers meeting, Chicago.

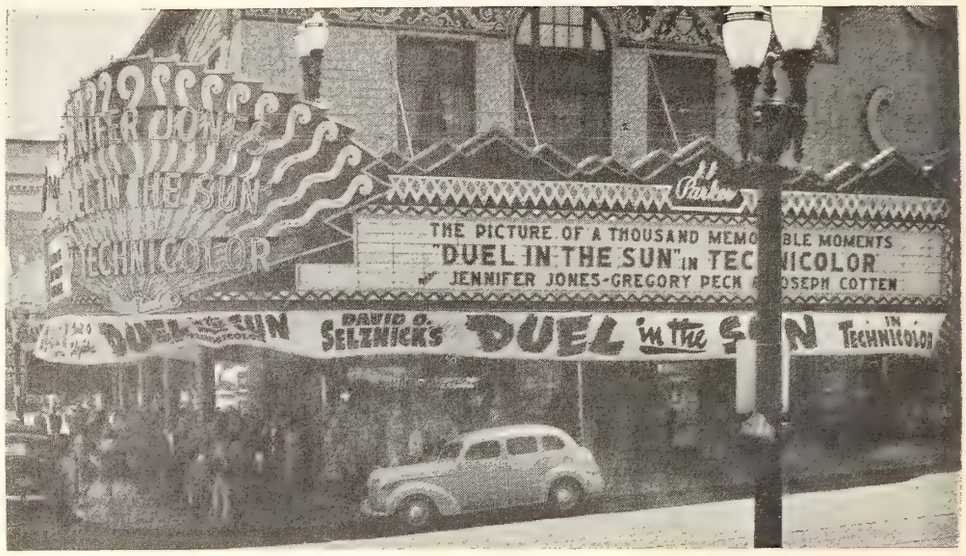
16, Annual golf tournament, Variety Club of Albany, N. Y. at Colonie Country Club.

23-25, Associated Theatre Owners of Indiana summer convention, Lake Wawasee, Ind.

24-26, Conference of Independent Theatre Owners' meeting and trade show, Atlantic City.

JULY:

7-9, RKO general sales meeting, Waldorf-Astoria Hotel, New York.



15-YEAR ATTENDANCE RECORD. A brilliant theatre front, backed by a thorough exploitation campaign for David O. Selznick's "Duel in the Sun," brought out the above long and jostling crowd eager to get in for the film's first performance at J. J. Parker's Broadway Theatre in Portland, Ore. Take the word of Publicity Director Jack Matlack that the picture has broken every attendance record of the Broadway Theatre since "Min and Bill" played there in 1932.

BOX-OFFICE SLANTS

Bells of San Angelo

(*Continued from Page 21*)

round up the smugglers.

Comment: While the story has a few new twists, departing to some degree from the conventional western story, it still is a contest between the bad guys and the good ones, with virtue triumphing in the last reel. The story is not that trite, though, and it certainly moves at a fast pace from beginning to end, with even the singing not interfering with the action, of which there is plenty. Rogers does a swell job of riding, fighting with his fists and guns and even while singing. And this goes for Andy Devine and Dale Evans, too. Some of the songs could very well reach top popularity if plugged often enough via radio. They include, The Bells of San Angelo, I Like to Get Up Early in the Morning, Cowboy's Dream of Heaven, I Love the West, Hot Lead and Lazy Days. The Trucolor in which the film has been processed shows an improvement over earlier versions and the fact that the picture is in color should be strongly advertised. "Bells" should do very well everywhere.

Border Feud

PRC **Western** **53 mins.**

AUDIENCE SLANT: (Family) Should please the western fans.

BOX-OFFICE SLANT: Okay for double-bill situations and wherever westerns are popular.

Cast: "Lash" La Rue, Al "Fuzzy" St. John, Bob Duncan, Brad Slavin, Kenneth Farrell, Gloria Marlen, Casey MacGregor, Ian Keith, Mikel Conrad, Ed Cassidy. Credits: Original screenplay by Joe O'Donnell and Patricia Harper. Produced by Jerry Thomas. Directed by Ray Taylor. Photography, Milford Anderson.

Plot: Lash La Rue goes to help his friend, Sheriff Fuzzy St. John, break up a feud between two families, co-owners of a gold mine. La Rue is an undercover marshal, who poses as a killer to get in with a gang he suspects is fostering the feud so that they eventually can take over the mine. The two friends break up the gang, convince the feuders of their stupidity, make peace and go to other affairs.

Comment: That man with the whip is in agin. Al "Lash" La Rue, uses his lash as a weapon fairly convincingly, but doesn't forget that he has a couple of six guns and two effective fists, too, dishing out with all weapons effectively as he and his pardner bring peace and quiet to a rootin', tootin' western town. Fuzzy St. John's familiar acrobatic comedy tricks are very much in the limelight, too, and it is too bad that the story they work with isn't as good as its performers. But that's the way with most westerns. Action's what they want, pardner, and action's what they get in this one. Okay for double bills and wherever westerns are popular.

'Dear Ruth' World Debut At Mayfair, Asbury Park

Marking the 20th anniversary of the theatre and the 50th year of the incorporation of the Asbury Park Township, the world premiere of Paramount's "Dear Ruth" will be held May 29 at Walter Reade's Mayfair in Asbury Park, N. J.

Governor Alfred E. Driscoll of New Jersey is expected to head a long list of notables who will attend the opening. Other invited guests will include civic, social and business leaders of Asbury Park and high-ranking military personnel from Fort Monmouth, N. J. Paramount executives will also attend. Adding glamor to the occasion will be Arleen Whelan, Paramount player.

20th CENTURY-FOX (Continued)

7253 Historic Capetown .....Excellent ..... 8 .. 9/21/46
7254 Girls and Gags..... 8 .....
7255 The Cape of Good Hope..Interesting .... 8 .. 5/10/47
7256 Zululand .....Interesting .... 8 .. 3/29/47
7257 Gardens of the Sea.....
7258 Romance of the Fjords.....
7259 Sweden .....

SPORTS REVIEWS—Technicolor (6)

7301 Football Fanfare .....Good ..... 8 .. 3/14/46
7302 Style of the Stars.....Good ..... 10 .. 3/29/47
7303 Tanbark Champion .....
(Technicolor)
7351 Winter Holiday .....Good ..... 8 .. 9/21/46
7352 Summer Trails .....Beautiful ..... 8 .. 1/25/46
7353 Playtime's Journey ..... 8 .....

TERRYTOONS—Technicolor (20)

7501 Winning the West.....Good ..... 7 .. 9/14/46
7502 The Tortoise Wins Again.Good ..... 7 .. 8/17/46
7503 The Eltetronic Mouse Trap .....Very Good .... 7 .. 2/ 8/47
7504 The Jail Break.....Fine ..... 7 ..10/ 3/46
7505 The Snow Man..... 7 .....
7506 The Housing Problem....Funny ..... 7 .. 9/21/46
7507 The Crockpot King.....Wonderful .... 7 .. 1/25/46
7508 The Uninvited Pests..... 7 .....
7509 Mighty Mouse and the Hep Cat .....Very Good .... 7 .. 1/25/47
7510 Beanstalk Jack ..... 7 .....
7511 Crying Wolf ..... 7 .....
7512 McDougal's Rest Farm..Very Funny ... 7 .. 3/28/47
7513 Dead End Cats..... 7 .....
7514 Happy Go Lucky..... 7 .....
7515 Mexican Baseball ..... 7 .....
7516 Aladdin's Lamp ..... 7 .....
7517 Cat Trouble ..... 7 .....
7518 Sky Is Falling..... 7 .....
7519 The Intruder ..... 7 .....
7520 Mighty Mouse Meets Deadeye Dick ..... 7 .....

MARCH OF TIME (13)

1 Is Everybody Happy ..... 18 .....
2 World Food Problem....Excellent ..... 17 ..10/ 5/44
3 The Soviets' Neighbor...Revealing .... 18 ..11/ 2/46
4 The American Cop.....Good ..... 18 ..12/8/46
5 Nobody's Children .....Excellent ..... 17 ..12/28/46
6 Germany—Handle With Care .....Excellent ..... 18 .. 2/ 8/47
7 Fashion Means Business.Excelent ..... 17½.. 3/ 1/47
8 The Teachers' Crisis .....
9 Storm Over Britain.....

DRIBBLE PUSS PARADE

7901 Monkey-Tone News ....Amusing ..... 9 .. 2/ 8/47
7951 Fisherman's Nightmare .Entertaining .. 9 .. 3/15/47

UNITED ARTISTS
1946-'47

DAFFY DITTIES

Choo Choo Amigo.....Excellent ..... 8 .. 8/ 7/46
The Lady Said No..... 8 .....
Pepito's Serenade ..... 7½.....

MUSICOLORS (7)

Toccata and Fugue.....Intriguing .... 10 ..10/26/46

WORLD TODAY

Wonder Eye ..... 10 .....

UNIVERSAL-INTERNATIONAL
1946-'47

NAME BAND MUSICALS (13)

2301 Frontier Frolic .....Good ..... 15 ..12/28/46
2302 Champaigne Music .....Good ..... 15 .. 1/25/47
2303 Tumbleweed Tempos ....Very Good .... 15 ..12/28/47
2304 Moonlight Melodies .....Excellent ..... 15 ..12/28/46
2305 Tex Beneke & the Glenn Miller Orch. ..... 15 .....
2306 Melody Maestro ..... 15 .....
2307 Tommy Tucker Orch..... 15 .....
2308 Charlie Barnet Orch..... 15 .....
2309 Charlie Spivac Orch..... 15 .....
2310 Jitterumba ..... 15 .....

SING AND BE HAPPY (8)

2381 A Bit of Blarney.....Good ..... 11 ..10/12/46
2382 The Singing Barbers..... 10 .....
2383 Let's Sing a College Song..... 10 .....
2384 Let's Sing a Western Song..... 10 .....

TECHNICOLOR CARTUNES (13)

2321 Fair Weather Fiends....Funny ..... 7 ..12/28/46
2322 The Wacky Weed..... Good ..... 7 ..12/28/46
2323 Musical Moments ..... 7 .....
2324 Smoked Hams .....Good ..... 7 .. 5/10/47
2325 Coo-Coo Bird ..... 7 .....
2326 Overture to William Tell..... 7 .....

UNIVERSAL-INTERNATIONAL (Cont.)

THE ANSWER MAN (8)

2391 No. 1 .....Interesting .... 10 ..10/26/46
2392 Nature's Atom Bomb...Interesting ..... 10 ..12/28/46
2393 The Jungle Gangster.....Good ..... 9 .. 5/10/47
2394 Red Fury .....Interesting .... 8 .. 5/10/47

VARIETY VIEWS (8)

2341 Bear Facts ..... 9 .....
2342 Pelican Pranks .....
2343 Wild West Chimp.....Funny ..... 9 .. 5/10/47
2344 Rhumba Holiday .....Good ..... 9 .. 5/10/47

JUVENILE JURY SERIES (8)

2361 Juvenile Jury No. 1..... 10 .....
2362 Juvenile Jury No. 2.....Poor ..... 10 .. 5/10/47

SERIALS (1)

Mysterious Mr. M.....

VITAPHONE-WARNER BROS.
1946-'47

BLUE RIBBON CARTOONS—Technicolor (18)

3301 Fox Pop ..... 7 .....
3302 Wacky Worm ..... 7 .....
3303 You're an Education..... 7 .....
3304 Have You Got Any Castles ..... 7 .....
3305 Pigs Is Pigs..... 7 .....
3306 Cat's Tale ..... 7 .....
3307 Goofy Groceries ..... 7 .....

FEATURETTES (6)

3102 Minstrel Days ..... 20 .....
3103 Alice in Movieland ..... 20 .....
3104 Dog in the Orchard..... 20 .....
3105 Keystone Hotel ..... 18 .....
3106 Remember When ..... 20 .....

MELODY MASTERS (6)

3601 Desi Arnaz & Orch..... 18 .....
3602 Melody of Youth.....Very Good .... 10 .. 3/ 1/47
3603 Big Time Review.....Fair ..... 10 .. 3/29/47
3604 Stan Kenton & Orch.....Fair ..... 10 .. 4/ 5/47
3605 Vaudeville Revue ..... 10 .....

MERRIE MELODIES—Technicolor (20)

2701 Kitty Kornered .....All Right ..... 7 .. 7/28/46
2702 Hollywood Daffy .....Very Good .... 7 .. 8/ 3/46
2703 Eager Beaver .....Very Good .... 7 .. 8/14/46
2704 Great Piggy Bank Robbery .....Good ..... 7 .. 9/14/46
2705 Bacall to Arms.....Novel ..... 7 .. 9/14/46
2706 Of Thee I Sting.....Very Good .... 7 .. 9/ 7/46
2707 Walky Talky Hawky....Excellent ..... 7 .. 9/ 7/46
2708 Fair and Wormer.....Fast ..... 7 ..10/12/46
2709 Mousemerized Cat .....Fair ..... 7 ..11/18/46
2710 Mouse Menace .....Good ..... 7 ..12/28/46
2711 Roughly Squeaking ..... 7 .....
2712 One Meat Brawl.....Funny ..... 7 .. 5/ 3/47
2713 Goofy Gophers .....Very Funny ... 7 .. 5/10/47
2714 Gay Anties .....Good ..... 7 .. 5/10/47
2715 Scent-imental Over You..... 7 .....
2716 Birth of a Notion..... 7 .....
2717 Tweetle Pie ..... 7 .....
2718 Rabbit Transit ..... 7 .....
2719 Hobo Bobo ..... 7 .....

SPORTS PARADE—Technicolor (13)

3501 King of the Everglades..... 10 .....
3502 Lazy Hunter .....Good ..... 10 ..11/16/46
3503 Battle of Champs.....Excellent ..... 10 .. 5/ 3/47
3504 American Sports Album..Interesting .... 10 .. 4/ 5/47
3505 Let's Go Swimming.....Good ..... 10 .. 3/ 1/47
3506 Arrow Magic ..... 10 .....
3507 Harness Racing ..... 10 .....
3508 Flying Sportsman in Jamaica ..... 10 .....

TECHNICOLOR ADVENTURES (6)

3801 Star Spangled City.....Excellent ..... 10 ..11/16/46
3802 Rubber River .....Fair ..... 10 ..12/28/46
3803 Kingdom of the Wild..... 10 .....

TECHNICOLOR SPECIALS (8)

3001 Cinderella's Feller ..... 20 .....
3002 The Last Bomb.....Tremendous ... 20 .. 9/21/46
3003 A Boy and His Dog..... 20 .....
3004 Saddle Up ..... 16 .....
3005 Song of a Nation..... 20 .....

VITAPHONE VARIETIES (6)

3401 So You Want to Keep Your Hair .....Fair ..... 10 ..12/28/46
3402 So You Want to Play the Horses .....Funny ..... 10 ..11/ 2/46
3403 So You Think You're a Nervous Wreck .....Fair ..... 10 .. 3/29/47
3404 So You're Going to be a Father ..... 10 .....

NEWSREEL SYNOPSES

(Released Wednesday, May 21)

MOVIETONE (Vol. 29, No. 75)—Churchill awarded [illegible] England gives royal family tremendous welcome home; Navy pictures of Byrd at the South Pole; Salmon fishing paradise. Race horses bathe in surf; Camels race in Africa.

NEWS OF THE DAY (Vol. 18, No. 273)—With Admiral Byrd in the Antarctic; Millions in Britain hail royal family ending tour; France pays military honor to Winston Churchill; Sport carnival in Africa [illegible] French Parliament.

PARAMOUNT (No. 76)—France honors Churchill; Collapsible auto makes debut; Stanton Griffis approved as Ambassador to Poland; John W. Snyder receives Medal for Merit; U. S., Britain form film advisory unit; Report from Anarctic (Byrd Expedition); England welcomes royal family home.

RKO PATHE (Vol. 18, No. 78)—Thirty-one on trial for lynching; Crowd cheers return of the British royal family; New films of the Byrd expedition; Procession portrays the life of Christ; Winston Churchill honored by France; Set up British-American film advisory committee; Australians ride to the hounds.

UNIVERSAL (Vol. 20, No. 39)—South Polar frontiers (Byrd expedition films); British royal family home; Film leaders honor J. Arthur Rank; President Auriol of France ends tour; Christ's life re-enacted; Churchill gets French medal; New Polish envoy named; Lone Star round-up.

ALL AMERICA (Vol. 5, No. 239)—House of promise; G.I. songfest; National Institute of Science meets; Big man—big steel; Female and the fighter; Honors from Liberia.

TELENEWS (Vol. 1, No. 4)—British Empire troops guard Japan; Housing shortage in Korea; Liberation of Rhodes after 2,000 years; Paris in the spring; Paris war hero age 13; Seventeen-year-old Australian girl novelist; Motorcycle race in Germany.

(Released Saturday, May 24)

NEWS OF THE DAY (Vol. 18, No. 274)—Fleet of superfortresses invades New York; Contest for home aids Runyon cancer fund; Variety Clubs honor Ex-Secretary Byrnes; New citizens welcomed at "I Am An American" Day; Paris school makes models toe the mark; Noted duffers have a field day in Washington; St. Louis zoo's chimpanzees, give first performance of season.

MOVIETONE (Vol. 29, No. 76)—Variety Clubs honor James Byrnes for peace efforts; New commercial air records; Winchell spurs cancer drive; Woman rescues boy from drowning and finds he's her son; Chimps of St. Louis zoo ride like the wind in wild west show; It's tulip fete time in Holland, Mich., King and Queen of cotton reign in Memphis fete; New highway bridge over Little River is opened; Golf fans thrilled at tournament of celebrities.

RKO PATHE (Vol. 18, No. 79)—B-79 fleet over New York; Memphis cotton carnival; Byrnes gets Variety Clubs award; Labor protests parade; Australian banana crop; Celebrities' golf tournament.

UNIVERSAL (Vol. 20, No. 40)—Variety Clubs Humanitarian Award goes to Byrnes; Thousands celebrate "I Am An American" Day in New York City; Cotton festival in Memphis; Traditional festival at Holland, Mich., during tulip time; Spectacular Spanish festival in Valencia; Chimpanzees stage circus jamboree in St. Louis zoo; Celebrities play golf in Washington to aid youth.

PARAMOUNT (No. 77)—Stunt pilot risks neck for new thrill; Slogan contest aids Runyon cancer fund; Golf celebrities swing it; Humanitarian Award of Variety Clubs honors Byrnes; Operation Pacific: B-29s "raid" New York.

Paramount to Film 'June Week' Exercises

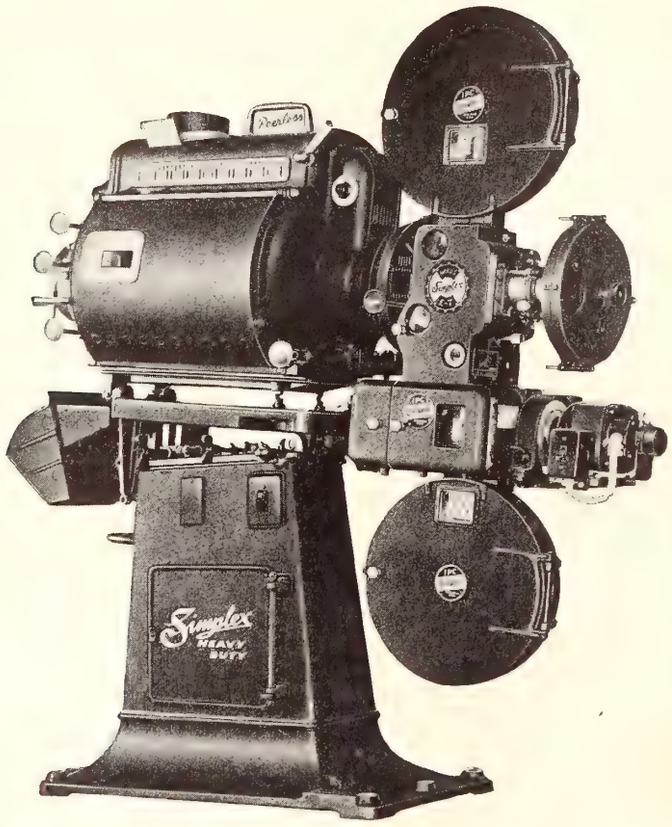
The colorful "June Week" exercises at West Point, famed military academy on the Hudson, will be filmed by a Paramount unit as backgrounds for "The Long Grey Line," which the studio will start in production this summer as a picture about the institution.

Robert Fellows, producer on the film, and William Wister Haines, who is preparing the screenplay, together with a camera crew, will leave Hollywood on May 25 for West Point. The unit will comprise 14 persons.

3 More in 'Casanova'

George Tobias, Lloyd Corrigan and Fritz Lieber have been added to the featured cast of Eagle-Lion's "Adventures of Casanova," now being filmed on location in Mexico. Others in the cast are Arturo de Cordova, Turhan Bey, Lucille Bremer, Noreen Nash and John Sutton. Leonard Picker is producing, from script by Crane Wilbur and Karen de Wolf.

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THEATRE

EQUIPMENT and MAINTENANCE

A Special Section Published Every Fourth Week by Showmen's Trade Review

May 24
1947

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Aaron Nadell, *Technical Editor*

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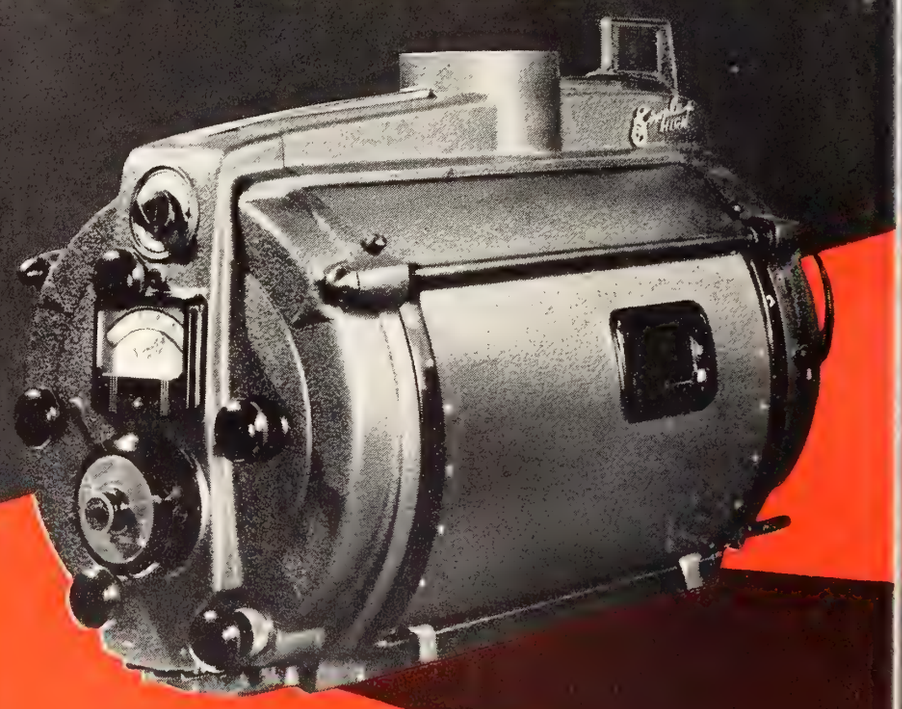
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NOW CELEBRATING OUR 20TH YEAR

Re-Seating Affords Opportunity To Correct Auditorium Faults

New Chairs, Giving Greater Comfort, Can Also Be Located For Improved Vision And Traffic Flow, Enhanced Safety, Easier Maintenance

Reseating of the aditorium—a practice increasingly common at this time as new chairs again become available and war-worn veterans are at last replaced—affords an ideal opportunity for correcting any faults that may have existed in the seating arrangement. When new seats are installed spacing between rows can be altered, the width of the chairs selected according to the most modern trend, acoustical faults reduced, and aisle arrangements improved not only to promote flow of traffic and factors of safety but also to increase viewing comfort by using undesirable areas for aisles instead of for seats.

These benefits alone constitute a powerful argument for re-seating in many theatres; when in addition the existing chairs are badly worn or of old or uncomfortable design the advantages of reseating become overwhelming.

Motion picture theatre seating has been developed to the point of being a rather exact science. There are definite arrangements which experience has proved give the best possible results; things that decidedly should be (or should not be) done; other things that ought to be done but are impractical and therefore require compromises which experts have worked out in great detail.

Ten Prime Factors

Ten different factors, at least, have to be considered in choosing and locating seats for the motion picture theatre. It is where their requirements conflict that compromises become necessary. These ten factors are:

SAFETY
MAXIMUM USE OF THE AREA
SEATING COMFORT
VIEWING COMFORT
TRAFFIC FLOW
LEGAL REQUIREMENTS
EASE OF MAINTENANCE
EASE OF SWEEPING
STYLE AND APPEARANCE
DURABILITY

In an ideal theatre every patron would face the screen squarely, but since the screen is narrower than the auditorium there must be side seats. Whenever the patron must view any part of the screen at an angle of 50 degrees or less, instead of 90 degrees, illusion is seriously injured or completely destroyed. Seats that compel so great a viewing angle cannot always be eliminated; to do so might leave an uneconomically large part of the floor unseated; but their number obviously should be held to a minimum. In planning seating or re-seating the utmost consideration should be given to possibilities of making use of side aisles in areas that would otherwise hold such undesirable seats.

In wide theatres a given line of seats does not stretch straight across the auditorium from side to side but follows a curved path. These curvatures represent segments of concentric circles. The smallest circle, that of the front row of seats, should not as a rule have a radius of less than 30 feet.

To help patrons see the screen in spite of the fact that other patrons are seated in front of them, two devices are used—sloping the floor and staggering the seats.

'Stagger'

Where lines of seats follow a curved path across the theatre this curvature automatically provides a degree of staggering; only at the center of the theatre is one seat directly behind another. The curvature, however, requires use of chairs varying in width by an inch or so, to keep the width of the aisles constant. Completely staggered seating requires the use of one chair 1½ times normal width in each row of each bank, to keep the borders of the aisles straight.

Floor slopes commonly used represent a compromise between legal requirements and ideal viewing comfort. In the orchestra at least it is not practicable to meet legal limitations governing the steepness of aisle slope and at the same time enable each patron to see over the head of the patron immediately in front. The slope is commonly so designed that the sight line of patron passes exactly four inches above the eye level of the patron directly in front, and therefore eight inches above the eye level of the patron two rows ahead. Some theatres also use a reverse slope under the first few rows of the orchestra, where the audience is obliged in any case to look somewhat steeply upward to watch the screen. In balconies chairs are mounted on platforms, each higher than the one in front, and the aisle is a flight of steps instead of a sloping ramp. Chairs mounted on such platforms (which are also extensively used at the orchestra level) have front and rear legs of equal, height; chairs mounted on a sloping floor must have front (or rear) legs longer, according to the nature and degree of the slope. Chairs must be ordered accordingly, and their interchangeability is thereby limited.

In the orchestra, the spacing between rows is nearly independent of slope, and is governed only considerations of comfort and traffic. It is less troublesome to let other patrons pass in or out when the spacing between rows is generous. Thirty inches is usually the legal minimum; up to forty inches is used in American theatres. The principle of maximum use of area must compromise with the principle of patron comfort.

The greater slope in balconies, coupled with the fact that chair backs slant backward, makes ordinary measurements of spacing deceptive. Knee room must be taken into account. The higher the platform on which the rear row is mounted, the less will be the knee room allowed by the backward-slanting chair directly in front. Spacing of balcony chairs should be such that not less than 8½ inches knee room is allowed—preferably more. This in turn means that chair platforms up to 11 inches high should be not less than 31 inches deep; and platforms up to 16 inches high not less than 33 inches deep, to provide enough knee room.

Chairs only 18 or 19 inches wide are very uncomfortable. In common practice 20 inches is the minimum for the modern theatre, and widths up to 22 inches are common.

Within these limitations of location, spacing and chair width, re-seating can be planned for greater aisle space, to promote traffic flow and safety (at a compromise with the principle of maximum use of the area); and aisles also may be relocated without change in total space used in order to put them in places previously occupied by undesirable seats. In all of these matters local building codes must be consulted, and recommended fire codes should be.

Construction

The chair should be very durable, needing little maintenance; it should be easy to maintain; and it should present a minimum obstacle to sweeping the theatre.

Durability is increased by the use of steel and plastic frames and exteriors, since these do not splinter and are not easily marred by mischievous children. Chairs so constructed also need fewer or no exposed screws and nails, to constitute a possible future hazard to patrons' clothing and therefore to the theatre's liability. Plastic materials for covering seat and back cushions are readily cleaned with a damp cloth, and less tenacious than fabric about sticking to chewing gum.

Foam rubber, used either alone or with steel springs, provides a modern alternative to the more conventional upholstery of cotton-and-burlap.

The design of the standards, although primarily chosen with an eye to style and appearance, also involves considerations

(*Continued on Page E-28*)

Introducing —

Another New Service to STR's Readers, Devoted to the Physical Structure and Artistic Design of Theatre Buildings

In these stirring days when so many theatremen are erecting or considering new construction, and remodeling or planning to remodel, SHOWMEN'S is proud to be able to offer its readers another original and invaluable service—the monthly advice of a Council of distinguished theatre architects.

Among them, these gentlemen have built quite literally hundreds of theatres, and remodeled hundreds of others. They are in the closest daily touch with every phase and change of their specialized field —architecture—and in particular, theatre architecture, a highly developed specialty within a specialized field.

Seven of the members of the new Council are introduced to the reader on the opposite page. Other members include, for example:

Council Members

Col. Drew Eberson, of John and Drew Eberson, whose achievements in the field of theatre architecture extend over two continents. One of Col. Eberson's latest creations, the Cheverley Theatre, Cheverly, Md., is described in SHOWMEN'S for March 1st, 1947, on Pages E-14 and E-15.

Leon M. Einhorn, of Einhorn and Toole, whose drive-in theatre, the Fabian-Hellman, was pictorially presented in SHOWMEN'S for June 22nd, 1946, Page E-5.

Roland Tip Harrison, of Wetherell and Harrison, whose New Ames Theatre was pictured in SHOWMEN'S for August 17th, 1946, Page E-14. Mr. Harrison has built 22 theatres in the past 15 years for Tri-States Theatre Corp., Central States Theatre Corp., and independent owners, and currently has nine new theatres and two remodeling projects on his drawing boards.

Walter Hesse, of Bloch and Hesse, some of whose latest work, done for the Wometco circuit, was pictured in part in SHOWMEN'S for March 29th, 1947, Pages E-6 and E-7, and will be further reported in future issues.

Other Council members will be pictorially introduced in future issues.

The Council will advise readers monthly, through these pages, of the latest developments in architectural techniques and practices. Their preferences in constructional materials methods and designs will be recorded here, with their comments pro or con.

The Council's Services

Topics they will discuss for your benefit and guidance will include pre-fabrication, Quonset construction, steel frame design vs. bearing wall design, methods of insulation, methods of fireproofing, heating and air conditioning arrangements, choice of materials for plumbing and electrical wiring, advisability of hanging ceilings, advisability of cellars, types of roofs, types of facades, traffic arrangements and exit arrangements, location of refreshment stands, advisability of balconies as compared with one-floor design, of reversed slope floors, of cry rooms, of prosceniums, etc.

To all such matters, and many others, the members of the Council will bring their trained and experienced knowledge as registered architects specializing in theatre construction. SHOWMEN'S readers



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THE Architects' Advisory Council

A Panel of Distinguished and Highly Experienced Theatre Architects Whose Views Will Appear Monthly in These Pages

will have the benefit of expert, professional advice, not from one architect, but from more than a score.

The Council will answer questions for readers. Every reader is welcome to address any practical architectural problem or problems to the Council in care of STR; such matters will be put before the members, and their considered advice in reply will appear in these pages.

There are two things the Council will NOT do. They will NOT, acting as a Council, draw up plans for your new theatre. That is the business of the individual members, acting as individuals. And they will NOT give comparative opinions on the merits of competing makes of architectural materials—such advice also belongs in the realm of the professional relationship between the theatreman and his individual architect.

Their First Meeting

Except for these limitations, the massed good judgment of more than a score of the country's most successful theatre architects is at each reader's disposal.

Pre-fabrication, including Quonset construction, occupied the attention of the members at their first meeting. The view of the strong majority was, in general, that these new methods of building have an important future for the theatre industry but do not offer too much advantage under present conditions.

A fair summation of the average view was voiced by one of the members, who said:

"Owing to the fact that great deal of preparatory work is required to receive prefabricated buildings, besides the handling, storing and erection of the prefabricated materials, these methods do not ef-

(*Continued on Page E-24*)

MEET YOUR COUNCIL

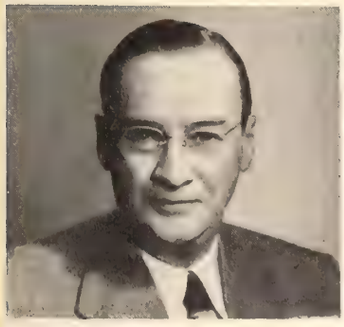
STR is proud to present here pictorially seven of the twenty-four Council members. Others will be similarly introduced to you in future issues.



ROGER ALLEN is not only an experienced theatre architect, but an expert writer for architectural journals. Theatres he has built or remodeled in the State of Michigan (for the W. S. Butterfield circuit and others) include the Our, Majestic, Empress, Kent, Center and Regent in Grand Rapids; the Center in Ionia, Center in Cadillac, Regent in Allegan, and Lyric and Center in Ludington. Mr. Allen is a picture fan. His favorite players are Ingrid Bergman, Robert Montgomery and Ben Blue.



HUGH GIBBS' most recent work is the unusual Towne Theatre described in STR for February 1, 1947 (Pages E-22 and E-23). He is architect as well of the Santa Fe Theatre, also in Long Beach, California, and currently has three more new houses on the drawing board for Cabart Circuit. Mr. Gibbs believes in simple, straightforward theatre design, with nothing that can distract attention from the entertainment. His hobbies are golf and fishing; in pictures he likes James Stewart.



TALMADGE C. HUGHES has recently built the New State Theatre in Wayne, Mich., for Shafer Theatres, Inc., and the Emsee in Mt. Clemens, Mich., for Emsee Realty Co. Both houses were opened in December 1946. Mr. Hughes is also editor of National Architect. His only hobby is publicizing his profession. He has been named Fellow of the American Institute of Architects—the highest honor that body can bestow. In motion pictures he prefers the biographical and historical kinds.



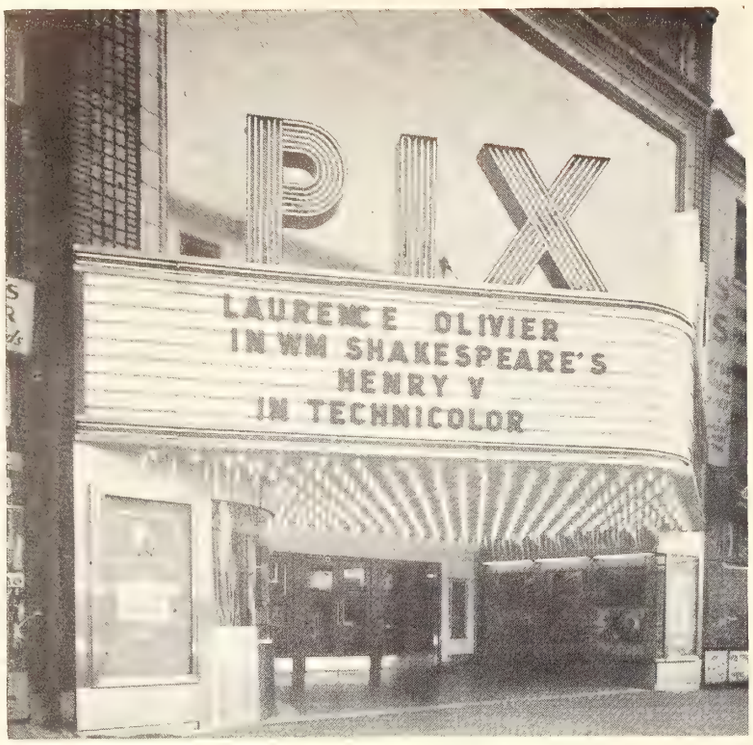
MERLE ROBERT MAFFIT is an Ohio State graduate in architecture, Class of 1923, who has been associated with F & Y Building Service for the past twenty years and has specialized in theatre architecture since 1935. He and his associates have designed the Beechwold, Boulevard, University and Esquire in Columbus, O.; the 20th Century, Westwood, Covedale and Sunset in Cincinnati; the Da Vue, Dabel and McCook in Dayton; the Shirley in Covington, and many others throughout the Midwest.



URBAN F. PEACOCK (left) and MYLES E. BELONGIA (right) were the originators of the Middletown Theatre, the remarkable Quonset described in STR for January 4, 1947 (Page E-14). The partners have also built the more conventional Bay, Venetian and Egyptian in Milwaukee, the Paramount at Cedar Rapids, Iowa; and in Wisconsin, the Varsity at Appleton, Times at Clintonville, Savoy at Watertown and many others. Their hobbies are sports and golf; their choice in pictures the historical type.



ROBERT LAW WEED [illegible] own organization of architects, engineers and coordinating constructors, employing at times as many as 40 persons. He is a graduate of Carnegie Institute of Technology and has been active in the practice of architecture since 1922. His Beach Theatre, Miami Beach, Florida, has been cited for outstanding excellence of design. Col. Weed served with distinction in both [illegible] holds the Bronze Star, Presidential Citation, Medaille de Verdun and Croix de Guerre.



FACADE of huge letters and a blank wall as their background.

Samuel Cummins' PIX THEATRE
Philadelphia, Pa.

Designed for the business district of a large city, Samuel Cummins' new Pix Theatre in Philadelphia combines architectural simplicity with an attention-compelling front. The wide, blank facade takes no eyes away from the marquee and name signs, but to the contrary makes them look larger. Principal features of the exterior are the enormous letters "PIX" in fuchsia red plastic, with cold cathode tubing, and cold cathode illuminating the Bevelite plastic letters of the feature sign.

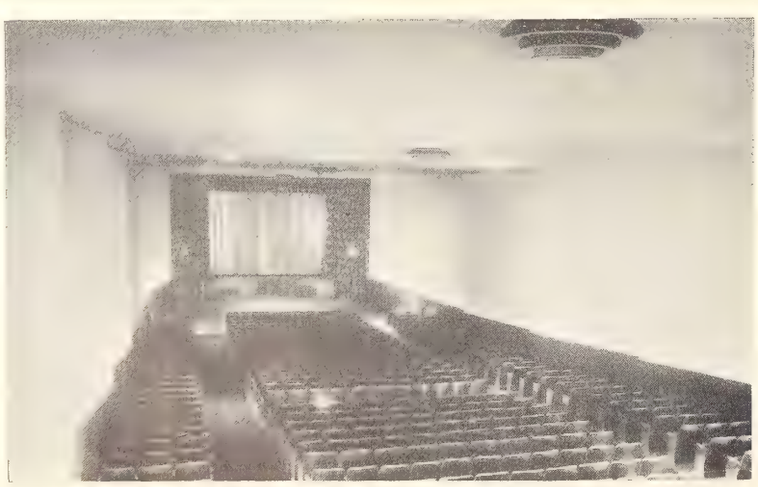
Ornament begins under the marquee, where the structural glass and stainless steel of the box office and poster frames act as a foil for the red letters and the terrazzo floor. In the latter, red verona marble chips recall the color of the sign.

Simplicity again features the auditorium, which is finished in plain acoustical plaster and soft lime color ceiling. Decoraton is restricted to a drapery in lime, green and brown which defines the concave front end of the auditorium; to a shoulder-high wainscot and flush walnut doors. Lighting fixtures have been eliminated in favor of recessed ceiling lights, and vertical coves concealed at the breaks in the side walls. These breaks in the side walls aid the acoustic plaster in controlling reverberation in this long and narrow house.

The auditorium is fully air-conditioned. Chairs are American Seating Company's Bodiform, staggered, with a 4" rise every other row further to increase screen visibility. Projection and sound equipment are Simplex, with Bausch & Lomb lenses, Peerless Magnarc high intensity lamps, Hertner transverters supplying the arcs, and Walker plastic molded screen.

The Pix seats 500; its policy is first run deluxe.

Roth and Fleisher, of Philadelphia, were the architects.



SIMPLE interior design uses stepped wall acoustic treatment.

SMPE Brings Out A New Test Film

New projection test targets, brought out by the Society of Motion Picture Engineers jointly with the Academy Research Council, provide the theatre with a new tool for testing and correcting projection faults.

The complete film, 415 feet in length, and printed on safety stock, is available at $17.50; but shorter loops can be purchased separately at $5.00 per 100 feet.

Testing is done by threading and projecting the film in the usual way, and observing the screen results. The images projected consist of four "targets."

Focus and Alignment

The focus and alignment target will show very accurately whether the screen is correctly masked and whether the keystone correction (if any) is accurate. It will also reveal whether the projected light is properly centered on the screen; and show up faults in focus.

The design of the target is such that not only are the above-mentioned faults displayed, if they exist, but their exact extent and location are disclosed, so that in almost every case the corrective steps needed are perfectly obvious.

Travel Ghost

The travel ghost target, consisting of "T" patterns on a black background, will clearly indicate the presence of travel ghost; and additionally will show whether the fault is caused by the shutter opening too soon, closing too late, or both. White "tails" appearing above the "T" mean that the shutter is not closing soon enough; when they appear below the "T" the shutter is opening prematurely. The correction needed in either case is then obvious. If no adjustment will eliminate both conditions simultaneously, then the shutter blade is too narrow.

Jump and Weave

The jump and weave target shows the extent of both forms of film unsteadiness, in percentage. It consists of a black field with transparent stepped triangular areas at all sides. Each step represents one per cent of the picture height (or width). Observing the number of "steps" involved in the vertical jump or side-to-side weave of the projected target readily indicates the percentage of either fault present; running the target again after adjustments have been made will show the percentage of improvement each adjustment has effected and the percentage still remaining to be corrected.

Lens Aberration

The lens aberration target shows falling off in sharpness anywhere over the screen area by fuzziness of the projected vertical and horizontal lines; and distortion by any visible curvature in the lines.

While the three targets first mentioned are also available, as stated, in short, individual sections, the lens aberration target is supplied only as part of the test film.

Air Line Plans 16 mm Shows for Passengers

Northwest Airlines plans to run 16-mm. pictures to passengers on its long and monotonous trans-Pacific flights, and has already conducted experimental shows aboard a DC4 airliner, according to the Minneapolis *Tribune*.

Sixteen-mm. prints not available for showing in the United States may be used, since they will be played outside this country.

Bell & Howell equipment, especially adapted for the plane's 28-volt power lines, has been employed in the tests. Projection quality was found excellent and free from vibration, but standard two-way speaker systems proved unsatisfactory because of engine noise and it is expected that individual, "pillow" type speakers may be substituted.

There is one nine-hour leg across the Pacific with nothing except water to look at, where the company is particularly anxious to spot a couple of hours of movie entertainment to break the tedium of the flight.

Hornstein-FloridaGloats: "Not a Theatre Closed"

Celebrating the third anniversary of its foundation, the Florida branch of Joe Hornstein, Inc., located at 714 N. E. First Avenue, Miami, proudly announces that even during the war no theatre in Florida ever had to close down because of any failure of Hornstein service.

"It was sometimes hard to keep them going, with supplies of everything so short," Hal Hornstein, in charge of the branch declares, "but we did it. We have a grand group of men working for us."

The Hornstein Florida branch handles the latest Century projectors and sound equipment, Robin-Imperial generators and Ideal chairs, among hundreds of other items, and serves such theatres as Miami's Royal, Flamingo, and Variety; and the Pyrryne in Hollandale, Florida. The branch does not confine its activities to the Everglade State, but extends its service through the South as far west as Louisiana and as far north as Georgia.

More Theatres Get Altec's "Voices"

Recent shipments of Altec Lansing Voice of the Theatre speaker systems have been made to the following theatres:

Alabama: Pinson, the Pinson; *California*: Ione, the Ione; Merced, the Merced; Ocean Park, the Fox Rosemary; Tulare, the Tulare; *Connectictut*: Seymour, the Strand; Simsbury, the Eno Memorial Hall; *Illinois*: Mount Vernon, the Stadium; *Minnesota*: Marshall, the Roxy; *Missouri*: Joplin, the De-Ray; *Nebraska*: Avalon, the Schuyler; *New Jersey*: Trenton, the Mayfair; *New York*: Averill Park, the Totem Lodge; New York City, the Apollo, the Broadway; *Ohio*: Columbus, the Drexel; *Texas*: Hot Wells, the San Antonia; *West Virginia*: Grantsville, the Kanawaka.



Modernizing an Old-Style House

the CENTER THEATRE

BOSTON, MASS.

Newest addition to the E. M. Loew chain, Boston's Center Theatre now presents patrons with an up-to-the-second marquee and attraction boards, box-office, entrance doors, lobby, chairs and auditorium color scheme. The renovation was expensive—but no expense was spared. The latest and best possible, in both comfort and ornament, were the sole objectives considered.

The brick facade, which faces Boston's famous Washington Street, was sanded to its original appearance when new—a light tan. Script-neon lettering on the marquee helps add an ultra-modern touch; as do the multi-colored, translucent changeable letters, the glass entrance doors and the downlighting in the marquee soffit. The outer set of entrance doors are trimmed in bright tangerine colors; the inner set in dark green. Floor of the outer lobby is black asphalt.

Auditorium walls are finished in ivory and plastic—the 1,600 chairs, the box drapes and the curtain in bright tangerine.

Typical of the ultra-modern materials utilized in this once-old theatre is the fact that both box drapes and curtain are of fireproof glass velour. Renovation also included installing acoustic plaster in the auditorium, to improve sound quality.

William Riseman Associates, decorators, supervised the remodeling on behalf of the management. The new marquee and its script-neon lettering were supplied by Brink Sign Company.



Reverse Slope Seating Endorsed By Theatre Council

Majority Favors No More Than 14 Chairs Between Aisles, Favors Fireproof or Flame-treated Upholstery and Fabrics

The distinguished members of STR's Theatre Advisory Council gave their endorsement to reverse floor seating, generous provision of aisles, and abundant precautions against fire, in a meeting devoted to the problems of such theatre fittings as chairs, furniture, upholstery and draperies.

The reverse slope orchestra floor which, after slanting downward normally from the rear of the auditorium reverses itself and slants upward as the screen is approached, is favored by a strong majority for use in some theatres, and by a substantial plurality for all theatres. One member qualified his endorsement of the reverse floor with the phrase "if properly designed." A minority of one stood in opposition.

"The reverse slope is particularly favorable for single floor plans and stadium types, but there is no objection to its use in all theatres as long as side lanes are computed properly."

"The reverse slope floor gives a better line of vision."

"We prefer the reverse slope in all auditoriums."

Others said:

"We prefer the reverse slope for some theatres. It all depends on the sight lines."

"A partial reverse is preferable in some auditoriums."

"Yes, in some theatres."

"In some only."

"If properly designed."

Seating

The majority of the Council favor a maximum of 14 seats between aisles. Several of the members note that some existing codes specify this maximum. Two members add that (where codes permit) a greater number of seats between aisles will become practicable as back-to-back spacing between rows is increased.

One member uses no more than 12 seats between aisles; two favor 13. Only one Councilor exceeds the preference of the majority by going to a maximum of 19 seats, depending on the width of the theatre.

"According to present code there can be no more than 7 seats from an aisle. We feel that this could be increased with increase of back to back spacing, but are still following the code."

"Codes allow 14. This is as many as there should be unless Continental seating is used—42 inches back to back."

"Generally, we have 14 chairs between aisles."

"The maximum number should be 14."

"Yes, the patron should not pass more than seven people to reach the aisle."

However, one member whose own maximum is 13 seats in a row has encountered codes that insist on even less than that.

In the matter of anchoring theatre chairs in place, expansion bolts are preferred by a large majority.

"We are now using 3" expansion bolts. We have found them much more effective than the regular 2" size, and are having much better success with them."

Among the minority comments were:

"Lead shields are O.K. on good floors. Sulphur is best for old floors and where lead shields pull out."

"Where floor construction is good—expansion bolts. Where not good—cement or lead."

In chair upholstery, a large majority favors use of fireproof or flame-treated materials, but the Council has no strong preference between those that are inherently fireproof (like some of the vinyl chlorides), and those that are naturally combustible but have been flame-treated.

"Either is satisfactory in most cases. Where smoking is permitted, we believe we should use entirely fireproof chair coverings."

"Cannot state any preference as yet. Believe that Firestone 'Velon' will prove satisfactory."

"We prefer materials that have been flame-treated; they give a greater choice of fabrics."

"We prefer inherently incombustible materials. In our experience, flame-retarding treatments generally leave the pile, particularly of velours, mohairs and so on, rather stiff, and cut down the sheen. And most flame-retarding treatment loses its effectiveness with age."

"It doesn't make any difference which a theatre uses."

"We use DuPont flame-retarding treatment on velour—but not on plastics."

A minority view was also presented:

"We have not found any completely fireproof coverings as yet, and most flameproofing is only a sham."

If Council opinion is somewhat divided on the matter of fireproof vs. flame-treated upholstery, it is hopelessly scattered on the question of what upholstery offers best protection against juvenile vandalism. The real majority opinion is that the problem is insoluble.

"We have found no answer for vandalism."

"It doesn't seem to make any difference

(*Continued on Page E-26*)

STR THEATRE ADVISORY COUNCIL

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- MY THEATRE SEATS 617
- I PLAY TO 822 PEOPLE A DAY
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WORLD'S LARGEST MANUFACTURER OF PROJECTION ARC LAMPS

TOLEDO 2, OHIO

When the lamps are **STRONG** *the picture is bright!*

Quonset Advantages can be Combined with Conventional Appearance

Theatres of Any Shape Whatever Can Be Built Using the Same Type of Steel Members Equipped with the Same Nailing Grooves

Many of the advantages of the Quonset method of construction are not restricted to buildings having the well-known round roof of the wartime "Hut" but can be utilized in erecting theatres of any shape or design. Structures of any outline that can be framed of wood or steel can likewise be built with the same type of steel members used in the simple Quonset, and with similar benefits of quick assembly, fire resistance, uniform quality of materials and so on.

Showmen's Trade Review is so informed by the manufacturer of the Quonsets, the Stran-Steel Division of Great Lakes Steel Corporation. The same type of ingeniously engineered steel members that make possible the simple and inexpensive Quonset are equally available for theatres of all sizes and shapes. These members have a distinctive feature, known as the "nailing groove," for nailing collateral materials directly to steel.



FRAMEWORK of Stran-steel studs, to which finishing material will be nailed to complete the walls. The versatility of these structural members, and the ease with which they can be adapted to any desired design, are clearly shown in this illustration.

However, one major economy of Quonset construction cannot be retained if the arched framework is replaced by any other design. Some increase in the weight of framing material then becomes necessary to support a given load.

Advantages still remaining, regardless of the shape or appearance chosen, include those of high strength framing, fire resistance, uniform quality, simplicity and speed in erection and in attaching collateral materials, elimination of shrinkage and protection against termites.

Basic Materials

Basic materials for all Stran-Steel construction consist of (a) factory-formed members such as studs, trusses, joists and so on; (b) accessories such as brackets, plates, collars, hangers, C-clips, etc., and (c) assembling materials which include cadmium plated self-threading screws, nuts and bolts.

Steel from which Stran-Steel members are formed is produced in the manufacturer's strip mills in any specified thickness or gauge from 1/32nd inch to 3/16th inch—the rolls are adjusted to suit the desired thickness.

The patented nailing groove is an integral part of all the manufacturer's joists and studs. These members are made by welding together two pieces of specially formed steel. In the case of the stud, for example, two specially formed channel sections are welded back-to-back, a small space remaining between these pieces which is just large enough to admit an ordinary nail. Any nail driven into this groove is forcibly curved to the profile of the specially formed channel, and thus clinched. Galvanizing of the nails used protects against their loosening through rust.

Members and accessories have definite carrying capacities and strength factors. Standard tables of load-carrying capacity and general properties have been prepared by the manufacturer; these enable the architect to select the members and accessories he requires. With a wide variety of thicknesses to choose from, he can readily hold the weight of members to the minimum consistent with load requirements. Savings thus accomplished in steel further reduce the cost of the structure.

Members are factory-punched with holes for pipe, conduit and wiring, and factory-coated with a special rust-resisting paint. After assembly on the job, they are retouched with the same paint as necessary.

Members are available in lengths up to 30 feet; trusses in lengths to suit the job. The latter may be assembled on the site rather than in the factory, if the architect prefers. Trusses also have the nailing groove.



NAILING GROOVE, patented feature that makes nailing accessory material to the steel frame as easy as if the frame were wood. The nail is tightly clinched, and has holding power greater than if it had been driven into a wooden stud.

Accessories consist of corner brackets, header brackets, rafter plates and simliar junction units needed for joining members together and for stiffening the entire frame; all these parts and attachments are designed to bring out the full strength of each connection.

Method of Assembly

Assembly of the frame is accomplished by cadmuim-plated, self-threading nuts and bolts, or by welding. No special tools are required. Carpenters familiar with the conventional wood framing of ordinary wooden buildings can readily erect Stran-Steel frames.

The frame being erected, inner and outer facing materials for walls, roof and floors are fastened in place in exactly the same way as with wood framing—they are nailed on.

Theatre structures of any appearance desired can thus be framed—square, rectangular, L-shaped, flat-roofed, pitch-roofed, hip-roofed, gabled—theatres that when finished will not have the faintest trace of Quonset appearance. Where extreme economy in the use of materials is required, it remains equally possible to retain the wartime Quonset, and the additional savings that result from use of the arch.



Brush aside that lack-luster veil... use

HIGH INTENSITY PROJECTION

FOR the added cost of one or two admissions per day, you can make every black-and-white picture sparkle with detail . . . give rich, brilliant overtones to your color pictures . . . and *bring more people to your box office!*

You do it with High Intensity Projection.

For example, One-Kilowatt High Intensity Projection provides a 50-100 per cent brighter screen. It makes available to the small theatre the same impressive visibility and fidelity of color found on the screens of the largest big-city theatres. This means more pleasure for your audiences . . . and a consistently bigger box office!

. . .

Take advantage of the profits to be had from High Intensity Projection. Consult your supply house immediately on the availability of High Intensity lamps.

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30 East 42nd Street, New York 17, N. Y.

Division Sales Offices: Atlanta, Chicago, Dallas, Kansas City, New York, Pittsburgh, San Francisco

A Highly Adaptable Air Diffuser

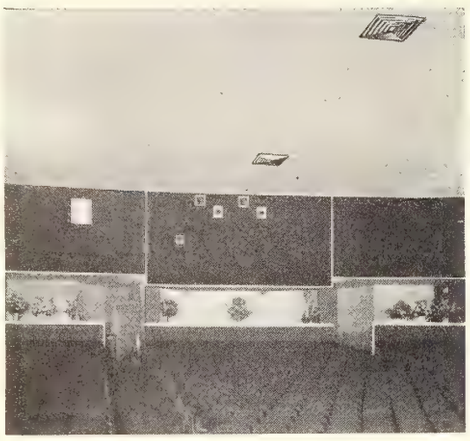
Individually Tailored Device Distributes Conditioned Air Uniformly And Without Draft Over Areas of Any Shape or Size

By T. A. Hughes
Air Devices, Inc.

Just as the most perfect entertainment ever manufactured in Hollywood can be ruined by poor equipment in the projection room; so the most perfect air conditioning can be ruined, if the devices that deliver the conditioned air to the audience fail in their part of the job.

Those devices are called diffusers. Their work is to take the conditioned air prepared in the conditioning system and distribute it evenly throughout the theatre, with no drafts, and no dead spots.

The areas to be conditioned in any theatre vary from the large, open space of the auditorium to small lobbies and foyers and odd corners in lobbies and foyers, or in the auditorium itself. The shape and design of these areas are determined by architectural considerations and considerations of use—they cannot be changed to accommodate the diffuser. The diffuser must be adapted to meet the requirements of the theatre.



FOUR-WAY Agitair diffusers mounted in the auditorium ceiling of the Ludlow Theatre, Ludlow, Ky.

If conditioned air is to be distributed uniformly throughout all places where it is wanted, the diffusers cannot be uniform in design—they must be adaptable to the shape and requirements of each region they serve. Incidentally, areas that are round in shape are found in comparatively few theatres. Square or rectangular diffusers are better suited to most applications, because almost all the areas they are called on to serve are essentially square or rectangular.



THREE-WAY diffuser mounted over candy stand. Air is distributed in three directions, none directly downward.

The Agitair diffusers pictured in the illustrations on this page were tailor-made to offer the architect a device that fitted into his design, instead of requiring him to try to make his design conform to the diffuser.

These diffusers are built of steel and assembled by welding. The steel is subjected to a rust-proofing treatment after assembly and before the final finish is applied. Finishes may be either electro-plated or sprayed, and are available in a wide variety of colors.

The multli-orifice design is so arranged that air is discharged through all orifices at uniform velocity but at varying angles.

Agitair diffusers are designed and manufactured to order. The architect or building contractor or air conditioning engineer specifies his requirements. His specifications include drawings showing construction, all physical dimensions, and method of connecting the diffusers to the duct-work. These drawings indicate areas in square feet, air velocities in feet-per-minute in the neck and at the point of discharge, and air pressure in the neck of the diffuser.

Diffusers are then assembled to meet the requirements, and to give one, two, three or four-way blow, with each side delivering a quantity of air directly proportional to the area it serves.

The fact that the air streams from the separate orifices are discharged at varying angles creates a high degree of turbulence in the combined primary air stream. The discharge velocity is sufficiently high to develop an aspirating effect that draws room air toward the diffuser, where the turbulence mixes it with the delivered air in 50/50 proportions. Three-way diffusers, moreover, draw air from one side in addition to that drawn upward from beneath the diffuser; two-way diffusers aspirate room air from below and from two sides. One-way diffusers perform much like side wall grilles, except that the velocity of the discharged air is dissipated more quickly because of the turbulence created by the Agitair vane design.

The aspirating and mixing action is checked by taking temperature readings at 1 foot distance from the orifices. At this point the temperature difference between incoming air and room air shall have been reduced by one-half, the manufacturer guarantees; and the remaining temperature equalization shall be completed before the blended air stream reaches the extremities of the space it serves.

The design of the diffuser is furthermore so matched to the requirements imposed on it, that air motion within the zone of occupancy is held within the limits of 25 to 50 feet per second, to eliminate any noticeable draft, and still prevent occurrence of dead spots where air is not in motion at all.

While its basic, patented construction, permits the Agitair diffuser to be assembled in numerous patterns to give the diffusion required for areas of any irregular shape, still closer control is afforded, where needed, by directional louvres and dampering devices available for use with it.



TWO-WAY diffuser in small foyer provides draftless replacement of air despite restricted space and low ceiling.

The utmost in flexibility is thus available. For example, the Agitair diffuser need not be centrally located. If such placement does not agree with the decorative pattern, or if a beam is in the way, or if it is not convenient to run a duct to the center of a ceiling area, the diffuser can be designed for any location the architect wishes to specify.



ONE-WAY diffusers effectively ventilate standee area without drafts that would disturb patrons waiting for seats.



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WAGNER 17″ TRANSLUCENT PLASTIC LETTERS

together with Wagner 4″ and 10″ Plastic Letters

MORE THAN DOUBLE THE EFFECTIVENESS OF YOUR DISPLAY

by avoiding the eye monotony of one size letter copy

8″ LETTERS AVAILABLE JUNE 1st

THEY ATTRACT MORE ATTENTION THAN ANY OTHER LETTERS because they're in gorgeous everlasting colors—red, green and blue. The colors go all the way through the letters, cannot chip or scale, NEVER REQUIRE PAINTING OR OTHER MAINTENANCE.

No other letters afford such complete safety! Wagner's exclusive slotted method of mounting allows more than 6 times the bearing surface of the lug-type letter. Wagner letters cannot freeze to the sign as in the case of letters designed for mounting arrangements which employ channels

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Write today for prices and big free catalog on the world's largest and most complete line of quality equipment for effective show selling.

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Inspecting Projection and Sound Equipment

Council Experts Survey Thirty Matters That Need Periodic Attention and Give Their Views on How Often Each Should Be Inspected

What inspecting procedures will best serve to anticipate projection and sound defects and prevent them from materializing as definite troubles? This vital aspect of good theatre operation was taken up by STR's Projection Advisory Council at last month's meeting. Thirty different classes of details that need watching were discussed, and the members gave their views on how frequently each of them should be re-checked.

Lubrication was wholly excluded from this survey. That was taken to be a matter of following manufacturers' instructions for each individual item of equipment—conscientiously and without neglect—and was not otherwise considered by the meeting.

Complete unanimity of opinion as to how often a given matter should be inspected was not achieved in any instance, but with a regard to a good many of the details that were reviewed strong majorities of agreement appeared. Where views were more scattered, substantial pluralities were usually found. Finally, there were some matters on which opinion as to the best inspection procedure proved to be very evenly divided.

The Council recommendations recorded below are those that represent a plurality vote in favor of one course or another, except as specifically stated otherwise.

Inventory

Stock of fuses—inspect weekly.

Stock of carbons: opinion equally divided between weekly inventory and watching the stock as it is used. Monthly inventory also suggested.

Stock of spare parts: The same division of views as in the case of carbons, mentioned immediately above.

Sound

Readings of all tubes that can be taken with built-in meters should be made daily, in the view of a strong majority. Only one member participating felt that projectionists should leave this matter to the visiting service inspector.

As to reading tubes that can only be checked with a test meter, opinion is equally divided between weekly readings and entrusting this matter wholly to the servicing organization.

Condition of exciter lamps should be examined daily—majority view. Minority votes for weekly check and for leaving exciting lamps to the servicing company's inspector.

Sound track alignment in both soundheads: a minority favors daily observation of this point; the remaining members are equally divided between weekly investigation and the judgment of the servicing company.

Frequency response, each soundhead: minority view in favor of weekly check; remaining members equally divided between monthly runs and the servicing company's responsibility.

Flutter and wows, each soundhead: minority view for daily observation, opinion otherwise equally divided between monthly check and the serviceman.

Frequency response, regular and emergency amplifiers—monthly measurement.

Volume and quality of sound from each individual speaker unit—inspect daily.

Condition of speaker connections backscreen—inspect monthly.

Condition of sound system's waterpipe ground connection—inspect monthly.



Projection

Sprocket teeth in projectors and soundheads—inspect monthly.

State of wear of idlers, aperture plates, tension shoes and pad rollers in projectors and soundheads—inspect monthly.

State of wear of projector and soundhead gears: opinion equally divided between weekly and monthly inspection, with a small vote for leaving this matter to the discretion of a serviceman.

Smoothness of take-up action: strong majority in favor of daily check-up. Small dissenting vote for observation in the course of use, without special inspection.

Projector fire safety shutter action: opinion almost unanimous for daily check-up.

Projector motors' starting time: opinion scattered between daily and weekly check-up, the determination of a servicing company, and observation while operating with no special inspection.

Condition of projection lenses—inspect daily.

Condition of lamphouse reflectors—inspect daily.

Condition of lamphouse asbestos leads—inspect monthly.

Condition of the screen — inspect monthly.

General

Steadiness of line voltage: opinion equally divided between daily and monthly check-ups; one vote for observation while operating without special attention.

Condition of all power switch blades—inspect monthly.

Port safety shutter action — inspect weekly.

Condition of rectifier tube filaments—inspect weekly.

Condition of motor generator commutator and brushes: strong majority for weekly check-up, minor opinion favors doing this monthly.

Turntable speed and condition of the

(*Continued on Page E-26*)

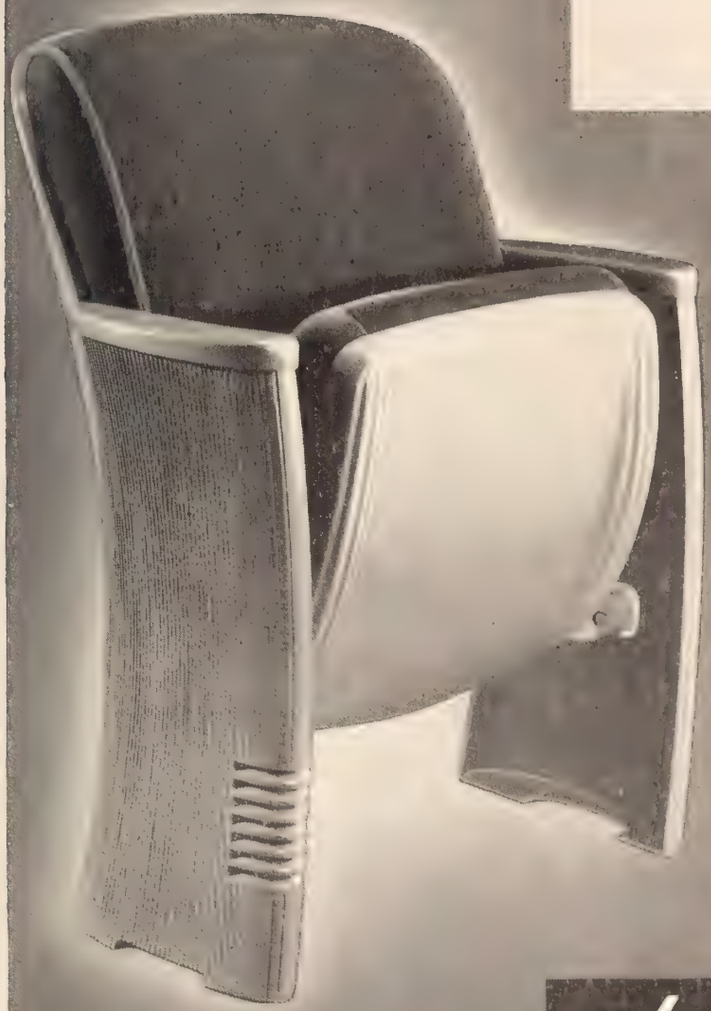
Patrons enjoy

LOUNGE-CHAIR COMFORT BEYOND COMPARE



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SPRING-BACK BODIFORM THEATRE CHAIR



AMERICAN Seating Company's Spring-back Bodiform is equipped with resilient pillow-spring chair back and spring-arch seat covered with "soft-as-air" foam rubber for ultra-luxurious comfort.

This modern Spring-back Bodiform chair features automatic safe-fold seat—extended rear panel covering the seat—and smooth seat bottom and back panel completely free of snagging hazards.

There's dramatically "different" new beauty in the Spring-back Bodiform Chair, too, and amazing wearability that means long, profitable service.

American Seating Company

GRAND RAPIDS 2, MICHIGAN

WORLD'S LEADER IN PUBLIC SEATING

Manufacturers of Theatre, Auditorium, School, Church, Transportation and Stadium Seating

Branch Offices and Distributors in Principal Cities

Bringing the Lobby Into the Street

Ingenious Remodeling at Hillside, Los Angeles, Practically Makes Theatre Entrance a Part of the Sidewalk

Not even transparent glass doors separate the new lobby of RKO's Hillside Theatre from the street outside. Curving lines of non-slip terrazzo flow without interruption from the sidewalk into the lobby, where they straighten out and indicate traffic lines.

Further, just as the new lobby floor is flush with the sidewalk, so its ceiling has been kept at the same level with the underside of the marquee—an additional touch in carrying out the idea of bringing the lobby into the street.

In the climate of Los Angeles, where the Hillside is located, patrons entering the theatre encounter no doors until they have completely traversed the outer lobby. Then they find doors of polished plate glass set in narrow metal frames, which give maximum vision into the inner lobby.

Outdated Gothic Lobby Ornament All Replaced

The work of remodeling involved removal of obsolete Gothic ornament which dated the old lobby; demolishing two side box-offices and stripping down the entrance column to minimum width. The street opening in consequence is now sixty feet wide, as compared with only forty-five feet before modernization.

In the new lobby, the ceiling dome features an ultra-modern spiral lighting cove which starts at the outer rim and curves inward to the center column, continuing down that column as a scroll-shaped trough.

Cove and Downlights Supply Illumination

Illumination supplemental to that provided by this spiral lighting cove is obtained from floods recessed into the ceiling and into the overhanging plate of the box-office.

The box-office tapers inward toward its base, thus occupying a minimum of floor area, yet accommodates two cashiers, and is roomy enough to permit the manager to enter and check cashiers in and out without interference with the sale of tickets. It contains a built-in drop safe. Shelves and deal plates are terrazzo.

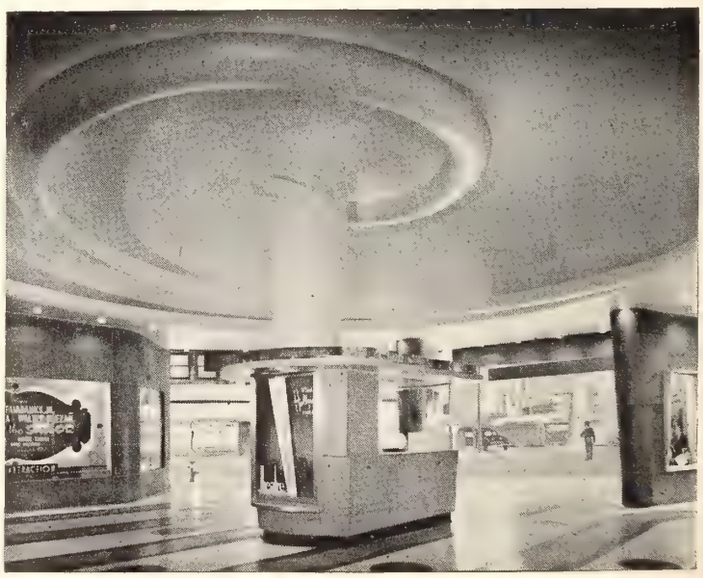
Lobby wall surfaces are polished terrazzo. Along one side wall there is a glassed display recess measuring 20 feet long by six feet high and deep enough to permit three-dimensional displays; along the opposite wall a large mirror reflects this display. Further to focus attention on the display, all trim is dispensed with; the terrazzo wall is the only frame.

The inner lobby, also now streamlined, contains a candy bar made to resemble a candy box, with popcorn machine inconspicuously built in as part of the design. The opposite wall features mirrors which reflect the candy bar.

Operating and Construction Departments of RKO Theatres and Heinsbergen Decorating Company of Los Angeles cooperated in designing and carrying out the remodeling.



Above: Lobby area flows without interruption to meet the sidewalk, with the curved terrazo floor design accomplishing a "visual" magnet to lead patrons into the theatre.



Not even glass doors intervene between the lobby and the street walk. Rear of island box-office is cleverly designed to provide space for show-selling displays.



The World's Finest Theater Chair

No Theater Is Truly Modern Without **KROEHLER**

Push-Back Seats

PUSH-BACK, the greatest theater improvement since air conditioning! It's the only seat that combines real lounge-chair comfort with the box-office attractions of the exclusive Push-Back feature.

FREE BOOKLET gives all details. Write to one of our Kroehler Public Seating Division Offices: 666 Lake Shore Drive, Chicago 11, Illinois; 2028 South Vermont Avenue, Los Angeles 7, California; 206 Lexington Avenue, New York 16, New York.



Is YOUR House Safe?

Salisbury, N. C.— Fire damage estimated at several thousand dollars was inflicted on the Victory Theatre here as the result of a short circuit in an electrical junction box. The theatre was undergoing renovation at the time.

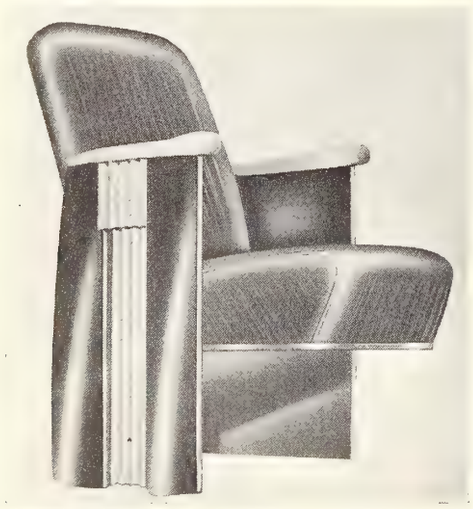
New York, N. Y.—Six hundred patrons filed out of the Lyric Theatre, 213 West 42nd Street, near Broadway, while firemen with hand extinguishers put out a small blaze of unknown origin in the balcony. Patrons waited in the lobby for half an hour, and then returned to see the rest of the show.

Morrow, O.—Fire of unknown origin completely destroyed the Morrow Theatre here, and for a time threatened the entire business district. No one was injured.

Flames broke out about 11:30 P. M. in the empty theatre, apparently originating in the center of the auditorium. Firemen fought the blaze all night, were compelled to draw on the Little Miami River to get enough water for their hose lines. The Morrow National Bank and the George Mingle Garage were badly damaged; the theatre was completely gutted and all its furnishings destroyed.

Seattle, Wash.—An overheated furnice started a $20,000 fire in the Missouri Theatre here.

Push-Back Chair



KROEHLER "Push-Back" theatre chair that permits patrons to remain seated throughout the entire show. There is no standing up to let others pass. Toes are not stepped on, articles are not dropped, no one is jostled, where Push-Back chairs are installed. Seats push back, effortlessly, to give more passing room without requiring the seated patron to rise. The makers, Kroehler Manufacturing Co., are among the largest furniture manufacturers in the world.

Please don't hesitate to ask SHOWMEN'S TRADE REVIEW for any information you may want about the theatre structure, its equipment or furnishings. "The Service Paper of the Industry" aims to serve. Write for information as often as you like. You won't be "troubling" us —you'll be doing us a favor because serving you is our business.

Reverse Slope Auditorium Features

Austin Dodge and Roy Carpenter's

McKenzie

Springfield, Oregon

Embodying a reverse floor slope believed to be the first ever built in the Pacific Northwest, Dodge and Carpenter's latest addition to their growing chain of Oregon theatres, the McKenzie, here pictured, is of concrete structure, lined with acoustical plaster.

Seating is on a single floor, and a safety feature of the theatre stressed in exploitation is that there are no steps for patrons anywhere.

Seating capacity is 600. Chairs installed are Heywood-Wakefield fully upholstered models OC-610, spaced thirty-four inches back to back.

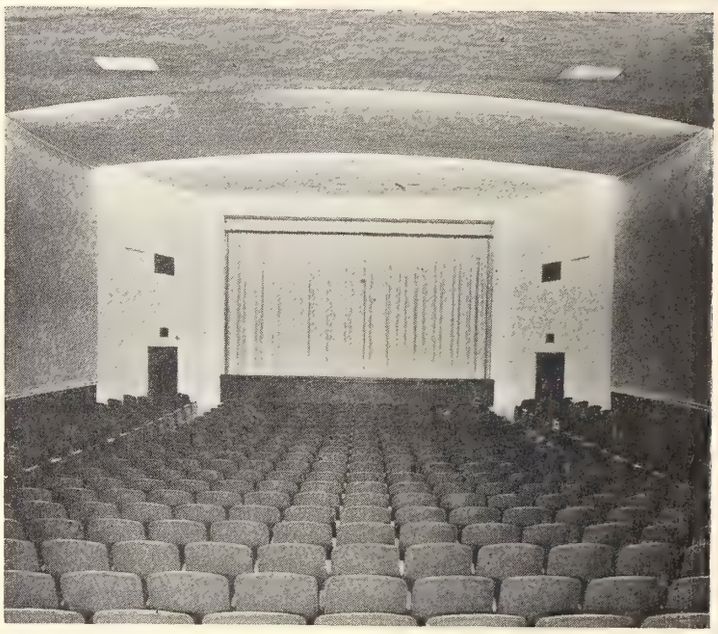
The auditorium color scheme is reddish terracotta and canary yellow; the darker color over the greater part of the walls and ceiling, the light yellow surrounding the proscenium and stretching backward past the front exit doors.

Neon lighting is employed exclusively, both for the interior and the facade. Wagner changeable translucent plastic letters, in a green font, are used upon the marquee. A tall name sign, only the lower portion of which shows in this illustration, adds attractiveness importance to the facade.

Projectors are Motiograph, rectifiers Forest tube models. Current at the arcs is 55 amperes; sound power 20 watts. B. F. Shearer Equipment Company of Portland supplied the apparatus.

Policy calls for a twice-weekly change of program, with double features.

Dodge and Carpenter also operate the Playmore Theatre in Springfield and the Myrtle Point and Bandon theatres elsewhere in Oregon.



REVERSE SLOPE AUDITORIUM



ALL-NEON LIT FACADE



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In the past 11 years
57 MILLION PEOPLE
have walked on this
ALEXANDER SMITH CARPET
In New York's Famous
PARAMOUNT THEATRE

• • •

"We have been more than pleased with the wear service this carpet has given the Paramount Theatre and its patrons during these years," say both Robert M. Weitman, Managing Director and Robert K. Shapiro, Manager.

• • •

CONTRACT SERVICE DEPT.
ALEXANDER SMITH & SONS CARPET CO.

Where There's Wear . . . **BUY SMITH**





Nat'l Carbon Increases Service to Exhibitors

National Carbon Company has enlarged its Technical Specialists Group by appointing C. E. Heppberger to membership in it, with headquarters in Chicago.

The Technical Specialists Group cooperates with exhibitors, projectionists and distributors on questions involving the use of arc carbons in projection of every kind —usual or unusual.

E. R. Geib directs the Group's activities from the company's Cleveland office. W. C. Kunzmann attends to nationwide general activity; D. P. Ries serves the East and C. W. Handley the West.

Mr. Heppberger, who will now serve the Middle West, is a graduate of Ohio State University (1931), joined National Carbon in 1940, and served with the Navy from 1943 to 1946.

RIGHT, from top to bottom: E. R. Geib, W. C. Kunzmann, P. D. Ries; BELOW, top to bottom: C. E. Heppberger and C. W. Handley.











Barney Kleid Joins Capitol M. P. Supply

Ben Perse, President of Capitol Motion Picture Supply Corp. of New York, announces that Barney Kleid, whose experience in theatre supply activity extends back over twenty years, has joined Capitol's organization as sales manager.

Mr. Kleid will head the sale of the complete RCA line of projection and sound equipment, and associated items such as International theatre chairs, screens, carpeting and other products for general theatre use.

Six More Companies Join TESMA Group

Six new members have joined the Theatre Equipment and Supply Manufacturers Association. They are: Dependable Manufacturing Company of Omaha, makers of chrome furniture, box-office chairs and stools; Dunlop Tire and Rubber Corporation of Buffalo, producers of foam rubber chair cushioning; Champion Moulding Manufacturing Company of New York, fabricators of metal moulding, display frames and easels; Mitchell Camera Corporation of Glendale, California; manufacturers of 16-mm. and 35-mm. cameras and projectors; Mole-Richardson Company of Hollywood, who construct studio supplies such as lighting equipment, power equipment, microphone booms and the like; and Vocalite Screen Corporation, Roosevelt, New York, source of theatre screens.

Erwin Wagners Home

Mr. and Mrs. Erwin Wagner are back in Chicago from their wedding trip through Arkansas, and receiving congratulations and good wishes from their many friends. They were married quietly on April 22nd. Mrs. Wagner is the former Elizabeth Day; she and her husband are Vice-President and President, respectively, of Wagner Sign Service.

Fire-Proof Linoleum For Projection Room

A war-born new product capable of reconciling the expert preference of STR's Projection Advisory Council with the restrictions on use of linoleum hitherto imposed by some local authorities has been brought out by Congoleum-Nairn, Inc. As a result, the most exacting safety requirements can now be maintained without the slightest sacrifice of efficient and economical projection room maintenance.

STR's Projection Advisory Council is overwhelmingly in favor of flooring the projection room with battleship linoleum. The fact that some communities forbid the use of linoleum in the projection room is considered unfortunate. (See "Council Guide to Good Projection" in SHOWMEN'S for March 29, 1947, Page E-22.)

Congoleum-Nairn has now made available for general use a linoleum-like special type of floor covering which the company states is absolutely fireproof and was approved during the war by the U. S. Navy for use on shipboard where absolute fireproof qualities were needed. Known as Nairn Marine Deck Covering, the material is available in tile units 9″x9″, and it is claimed, combines outstandingly rugged, heavy duty qualities with a resilience that makes it both quiet and comfortable to walk on.

Nairn Marine Deck Covering is also cited as highly useful in theatre lobbies because of its attractive gray, green and terra cotta colors and unusually good non-slip qualities when wet. It is cleaned and waxed like any other linoleum-type floor covering. Among its other desirable qualities it is said to be resistant even to strongly alkaline cleaning compounds.

RE-SEATING CAN CURE AUDITORIUM FAULTS

(Continued from Page E-5)

with respect to ease of sweeping that should not be overlooked.

Since a damaged chair is a serious hazard, there is great advantage to the theatre in a type of design that permits the damaged cushion or other part to be replaced easily and at once by spares kept on hand for the purpose.

A chair not firmly and immovably anchored is, like a damaged chair, a hazard to the audience and to the theatre.

Normally, chairs are anchored by means of expansion bolts if the floor is concrete, as it most often is in modern construction. As the bolt is tightened, it not only locks down the chair but expands inside the hole, pushing against the concrete with such force that it cannot be dislodged. Expansion bolt anchorages are very permanent.

But if re-seating requires placing a new bolt hole too close to one that already exists, expansion bolts may not hold; filling in the old hole with concrete may also be unsatisfactory since new concrete does not bond very strongly to old. One method sometimes used is to make a larger hole in the concrete and fill it with molten sulphur; inserting a threaded bolt in the sulphur before it sets; then using a lock washer and nut to fasten the chair to the threaded portion of the bolt that protrudes above the hardened sulphur.



1 Bad sound breeds audience indignation—results in refund demands or stay-aways.



2 May even close your theatre at the peak of a smash-hit run.



3 RCA Service is your safeguard—your protection against sound breakdowns.



4 Keeps your box office busy catering to patrons who make your theatre their favorite.

What shape is your sound in today?

It will not be rundown, worn out, when you buy RCA Service. An RCA Service Contract provides regular check-ups by a skilled, well-equipped technician to make sure equipment meets top standards of performance. You get fast service on replacement parts . . . prompt help in an emergency. For but a few admissions per day, you *prevent* trouble . . . *prevent* expensive repairs. Join the thousands who find RCA Service their best box-office protection.

RCA SERVICE COMPANY INC.
RADIO CORPORATION of AMERICA
CAMDEN, N. J.

Be Doubly Wise

DON'T LET PROJECTOR PARTS WEAR OUT BEFORE REPLACING



—unless, of course, you just don't give a hoot whether or not you show good pictures that make steady customers.

AND FOR REPLACEMENTS SPECIFY

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PROJECTOR PARTS

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The New and Highly Improved 6-Tube Rectifier

SINGLE-TYPE 75-V-6 and TWIN TYPE 75-V-12. Embodying the advanced knowledge gained from building rectifiers for radar and other highly scientific projects where perfection of performance and reliability are of paramount importance. Designed for all theatres using Suprex or Simplified High Intensity Projection. Built-in remote control relays with provisions for operating spotlights. 40 to 75 amperes DC current, 3-phase rectification.

Also: LD-60 and LD-30 Bulb Type Rectifiers, SUPER MCS Rectifiers, Rectifying Tubes, Sound Screens

FOREST ARC LAMPS

The New Electronic Control Projection Lamp

The superiority of the Forest ELECTRONIC CONTROL Arc lamp has become the talk of the industry! It features a completely new and faultless method of feeding positive and negative carbons by ELECTRONIC CONTROL, assuring arc control of precision accuracy, maintaining the exact focal point necessary for producing maximum light intensity at all times without constant watching and adjusting. No carbon feed motor—no gears—no clutches—no cams—no gadgets—no fast moving parts! Nothing to get out of order.

LARGE LAMP, 14" reflector. 1 KILOWATT, 10¼" reflector. LOW INTENSITY, 10¼" reflector.

FOREST MFG. CORP. 60 PARK PL., NEWARK, N. J.

ARCHITECTS ADVISE

(*Continued from Page E-7*)

fect any economy or other advantages in theatre construction."

But the same member continued:

"The prefabricated theatre may become popular in the future, especially the Quonset type. There is no doubt that the Quonset type, or some modification of it, may become popular with builders of small theatres, owing to the fact that it is cheap to erect. After the owners of small town theatres are educated to the Quonset type of building, they will replace many of the conventional type of theatres.

"However, it is not likely that this form of construction will apply to theatres of more than 500 seats."

Another member contributed:

"Quonsets are not well adapted to proper proportions, their width is uneconomical; they provide no attic space for ducts; serious condensation problems must be expected unless the reflecting type of insulation is used."

Yet this member also feels that in the reasonably near future some modification of prefabrication and Quonset methods will become more valuable and more popular in theatre construction than their present forms.

Others among the majority commented:

"Prefabrication is not advantageous as yet."

"To make a Quonset useable so many modifications are necessary that I cannot see their use."

"Among the minority, there were members who thought that:

"For small theatres, prefabrication offers a distinct economy."

"Certain types of pre-fabrication are economical. There is much to be done on prefabrication methods, and in the reasonably near future they will definitely become more valuable and popular than now. So will Quonsets."

"Prefabrication is now advantageous on fixtures and units of construction only. In the future its demountable features, where long leases are impossible and permanent construction too costly, will make such construction more valuable and popular. The same is true of Quonsets today, especially for rural communities. The acoustical problem the Quonset presents can be solved."

"Quonset construction has the advantage of economy."

"Yes, economy of cubical contents."

Readers may be interested in comparing these views with those of STR's Theatre Advisory Council, as reported in the issue of February 1st, 1947, Pages E-14 and E-32.

Other Construction Details

Many other structural matters were also taken up by the architect members at their first Council meeting, including preferences in types of conventional wall construction, hanging ceilings, methods of insulation, fireproofing, heating and air conditioning, and electrical and plumbing materials.

Their expert views on these matters will be reported in full in the June 21st issue.

EQUIPMENT LITERATURE BUREAU

Listings for May 24, 1947

REQUESTS for any or all of the items of literature described below receive prompt attention. There is no obligation of any kind. All that is necessary is to check off the appropriate numbers in the accompanying box, fill in your name and address (including the name of your theatre) and mail the coupon to SHOWMEN'S TRADE REVIEW. Information about any items of equipment not described in this literature may also be requested, and we will do our very best to obtain it for any reader.

ACOUSTIC PLASTIC. Sound-absorbing plastic that can be applied to new or old wall or ceiling surfaces with a trowel, and that can be painted with water emulsion paint without reduction of efficiency, is described and pictured in a booklet brought out by Universal Zonolite Insulation Company. The booklet states absorption coefficients in figures, and includes instructions for mixing and application. (#1).

BLACK LIGHT EFFECTS. A twelve-plate, two-color booklet issued by Black Light Products illustrates the remarkable ornamental results that can be obtained by use of fluorescent materials and ultra-violet lamps; lists the Company's fluorescent pigments, lacquers and solutions according to color, and illustrates lamps and accessories for illuminating them. A price list is included. (#2).

CONSTRUCTION HAND BOOK. Highly useful construction and maintenance data are given in a 100-page booklet issued by A. C. Horn Company, including tables of information relating to concrete work, brick work, painting, mensuration, waterproofing and so on. Additionally, the booklet describes the Horn Company's construction and maintenance materials and gives detailed instructions for using them. This free booklet will constitute a very handy addition to any manager's collection of important reference material. (#3).

EFFECT SLIDES and SONG SLIDES are illustrated and listed in a folder and catalogue of National Studios. Effect slides illustrated present pictorial designs appropriate to national holidays; the song slide catalog covers 802 different songs. Advance notice slides, advertising, patriotic, lecture and typewriter slides are also listed, as well as unbreakable brass date slides to be projected with advance notices. (#4).

METAL FURNISHINGS. Crowd control ropes and posts, wall plates, push bars, door grips, sand urns, stair and ticket office railings and decorative grilles are pictured and described in detail in an interesting four-page pamphlet issued by Hupp Metal Works Company. Glancing through these illustrations should give many a theatreman a few interesting, novel ideas for his own house. (#5).

PROJECTION RECTIFIER—6-PHASE. McColpin-Christie Corporation of Los Angeles has published a four-page, fully-illustrated folder describing the "C&C" six-phase full wave rectifiers. Six-phase rectification is a post-war improvement in motion picture projection. By doubling the number of impulses per second, the six-phase rectifier reduces ripples and disturbing harmonics, permitting projection of more brilliant and steadier light from a.c. power. (#6).

RUBBER MATS of many colors, designs and kinds are described and pictured in a 16-page brochure by [illegible] Manufacturing Company. [illegible] the effectively attractive appearance [illegible] signs available. The text explains their construction and the sizes and thicknesses in which they are furnished. Rubber matting chair treads, and a cleaning liquid for rubber matting are also described. (#7).

SCREEN. The revolut[illegible] Nu-Screen Corporation. T[illegible] (#[illegible])

UNIFORMS AND ADVERTISING VALUE. [illegible] color folder devoted to fabric s[illegible] (#[illegible])

VACUUM CLEANING. [illegible] trated and explained in a four-page folder by [illegible] cleaner itself. The bulletin should be of interest to one concerned with the practical problems of [illegible] (#[illegible])

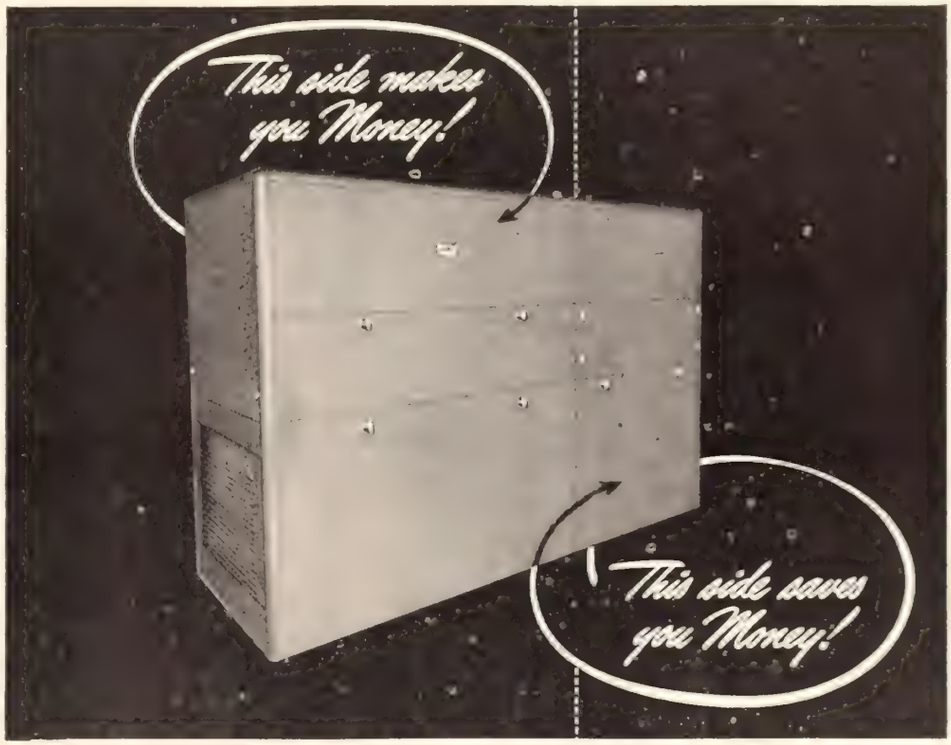
Request for Literature

Equipment Literature Bureau
Showmen's Trade Review 5/24/47
1501 Broadway, New York 18, N. Y.

I am interested in the equipment data mentioned in the Literature Bureau column. Please have the booklets checked below sent to me.

1 ☐	2 ☐	3 ☐
4 ☐	5 ☐	6 ☐
7 ☐	8 ☐	9 ☐
	10 ☐	

Name .....
(Print Name and Address)
Theatre .....
Address .....
.....
City .....
State .....



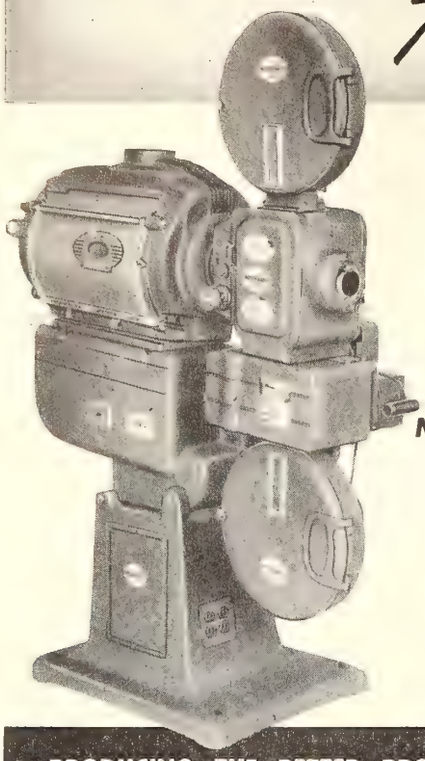
● One single compact unit has every major part of a *complete refrigerated air conditioning system*. This complete, balanced unit construction offers advantages in *lower first cost, lower installation costs* and *lower operating costs*. The refrigeration and compression units combine to give efficient refrigeration cooling—the evaporative condensing section saves water, saves money in operation.

Here's *Air Conditioning at its best* — self-contained — self-supporting—self-sufficient.

Cooperative engineering counsel gives you the experience and knowledge of USAIRCO engineers. Get acquainted with your nearest USAIRCO representative. United States Air Conditioning Corporation, Como Avenue S.E. at 33rd, Minneapolis 14, Minn.

USAIRCO

NOW EVERY THEATRE CAN AFFORD
THE BEST IN PROJECTION AND SOUND
The Great New



MOTIOGRAPH

"AA" PROJECTOR
AND
MOTIOGRAPH-MIRROPHONIC
SOUND SYSTEMS

For sale now at leading
Independent Theatre
Supply Dealers.

MOTIOGRAPH, INC.
CHICAGO, ILL.

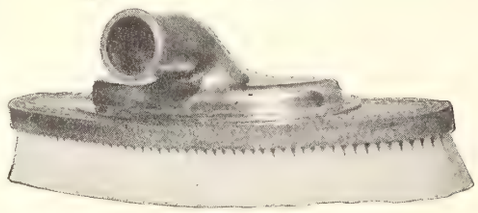
PRODUCING THE BETTER PROJECTORS FOR OVER 50 YEARS

Don't Let Dirt
Keep Folks Away



Protect your patrons' light summer clothes with a Specialized Super Theatre Cleaner. Delicate colors and fabrics can be ruined in one visit to a dirty theatre. There will be no dirt, dust or grime to come off on light summer outfits if you keep your floors, carpets, upholstered furniture, drapes, and other furniture spic and span with a Super. It's easy. Works fast. Picks up even popcorn. Try a Super 5 days free—all risk ours. Ask your wholesaler or write

Clean your screen with this Super Screen Brush, one of many special theatre cleaning tools which are standard equipment.



NATIONAL SUPER
SERVICE CO., INC.

1951 N. 13th Street
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BLACK LIGHT PRODUCTS
MANUFACTURERS OF FLUORESCENT AND LUMINESCENT PRODUCTS AND BLACK LIGHTS
67 East Lake Street Chicago 1, Ill.

DISASTROUS FILM FIRES—DON'T JUST HAPPEN!
Pro-Tex REEL BAND
• PREVENTS FILM DAMAGE
• PREVENTS FILM FIRE
PRO-TEX REEL BAND CO., 200 Film Bldg., Cleveland, O.

THEATRE COUNCIL

(*Continued from Page E-10*)

what material is used as long as it can be cut with a knife. Management can keep vandalism to a minimum by good will."

"Like all other theatre operators we have tried many types of chair coverings to combat vandalism, but none are satisfactory. Leatherette has given us the best results."

"All chair coverings are on a par when boys start using knives. We believe there is less cutting by patrons when cloth fabric is used."

"Cloth covering seems to invite less vandalism."

"Nothing will resist vandalism. We find an all-leatherette covering easier to replace."

"There is no answer that we have found unless we return to the old veneer backs and bottoms, and patrons wouldn't like that."

Among the minority with some definite preference are members who favor "a good plastic, like Nougahyde" and also "leatherette with cloth sides."

Draperies

The Councilors' choice in draperies, as in material for chair upholstery, is strongly in favor of either the fireproof or the flame-treated kinds, but, once again, without any strong preference for one as against the other. Among those who do discriminate woven glass fibre is the favored material.

Woven glass fibre also won a plurality vote as the most desirable material for screen curtains, but the majority opinion is divided—preferences of the members ranging through mohair, velour and satin, while a number think there is no one fabric that is particularly preferable to others for this purpose.

Velour, however, has a strong plurality as the favorite material for proscenium valences and ornamental drapes. Other choices for one or another of these applications were scattered among rayon plush, glass, velvet damask and "any fabric having a high sheen." Velour, still further, is the fabric most favored for use wherever acoustic treatment must take the form of draperies rather than of sound-absorbing plaster or tiles.

Projection Council

(*Continued from Page E-16*)

non-synch: opinion equally divided between the projectionists taking care of this weekly, and leaving it to the servicing company. Small vote for daily inspection.

Fire exits from projection room: a minority feels these should be checked daily.

Please don't hesitate to ask SHOWMEN'S TRADE REVIEW for any information you may want about the theatre structure, its equipment or furnishings. "The Service Paper of the Industry" aims to serve. Write for information as often as you like.

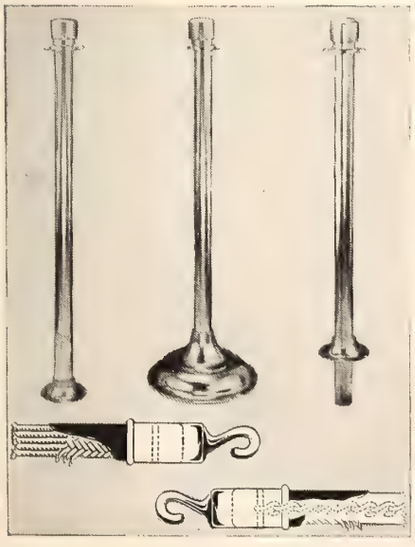
EQUIPMENT SHOW CASE

Flameproof!



BUNSEN BURNER demonstrates the complete incombustibility of new ornamental material for theatre drapes. Woven of Owens-Corning Fiberglas and flame-proofed cotton fabrics, the material can be printed in attractive multi-colored designs, as if it were cretonne or other simple cloth. But it does not burn. The glass fibers can't burn. The flame-proofed cotton ones merely char; while their presence enables the fabric to take printed designs in any pattern or color combination. Bunsen burner test was staged by Turner Halsey Company of New York, selling agents for Plymouth Fabrics of Fall River, Mass.

Immediate Delivery



CROWD CONTROL equipment and other theatre hardware items such as sand urns and railings, are now available for immediate delivery, according to Hupp Metal Works Company. Here shown are Hupp's crowd control stanchions and chain core ropes.

Projectionist Joins Altec As Service Inspector

Ernest A. Goad of Sault Ste. Marie, Michigan, until recently projectionist for the Soo Amusement Company and the Eskin Circuit, has been engaged by Altec as service inspector, and assigned to headquarters in the town of Iron Mountain, Michigan.

Mr. Goad replaces Inspector G. B. Brown, who had been with Altec since its formation and with Erpi, Altec's predecessor, for many years before that, and who died suddenly at the end of April.

Altec Inspector Goad brings to his new post a background of many years of experience with projection and sound, and an intimate first-hand knowledge of the daily problems of the projection room.

RCA Names Benham to Brenkert Post

H. J. Benham, whose career with RCA began with the servicing of theatre sound equipment in 1930, has been appointed Assistant to the President of Brenkert Light Projection Company, RCA-Victor subsidiary in Detroit. Mr. Benham's new assignment is to make a general study of the Detroit plant and take an active part in its management, reporting directly to Karl Brenkert, the president of the company.

It is not entirely a new assignment for him. In 1941, when RCA was negotiating for the Brenkert plant, Mr. Benham made a detailed study of it for RCA, and the subsequent negotiations were based in part on his findings.

Here's why YOU CAN'T DO WITHOUT THE NEW **AUTOMATICKET**

NO BREAKDOWNS... NO SERVICE DELAYS...

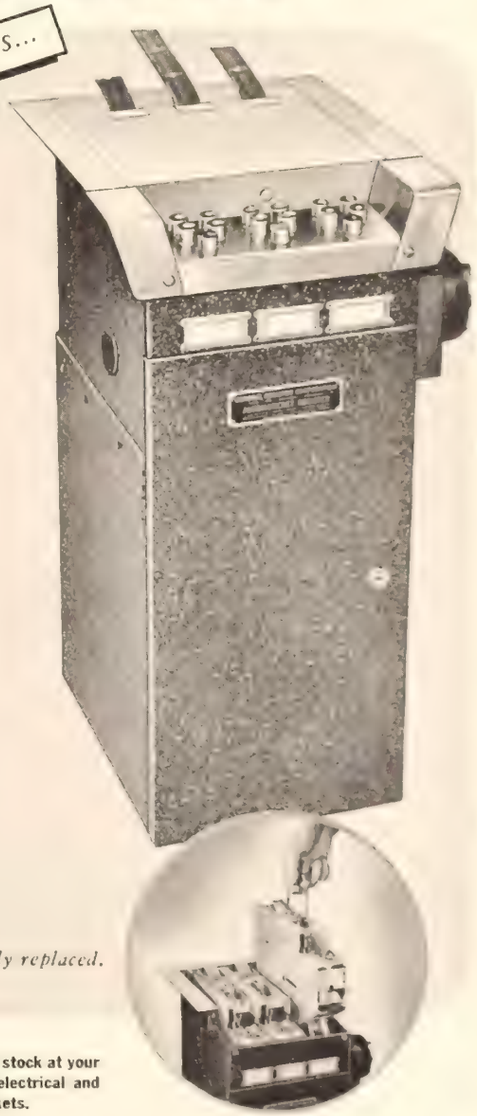
because

AUTOMATICKET
IS UNIT-DESIGNED
Individual ticket issuing units operate independently. This enables your register to function smoothly even though a unit may fail. Extra units may be added as needed.

AUTOMATICKET
SERVICE IS CONTINUOUS
No breakdowns. Your register never stops functioning. Units may be replaced without interrupting service.

AUTOMATICKET
NEVER LEAVES THE BOX OFFICE
No time lost in repairs. Defective units can be replaced without shifting your register from its position. So simple, anyone can remove a unit and slide another into place.

AUTOMATICKET
IS SERVICE GUARANTEED FOREVER
Your dealer always has new factory-sealed units in stock. He will replace any unit free of charge for the first year. Thereafter, units are replaced at a cost based on length of service.



Ticket issuing units are easily and quickly replaced.

* **AUTOMATICKETS** in one to five unit sizes are now in stock at your Theatre Supply Dealer. Registers are available in electrical and non-electrical models for 1 inch and 2 inch wide tickets.

GENERAL REGISTER CORPORATION
36-20 33rd Street Long Island City 1 New York

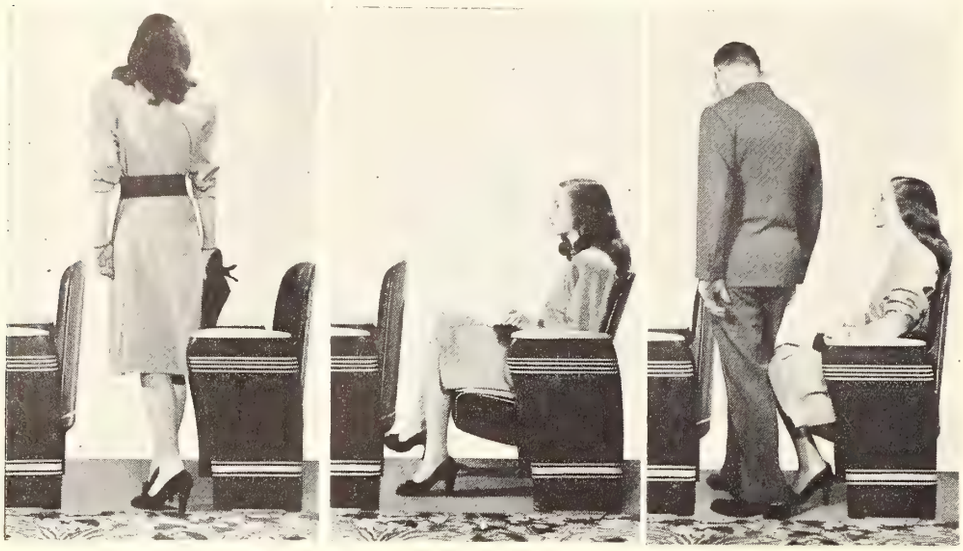
The New AUTOMATICKET... A Triumph of General Register Engineering!

Ideal Seating Introduces New Model Slide-Back Chair

A new theatre chair which, when occupied, is said to afford effortless retraction that leaves 100 percent more passing space than conventional chairs, has just been announced by Ideal Seating Company. Unoccupied, the seat automatically slides back and rises to give a gain in passing space rated at over 50 percent more than conventional chairs afford when unoccupied.

Known as the Ideal Slide-Back chair, the new seating unit provides more than six inches of smooth, effortless retraction in a horizontal plane, without in any way disturbing patrons in the row behind.

The seat of the unoccupied chair automatically slides back and then (still automatically) hinges upward and locks in raised position, giving maximum clearance for cleaning the theatre and for emergencies. The seat automatically disengages from its locked position whenever a patron lowers it for occupancy.



PATRON enters, seats herself in an Ideal Slide-Back chair, and permits another patron to enter after her without rising or any need to rise. Chairs in these illustrations are spaced only 32 inches back to back.



WILLIAM A. GEDRIS, President of Ideal Seating Company, watches as seating engineer Henry A. Nordmark points out the many features of the new Ideal Slide-Back chair.

Despite these features, however, the Ideal Slide-Back chair embodies only three moving parts more than conventional units.

The design of the Ideal Slide-Back chair is aimed at the old and well-known difficulty involved in every plan for theatre seating—that of finding the right compromise between installing maximum capacity and providing patrons with maximum comfort.

The expert and very thoroughly experienced members of STR's Theatre Advisory Council favor spacing rows more than 33 inches back to back; recommendations of the majority running from 33 to 40 inches; 32 inches is the very minimum spacing suggested by any member. (STR for October 12, 1946, Page E-11).

These expert views, however, were based on use of conventional chairs. The purpose of the new Ideal Slide-Back chair is to make possible a better compromise —one more advantageous to the exhibitor —between capacity and comfort.

Ideal Slide-Back chair seat and back panels are full-size, die-formed steel members, without sharp edges. They embody no pinching hazards of any kind, and there is no understructure beneath the seat. The basic design is planned to combine good posture with the luxurious comfort of deep-spring cushioning. The special bearings require no lubrication.

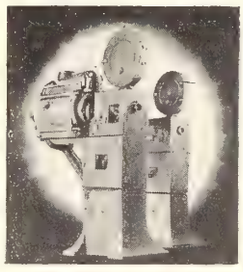
A variety of models is available, with a wide selection of end standards and upholstering materials. The chair is said to be readily adjustable to all seating requirements, slopes and inclines, and to be entirely serviceable in balconies with high risers. Its installation does not require the services of specialized mechanics.

EVERYTHING FOR DRIVE-IN THEATER OPERATION



Drive-in theater operators look to DeVry for more than dependable, moderately priced projection and amplifying equipment. DeVry's new IN-CAR SPEAKERS are another outstanding contribution by DeVry to the Exhibitor's and Projectionist's goal—the perfect show.

DeVry IN-CAR SPEAKERS permit closed windows in bad weather; provide individual volume control to patron's taste; confine sound to immediate theater area, eliminating community complaints; give farthest-parked patron uniform synchronization of sound with action. Don't delay. . . . Place your order for IN-CAR SPEAKERS now and assure on-time delivery.



Send for specifications and prices on DeVry theater projector and sound systems, too—"The pair to draw to for a full house." DeVry Corporation, 1111 Armitage, Chicago 14, Ill.

For the Perfect Show Indoors or Out Your Best Buy is a DEVRY

New Ideal Theatre Chairs JOE HORNSTEIN has it!

AVOID ARC POWER FAILURES! Install a Robin-Imperial STEDYPOWER

J. E. ROBIN, INC. • 330 W. 42nd St. • New York City

SPECIAL FOR THE MONTH



2—Strong Intermediate High Intensity (1KW) Arc Lamps; 2—Strong 40 amp. (1KW) Rectifiers complete with 8 bulbs.
Excellent condition. . . $695

Whatever your need may be, if it's in theatre equipment, we have it . . . and at a saving of 25% to 40%. Try us!

S. O. S. CINEMA SUPPLY CORP.

449 WEST 42ND ST. NEW YORK 18, N. Y.

DeVry Corp. Double Manufacturing Space

DeVry Corporation have expanded their plant at 1111 Armitage Avenue, Chicago, to practically double capacity.

At a dedication of the added quarters, held April 30th, President W. C. DeVry told employes that the streamlined production set-up which won five consecutive Army-Navy citations during the war had proved inadequate to meet post-war demands from 48 States and 68 foreign countries.

Levinson Back In Hollywood

Warner Studio's sound chief, Col. Nathan Levinson, is back in Hollywood after a seven-week stay in New York conferring with Col. Frank E. Cahill, director of Projection and Sound for the Warner Circuit and member of STR's Projection Advisory Council.

The two technicians worked out plans for improving sound quality by closer coordination between equipment used in the studios and that of the theatre.

Folder Advises On Ticket Registers

Practical information anent the newest General Register Corporation ticket machines, and the permanent service plan under which they are sold, is incorporated in a four-page folder issued by the corporation and available to theatremen on request.

The folder illustrates and describes the new Automaticket dispensing machine, built on the unit principle which enables the user to expand his register up to five units, and to replace individually any unit that may become defective.

"Nu-Screen" On Park Avenue and Broadway

Universal-International Pictures have installed the concave-convex "Nu-Screen" in New York's Park Avenue Theatre, Park Avenue; and Winter Garden, Broadway and 50th Street. Maurice Bergman, Universal-International's Eastern Publicity Director, declares the management is very well satisfied with the performance of these screens, which are designed to eliminate viewing angle distortion and thus increase the salability of front-corner seats.

E. A. Kern Heads J. E. Robin, Inc.

Emil A. Kern has been appointed President and General Manager of J. E. Robin, Inc., of New York.

Mr. Kern has been for 30 years the active head of Emil A. Kern and Associated Engineers, of South Orange, New Jersey, specialists in theatre construction, equipment installation and maintenance. He has entrusted that business to his sons, to free himself for active management of the Robin organization.

Wagner Cuts Prices

Wagner Sign Service, Inc., has reduced the list prices of Wagner translucent plastic marquee letters of all sizes.

This step was taken in order to cooperate with the national effort toward reducing all prices wherever possible, it was stated.

In the case of Wagner Sign Service three favorable factors have cooperated to enable the company to make the price change, President Erwin Wagner explains: the original cost of the molds has now been practically amortized; new manufacturing facilities in a new building have made it possible to double production; the company's one-price-no-discount policy has proved successful in reducing the average cost of effecting a sale.

The new, reduced, price schedule is effective as of May, 1947.

Heads RCA's Theatre Equipment Section Now



J. F. O'Brien

J. F. O'Brien, who has been associated with RCA's Theatre Equipment Section since the very earliest days of theatre sound, has now been appointed its manager. J. R. Little, Sales Manager of RCA Distributed Products, announced the promotion.

As a special representative of the RCA Photophone Company Jack O'Brien has visited almost every town and city in the United States in which a theatre is located, and is known to thousands of exhibitors.

SIX-PHASE

MEANS NO FLICKER

Only "C&C" Offers You SIX-PHASE Full Wave Rectifier Power
(ACTUALLY EQUIVALENT TO 12-PHASE HALF WAVE)

Motion Picture Theatres all over the U. S. and many Foreign Countries enjoy better projected light through rectified power from the new "C&C" SIX-PHASE Rectifiers. SIX-PHASE full wave rectification eliminates ripples and disturbing harmonics unavoidable in conventional three-phase rectifiers. The superiority of "C&C" SIX-PHASE rectifiers is universally recognized by experts in projection.



Type H28-70 (70 Amp.) SIX-PHASE RECTIFIER
Other Capacities Available

With progressive theatre owners the "C&C" SIX-PHASE full wave rectifier is fast becoming standard equipment. For a more perfect light on **your** screen, investigate the "C&C" SIX-PHASE Rectifier.

Quality Equipment Pays Off At The Box Office

[illegible] new SIX-PHASE Arc Lamp Rectifier, fill in the coupon below and mail it today!

This new development in motion picture projection is backed by over 15 years of research and engineering in the rectifier field.

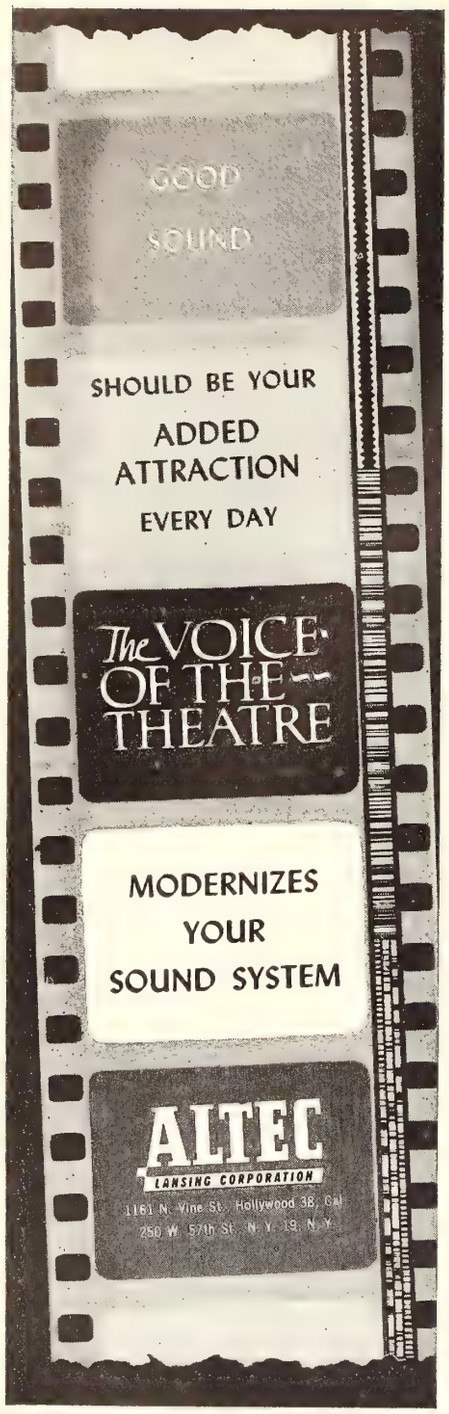
McColpin-Christie Corporation, Dept. S.
4922 South Figueroa Street
Los Angeles 37, California

Gentlemen:
Please send me information describing the new "C&C" Six-Phase Arc Lamp Rectifier:

Theatre Name .....
Operator's Name .
Address .....
City [illegible]

Distributed by National Theatre Supply

C-C PRODUCTS McCOLPIN-CHRISTIE CORP.
LOS ANGELES 37, CALIF.



STROBLITE
MYSTIFYING EFFECTS for THEATRE, STAGE, DISPLAYS, Etc.
LUMINOUS COLORS GLOW IN DARK
SPECTACULAR! BEAUTIFUL! MYSTIFYING! DRAMATIC!
The choice of leading theatres throughout the world. Countless intriguing and spectacular effects can be attained. For stage shows, theatre decorations, displays, etc.
Write for FREE descriptive booklet.
U.V. BLACKLIGHT LAMPS
FOR EVERY PURPOSE
STROBLITE CO. 35 W. 52nd St., New York 19

Gulistan Wilton Theatre Carpet
JOE HORNSTEIN has it!

MANAGERS
Maintenance Check List

☐ MAY 26.—Have you clean flags on hand and ready for Memorial Day display? Spotlight flag on stage.

☐ MAY 27.—War and war losses are still recent to many; good taste calls for subdued Memorial Day decorations.

☐ MAY 28.—Planning new summer drapes for box-office? Use cool, plain colors or flowered design in chintz.

☐ MAY 29.—How long since footlight trough has been cleaned and painted? Are lamps and reflector buried under dust?

☐ MAY 30.—Put up awnings and fix or replace faulty window screens. Remember screens for projection room windows.

☐ MAY 31.—Do you use summer seat covers? They are cheerful and help to prolong the life of the upholstery.

☐ JUNE 1.—Start the month right by ordering your fuel supply for next winter. Have tanks or bins clean, ready.

☐ JUNE 2.—Check plumbing, air ducts, and wiring in store rooms and other places seldom inspected.

☐ JUNE 3.—Are the projectionists or the sound checker spoiling sound quality by running volume too high?

☐ JUNE 4.—Check all neon tubing. Have it washed as necessary, and all replacements and repairs made promptly.

☐ JUNE 5.—Before storing away winter uniforms make sure all have been properly cleaned and pressed.

☐ JUNE 6.—Are clocks keeping accurate time? Have them checked, and cleaned, oiled or repaired as needed.

☐ JUNE 7.—When did you last check emergency lighting supply or switches? Is everything ready for instant use?

☐ JUNE 8.—Prepare roof for heavy summer rains—make sure all gutters, drains and leaders are unclogged and in good shape.

☐ JUNE 9.—Have you revised your candy and refreshment set-up for cool summer appeal? Planned to vend beverages?

☐ JUNE 10.—Are all flags and bunting cleaned and freshened up for Flag Day display? Spotlight flag on stage.

☐ JUNE 11.—Has there been any increase in noise or vibration from ventilating or other motors? If so, have them checked.

☐ JUNE 12.—Is old plumbing causing any trouble; does water anywhere run slowly, or are any drains clogged or partly clogged?

☐ JUNE 13.—Re-check your power rate and demand rating with power company, projectionists and engineer.

☐ JUNE 14.—Have coin change maker in box-office cleaned, adjusted and oiled, and all working parts inspected.

☐ JUNE 15.—Is carpet examined daily for tears or loose sections that may spread, or trip patrons?

☐ JUNE 16.—Have all newcomers to your staff been taught the elements of first aid in all emergencies?

☐ JUNE 17.—Arrange for cleaning and painting lighting channels behind marquee changeable letters.

☐ JUNE 18.—Examine condition of all outdoor electric boxes. Remove rust; sand, and re-paint with lead paint.

☐ JUNE 19.—Check trip line and pulleys controlling skylight needed to vent smoke in case of fire.

☐ JUNE 20.—Inspect ceiling plaster and metal lath for any loose areas that could affect patron safety.

☐ JUNE 21.—Avoid excess use of deodorants in rest rooms. Concentrate on cleanliness and ventilation first.

☐ JUNE 22.—Check flush valves on all toilet fixtures for minimum use of water without sacrifice of efficiency.

Right or Wrong?

The third in a continuing series of practical questions on safety

By Walter Dunkelberger
IATSE Local No. 510



These two pictures were taken in a projection room. One represents a very serious violation of accepted safety procedures. If you have any doubt as to what the violation is and why, see Page E-35.



The Sourwine Theatre, Brazil, Indiana, has installed new Simplex E-7 projectors, 4-Star sound equipment, and Magnarc high intensity lamps.

Theatre owner Marvin C. Shaw of LeRoy, Kansas, recently installed DeVry projection and sound equipment supplied by Stebbins Theatre Equipment Co. of Kansas City.

The Rialto Theatre, Macon, Georgia, has installed a new sound system.

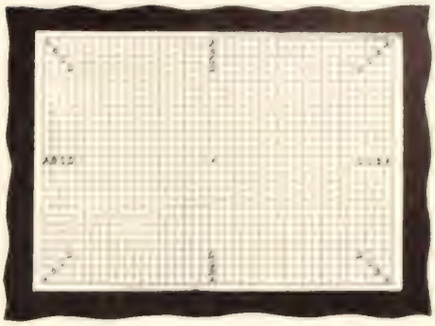
New Theatre Chair By New Company

A new theatre chair to be known as the "Slideaway" will be in production about July 1st, according to the announcement of its manufacturer, a recently-formed company known as Air-O Seating Corporation.

Offices of the new organization will be maintained in New York, at 1560 Broadway, and manufacturing facilities at Minneapolis, Minn.

Peter F. Masucci, who has been associated with Heywood-Wakefield Company and with International Seat Corporation, is the President of Air-O Corporation.

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35-MM PICTURE TEST FILM



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Ideal for vomit eradication on seats and carpets, bacterial accumulations in air-conditioning systems that cause foul odors, "Stink Bombs." Add few ounces to pail of soap water. Performs dual action on floor and mop. Compatible with and reduces amount of soap. Contains detergents and penetrants.



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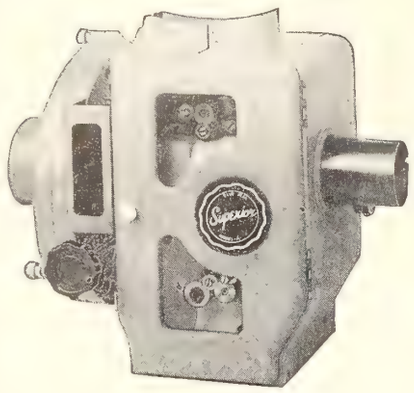
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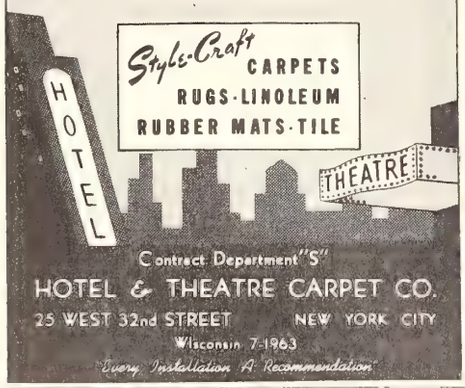
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PROJECTIONISTS
Maintenance Check List

☐ MAY 26.—Are projection and sound optical surfaces all immaculately clean?—mirrors free from defects of silvering?

☐ MAY 27.—Have you checked the screen surface lately? If it is deteriorating, have you recommended replacement?

☐ MAY 28.—Go over curtain machine for lubrication and general condition. Service it as necessary.

☐ MAY 29.—If your projection ports have glass soundproofing check their cleanliness, clean as needed.

☐ MAY 30.—Is projector vibration increasing? Check carefully for the cause and remedy it promptly.

☐ MAY 31.—Are your arc lamp mirrors badly pitted? Badly enough to need replacement now or soon? Order new ones now.

☐ JUNE 1.—Will any projection room equipment operate at unsafe temperatures on warm summer days? Keep watch; take precautions.

☐ JUNE 2.—Go over backstage connections to the loudspeakers. Make sure all are tight, uncorroded, perfect.

☐ JUNE 3.—Do your film cabinet doors still close tight and perfectly? Don't delay needed repairs to film cabinet.

☐ JUNE 4.—Does your film splicer still do a perfect job or has the time come to get a new one?

☐ JUNE 5.—Have you checked up on the performance of the new postwar sound equipments? Should yours be replaced?

☐ JUNE 6.—Does projection room lighting interfere with critical examination of screen results? Relamp or revamp lighting fixtures.

☐ JUNE 7.—Are you compelled to play the monitor so loud it creates echo in the house? Have it moved to where you can hear it at low volume.

☐ JUNE 8.—Putting in new apparatus? Specify larger conduit and spare pairs to minimize cost of future changes.

☐ JUNE 9.—Do you forget to inspect rectifier or generator located outside projection room? Set up regular schedule for this.

☐ JUNE 10.—Do you keep records of all repairs made, as check on expense of maintaining each item of equipment?

☐ JUNE 11.—Do you keep life records of all equipment items, as check on their true cost to the theatre?

☐ JUNE 12.—Will projection room need better summer ventilation? Now is the time to have it installed.

☐ JUNE 13.—Does light-color ceiling or wall paint reflect too much light for critical observation of the screen? Re-painting is needed.

☐ JUNE 14.—Don't be caught short of splicing cement. Check your supply; order more in plenty of time.

☐ JUNE 15.—Pre-war equipment in shaky condition? Compare and report on maintenance vs. replacement costs.

☐ JUNE 16.—Are all relief projectionists adequately instructed in their fire-fighting duties in YOUR theatre?

☐ JUNE 17.—Is projection room supply of first-aid necessities complete, ready for any accident or emergency?

☐ JUNE 18.—Bulletin board gummed up with obsolete notices that hide important ones? Clean it off; throw away dead junk.

☐ JUNE 19.—Inspect changeover mechanism parts for signs of wear; order replacements well in advance.

☐ JUNE 20.—Check up condition of all projection reels; do you need new ones? Don't risk having to run on shipping reels.

☐ JUNE 21.—Listen to sound critically for any rattling accompaniment. Secure loose part about speakers, or change faulty unit.

☐ JUNE 22.—Are you SURE your projection room door can't be locked while the show is on, that you can't be locked in with a fire?

New Sound Equipment for Drive-ins Provides Up to Half Kilowatt Power

A new line of high-power, high quality sound equipment for drive-ins, including amplifier systems with ratings up to one-half kilowatt of sound output, has been announced by Motiograph.

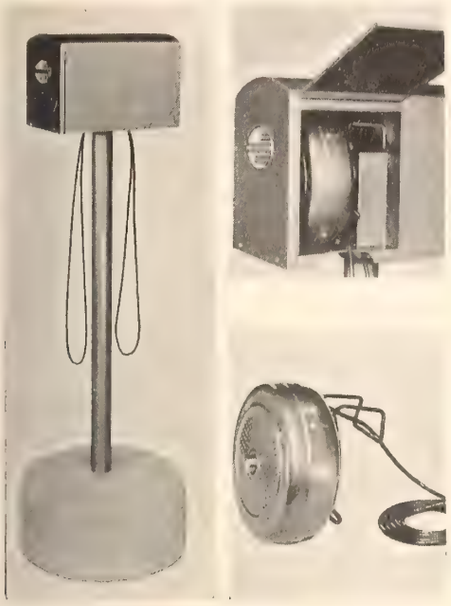
Five different amplifying systems are comprised in the new equipments, including two with output ratings of 150 watts, one of 75 watts, one of one-quarter kilowatt and one of half a kilowatt.

Systems of 75 and 150 watt power capacity are designed for use with central speaker installations; the other three systems are for use with in-car or post-type speakers. The largest of these, capable of serving 1,800 cars, also has emergency provisions permitting temporary operation, as necessary, at either 40, 250 or 500 watts.

The new drive-in equipment further includes newly designed individual speakers and speaker shelters.

Shelters—which are also a junction box housing connection block and coupling transformer—are designed on the same principle as rural mail boxes, and are fabricated of heavy gauge galvanized sheet steel.

The speaker itself has a casing of heavy-gauge drawn steel, plated, and finished in light blue enamel, and a special rubber-covered hook by which it can be hung on a partly lowered car window or from the rear-view mirror, or supported in any other desired position within the car. The cone is water-proofed. The built-in volume control is of the constant-impedance type, for maintaining superior sound quality regardless of volume setting.



INDIVIDUAL SPEAKER and shelter. Former has a casing of heavy gauge drawn steel, finished in enamel; the latter is fabricated of heavy gauge galvanized steel, finished in weather resisting paint. Speaker cones are waterproofed.



AMPLIFIER system, arranged for power outputs from 40 watts to one-half kilowatt, form core of the new sound equipments. Five of these systems are available, for use with centralized and with individual speakers.

The coupling transformers mounted in the speaker shelters are available as standard equipment with any desired primary impedance up to 14,000 ohms.

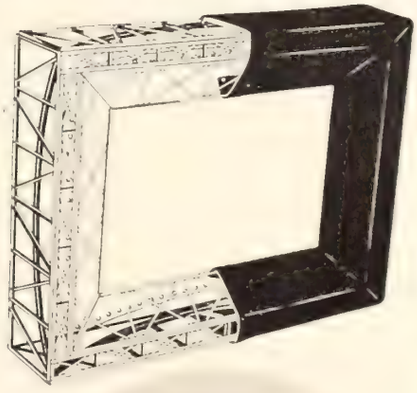
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- ELIMINATES HOT SPOT AND GLARE
- ELIMINATES KEYSTONING
- GIVES ILLUSION OF DEPTH
- IMPROVES SOUND
- CAN BE WASHED LIKE GLASS

NU-SCREEN* CORPORATION

Herman Gluckman, president 1501 Broadway, New York 18, N. Y.

**This concave-convex Fiberglas motion picture screen is the only one of its kind.*

Audience Reaction to Nu-Screen Pleases Theatremen and Inventor

Inventor Otto Hehn combines the pride of a new father with the bouncing activity of a small boy when he shows anyone his Nu-Screen, final product of 32 years of research.

"See how clear the picture is from this corner—listen how the sound comes through—isn't that picture bright—" he bubbles happily when anyone watches his creation in use.

He might be a college freshman, instead of a man well past 50.

Nu-Screen is not basically new—more or less imperfect versions of the invention were installed in Pantages' theatres in California before the war, and in the Roxy in New York; one is still in use in a Sidney Lust house near Washington, D. C.

But inventor Hehn has continued to improve them. Today, he says, the period of improvement is over. He bubbles gleefully: "Gentlemen, this is everything. I cannot give you any more."

The staff of the Winter Garden Theatre on Broadway, where the latest version of Nu-Screen has recently been installed, are more than satisfied with what he has given them. It is a wide house, not originally planned for picture presentation, and its viewing angles are far from what they should be. "People used to move around during breaks, trying to shift from the side to the center of the theatre," one employe told an STR reporter. "Since the new screen was put in they don't want to move. They stay where they are."

Inventor Hehn's enthusiastic opinion as to the brightness of image and clarity of sound where Nu-Screen is used has been put to cold-blooded test by Eastman Kodak Company and Electrical Testing Laboratories. The former reports that with 33 foot candles projected upon the screen, its brightness ranges from 24 to 31 foot lamberts; with 32 foot candles (from the other projector) brightness is between 25 and 26 foot lamberts. Eastman Kodak rates average screen efficiency at 81.4%.

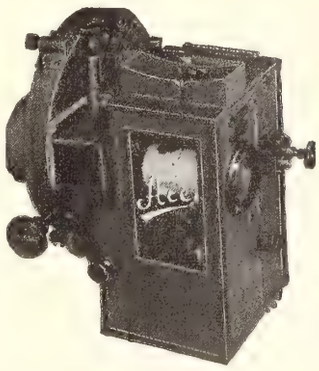
Electrical Testing Laboratories compared sound transmission through Nu-Screen with that obtained through a standard screen in the same theatre and found that the average difference for frequencies between 200 and 6,000 was 0.7 db. At most frquencies the difference was less than 3 db—that is, too small to be heard. The maximum difference at any frequency was plus 5.5 db—Nu-Screen transmitted that much more sound—at 4,000 cycles, as measured in the rear of the theatre.

Hehn will not explain how his screen works. The curvature is calculated separately for each theatre; the computation is elaborate, involving more than 200 manipulations. In consequence, he has prepared a chart, reference to which will tell him the correct curvature to use in any theatre when the seating area, screen area and projection angle are known. Other than this, and the fact that the curve is catenary, Hehn will not talk about his mathematics.



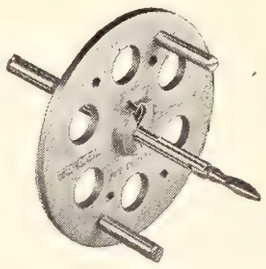
OTTO HEHN seated before a model of his invention, Nu-Screen.

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Export Firm Offers Engineering Service

Engineering consultant and buying service in motion picture equipment and electrical and electronic apparatus is now offered by the export house of K. Streuber, of 501 Madison Avenue, New York.

The three key men of the organization, through whom the new services will be extended to patrons, have a combined experience of 50 years in those apparatus fields. They are K. Streuber, Walter B. LaChicotte and Samuel C. Milbourne.

Building Notes

A new theatre, with bowling alleys and soda fountain as added attractions, has been opened by Mrs. and Mrs. C. K. Reisinger at Ickesburg, Pennsylvania.

Because of a Raytown, Missouri, historic connection with the old Santa Fe trail, a new 750-seat theatre to be built there by Fox Kansas City Corp. will be constructed in a typically Southwestern style of architecture. Walls inside and out will be stone and stucco, with timber trim. The house will be called El Zorro ("the fox" in Spanish). A parking area is to be provided at the rear.

Legendre-Trincher circuit of North and South Carolina has completed negotiations for a 70x100 foot plot in Charlotte, N. C. and will build a $75,000, 1,000-seat theatre on the site.

Griffith Theatres have purchased a $28,000 tract of ground for a new theatre to replace their present Mozark, Springfield, Missouri. The old theatre will eventually be remodeled into a Neberry chain store.

R. and W. Theatres, Inc., plan a new 600-seat theatre, complete with air conditioning and prepared to handle television, for construction on Pollard Street, Roanoke, Virginia. E. Paul Hayes of Roanoke is the architect.

The Grand Theatre, Paulding, Ohio, which was destroyed by fire on Labor Day, 1946, is being re-built. The new house, seating 750, is expected to be completed about the end of April.

Construction has begun on a new theatre for San Francisco Theatres, Inc. Located at the corner of Geary Boulevard and First Avenue, the house, to be known as the Ritz, will seat 1,400 persons. Ample space for stores will be included, and provisions have been made for a large parking lot. The Ritz will be the seventh unit in the company's chain.

Edward Durwood is redecorating and improving two of his theatres in downtown St. Joseph, Mo., and awaiting CPA permission for remodeling two others. A new marquee, redecoration and enlarged rest rooms are being given The Electric; new chairs and carpets have been ordered for The Missouri, and its rest rooms also are being enlarged. Subject to CPA permission the Orpheum will get a new front, larger rest rooms and redecoration; and the Crystal, currently closed, will be extensively modernized and air conditioned. Stanley Durwood, the owner's son, is taking over a large part of the responsibility in the operation of the theatres.

Intra-State Theatre Corporation, a Warner subsidiary, has acquired the Cook Auditorium in Medina, New York. No announcement has been made as to the new owners' plans for the structure, which was operated as a theatre some years ago but has since been dark.

Webb & Knapp, New York realty firm, have acquired the property at 1616-1630 Welton Street, Denver, Colorado, and plan to erect an ultra-modern motion picture theatre on the site.

The Keith Theatre in Indianapolis has been sold to a New York group at a reported price of $250,000.

C. J. Garber Co. of Indianapolis have been awarded a contract to build a new theatre in Wabash, Ind., to be called The Esquire.

Mr. and Mrs. Herbert Hoglan, formerly exhibitors in Cedar Rapids, Ia., have purchased property for the construction of a theatre in Genoa, O.

Right or Wrong?

(*See Page E-31*)

The National Board of Fire Underwriters' *Standards for Nitrocellulose Motion Picture Film* states (Section 181): "Film Shall Be in Containers.—All film shall be kept in closed containers except during the actual time it is being worked upon or examined."

All the film shown in the uppermost picture (except possibly for one reel, if that is actually being worked on) should have been inside an approved film cabinet, such as shown in the lower picture.



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9, 12 and 16-spring seat cushions, heavily padded backs, covered in the latest fabrics. Wide choice of fabrics and colors available.

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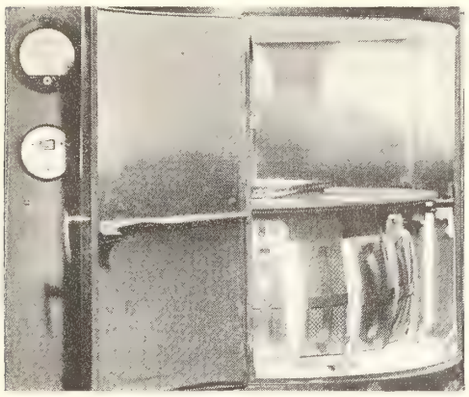
New York Sales Office
1560 Broadway

"Bodiform's" Cavalon Passes Severe Tests

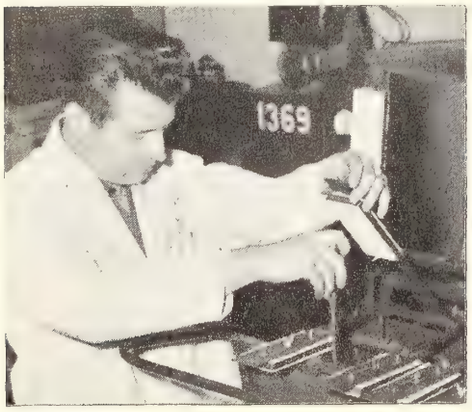
"Our tests are purposely severe, far more rigorous than the hardest actual wear," declares American Seating Company in describing the ruinous ordeal through which they put Cavalon upholstery, now used for most theatre chairs of the well-known Bodiform line.

"Two million cycles in the surface wear test . . . another forty thousand cycles in the edge-wear test. Cavalon survives these tests without appreciable wear."

Research and scientific development since the war have resulted in great improvement in Cavalon. Some of its most valuable characteristics include resistance to the effects of age, especially cracking; resistance to perspiration and high flexibility.



AGING TEST in which samples of Cavalon secured to strips revolve around violet ray lamp that produces the same deterioration as natural aging. Cavalon resists effectively.



WEAR TEST uses electrically operated pads to rub samples of Cavalon. Action is comparable to, but more destructive than, wear on a theatre chair seat.

Cavalon is also proved by exacting tests to be very satisfactory in resistance to "peeling" or separation of the coating from the fabric base.

Service contracts have recently been concluded by Altec Service Corporation with the Popkin Ringer Circuit, Los Angeles; Park Theatre, Tampa, Fla.; Center Theatre, Greenville, Miss.; Liberty Theatre, Chickamauga, Tenn.; Park Theatre, Cave Springs, Ga.; Island Theatre, Sicily Island, La.; Lake Theatre, Lake Arthur, La.; and Wake Theatre, Wake Forest, N. C.

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32-34 W. 60th St., New York 23, N. Y. President and Sales Manager: A. I. Kessler. Domestic Sales: Direct and through dealers. Foreign Sales: Direct and through dealers.

Nu-Screen Corp. E-33
1501 Broadway, New York 18, N. Y. President: Herman Gluckman.

Pro-Tex Reel Band Co. E-26
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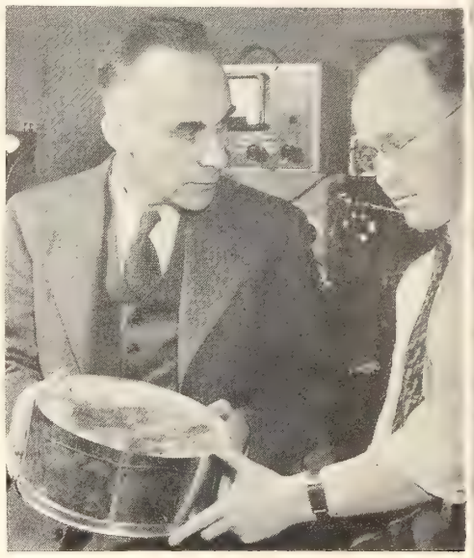
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Eastman Kodak Checks Atom Bomb Radiation

Atmospheric radioactivity during the 60 days following the Bikini atom bomb tests proved not serious enough to affect the photographic industry, Eastman Kodak Company has just announced.

The test explosion in New Mexico of the first of all atom bombs fogged camera film in Rochester New York. The effect was indirect; the film was packed in strawboard made after the New Mexico blast, and it is believed radioactive atoms from the bomb settled on the straw in Midwestern fields.

For the subsequent Bikini test blasts Eastman Kodak arranged "spot checks" in Hollywood, San Francisco, Hawaii, the Philippines and Australia. The results, now made public, indicate that "at that distance" fission products of a single bomb are harmless.



ATOM BOMB RADIATION DETECTOR used by Eastman Kodak is nothing but an open container of absorbent cotton. These containers were exposed to the dust of the air for 60 days, after which the contents were burnt and the ash tested for radioactivity. One of the most sensitive tests, the company declares, is direct contact between the suspected material and unexposed film. Shown here holding the contaminated cotton are Dr. Julian H. Webb (left) and William C. York, of Kodak Research Laboratories.

The Kodak announcement adds: "many scientists believe that most of the material from such an atomic explosion goes high into the atmosphere and is deposited on the earth more or less uniformly over a period of years."

ALL-STEEL ADJUSTABLE PLATFORMS that can be cranked up to a height of 15 feet or collapsed to pass through a door 6 ft. 8 inches high are a product of Economy Engineering Co. An aluminum extension frame permits adjustment to heights up to 19 feet. The frame is equipped with rubber bumpers to prevent accidental injury to walls or other obstructions. The platform when raised stands solidly on sturdy feet, but when it is lowered for moving the feet are automatically raised, freeing rubber-tired wheels to transport it. The unit is said to maintain a 300-pound load with perfect safety.

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STUDIO ROUNDUP

Koster Voices Opposition to Current Studio Trend Of Sending Troupes on Location for Authenticity; Columbia Leads Production Front With 8 Pictures

Henry Koster, Hollywood director, voiced opposition last week to the ever-growing trend of sending troupes to remote areas of the nation to film authentic locales. Local actors, Koster insisted, do a better job than people picked up elsewhere; there is no logic, he said, in going after these faraway "types" because California offers a great variety of types from all parts of the nation. The added costs of such location trips, he pointed out, is another factor that makes them unwarranted. Meanwhile, in Hollywood, those comparatively few films that were still being filmed some place other than Tucson, London or New York were viewed by Barkers and their wives attending the annual Variety Clubs convention. Studios were filled with visiting Variety Club people.

'Whiplash' Nears Completion

Sid Tomack, comic young character actor who specializes in bartender, taxi-driver and racehorse tout portrayals, was signed by Producer Milton Sperling for his United States picture, "Ever the Beginning," at Warner Bros. "Whiplash" went into its final stages of shooting with fight sequences; 24 boxers and 15 trainers were there for the gym scenes. Cameraman Pev Marley (Linda Darnell's husband) had five cameras rolling as Dane Clark and Tommy Garland squared off in the first ring battle of the film.

Cleatus Caldwell was handed the role of an Indian maiden in the Dennis Morgan-Jack Carson starrer, "Two Guys from Texas." She is part Cherokee and is Oklahoma-born. Polly Burson, world's champion trick rider, was given a featured spot in the all-girl rodeo sequence.

3 Films Shooting at UA

United Artists has three films rolling, including Enterprise's "They Passed This Way." Shooting at the Enterprise lot will get under way next week, following the Gallup, New Mexico, location, now working. Sam Bischoff's "Intrigue" went into its second month before the lenses, with Edwin Marin directing. James Wong Howe, prize-winning cameraman, is behind the lenses for William Cagney Productions' "The Time of Your Life," shooting at the General Service Studios.

'Tap Roots' Ready to Go

Boris Karloff and Ward Bond were signed by Walter Wanger for top roles in the Technicolor production, "Tap Roots," which co-stars Van Heflin and Susan Hayward for Universal-International release. Karloff will portray an Indian in James Street's novel of the aftermath of the Civil War. Bond will enact the part of Miss Hayward's father. Frank Wilson was taken from the cast of "Anna Lucasta," stage play, and will make the trek with the company to Asheville, N. C. Curley Linden, cameraman, was borrowed from Paramount for the picture.

U-I started "Ride the Pink Horse" May 19 at the studio, the company having returned from Santa Fe, New Mexico, after obtaining authentic atmosphere shots with several hundred residents of the New Mexico capital participating. (This is the sort of procedure which Koster is protesting.)

Newman Readies Score

Alfred Newman, 20th Century-Fox music director, is at work composing the score for the Tyrone Power starrer, "Captain from Castile." He will also conduct the orchestra for the "Forever Amber" score, which David Raskin is writing.

Director John M. Stahl started shooting on the three-day Harrow housewarming sequence in "The Foxes of Harrow." The setting for the scene took up the entire footage of a stage and included every member of the cast. In addition, 50 bit and extra players and a six-piece orchestra were used.

'Driftwood' Starts at Republic

Associate Producer Allan Dwan began filming Republic's comedy romance, "Driftwood," May 12. He is also directing the top-budgeteer, starring Walter Brennan, Ruth Warrick, Dean Jagger, Charlotte Greenwood and Natalie Wood. Supporting cast is headed by H. B. Warner, Jerome Cowan, James Bell, and Margaret Hamilton. The picture, which is adapted from an original story by Mary Loos and Richard Sale, marks Dwan's fourth production for the Yates outfit. Dick Moder is assisting him in the direction.

Republic is also currently shooting two color films, Roy Rogers' "On the Old Spanish Trail," in Trucolor, and "The Red Pony," a Charles K. Feldman-Lewis Milestone Group Production, in Technicolor. The initial "Famous Western," starring Allan "Rocky" Lane was completed last week; it is called "The Wild Frontier."

Goldwyn Signs Youngster

Karolyn Grimes, five-year-old actress, was signed for a featured role in Samuel Goldwyn's "The Bishop's Wife," as the daughter of Loretta Young and David Niven. Henry Koster, the man who spoke against so much locationing, is directing this film for RKO release.

Otherwise, RKO has "Mourning Becomes Electra," "Memory of Love" and "Return of the Bad Men" going.

PRC Finishes Western

Producers Releasing Corporation [illegible] of the first studios in town to give members of the [illegible] Actors Guild [illegible] pay raise. [illegible] Producers, acceding to requests by SAG. The film, an Eddie Dean western, "The Fighting Lawman" was finished this week, with members of the cast benefiting from the pay raise.

Carroll to London for Role

A cablegram to Hal Wallis in London last week brought Leo G. Carroll, an English-born actor, an important role in "So Evil My Love," the Paramount picture which Wallis is producing in England. Carroll cabled Wallis that he was readying himself for a visit "home" and asked the producer if there was a spot open in the film that stars Ray Milland, Ann Todd and Geraldine Fitzgerald. The answer came back that the part of Miss Fitzgerald's husband in the romantic mystery would be awaiting him on his arrival. Carroll therefore sailed from New York May 24 for his native land, where the film is shooting at Denham Studios under Lewis Allen's direction.

Zamah Cunningham, Broadway actress, became the fourth stage personality to leave New York for "Dream Girl," starring Betty Hutton and Macdonald Carey. She reported last week to Producer P. J. Wolfson and Director Mitchell Leisen.

Bill Thomas used 63 bit players and extras for nightclub scenes in the Pine-Thomas "Big Town After Dark" production.

Rose Hobart Back to MGM

Rose Hobart returned to Metro-Goldwyn Mayer after an absence of four years when she was assigned the role of a discontented society woman in "Cass Timberlane."

Gene Kelly has done virtually everything in and out of the book for "The Pirate," including walking a tightrope, leaping six feet from one balcony to another, using a horsewhip to tame a fierce animal. But the best is to come this week when Gene must deliver a lengthy speech while standing astride two moving horses!

Crashing studio gates has been done many ways, but the case of pretty DaLonne David is truly different. She was *invited* to MGM several weeks ago to see an audience-reaction test of "Green Dolphin Street." She was invtied back to the studio for an interview and, from it, won her first screen role, with Wallace Beery in "Alias a Gentleman." John Qualen was another cast addition, to play Wallie's sidekick. Best of all, though, is the promise that Beery is keeping to his daughter, Carol Ann. Twelve years ago he promised her an opportunity to make good as an actress if, in later years, she chose drama as a profession. She gets her first "grown-up" chore as an attractive society miss.

All the Harris Family Works

[illegible] in the entire family working. He has his own radio show besides the Jack Benny airer, and co-stars with his wife, Alice Faye, and their two daughters. Now, Phil's father, Harry Har-

STUDIO NEWS & PROGRAM NOTES

James Dunn Begins 'Killer McCoy' Tests at MGM; Glenda Farrell Returns for Role in 'Double Take'

Anna Q. Nilsson, star of the silent film era, has been added to the cast of "It Had To Be You," *Ginger Rogers-Cornel Wilde* starrer which is being co-directed at Columbia by Producer *Don Hartman* and *Rudolph Mate.* Miss Nilsson was cast in the role of a saleswoman in a dress shop.

Rotund *Billy Gilbert* will be *Frank Sinatra's* dueling partner in "The Kissing Bandit." The veteran comedian has been assigned the important role of General Toro in the Technicolor musical now before the cameras at MGM with Sinatra and *Kathryn Grayson* in starring roles.

Gus Talon, stand-in for *Barry Fitzgerald,* was signed for the part of a bartender in Paramount's "Whispering Smith," outdoor Technicolor action drama starring *Alan Ladd* and *Robert Preston,* which *Leslie Fenton* directs.

William Elliott and *Joseph Schildkraut* have been given the leading male roles in Republic's "Monterey," story of early California before the gold rush and during the days of its occupation by the Spanish. Much of the film will be shot near Monterey and in the High Sierras.

James Flavin will have an important supporting role, that of the carnival owner, in 20th-Fox's Tyrone Power starrer, "Nightmare Alley," which *Edmund Goulding* will direct for Producer *George Jessel.*

Isabel Jewell will return to the screen for a featured role as a young mother in *Samuel Goldwyn's* "The Bishop's Wife." Also signed for the *Cary Grant, Loretta Young, David Niven* starrer was child star *George Nokes,* who will portray Miss Jewell's son. *Henry Koster* directs for RKO release.

Character actor *Hugo Haas* has been set for the role of the heavy in *Milton Sperling's* third United States Picture for Warners' release, "Ever the Beginning," starring *Lilli Palmer* and *Dane Clark,* with *Elliott Nugent* directing.

Following a two-year absence from the screen, *Glenda Farrell* has been signed by Cornell Pictures to play an important role in "The Double Take," mystery thriller with *Franchot Tone, Janet Blair, Janis Carter* and *Adele Jergens* in the leads, which is now in production at Columbia.

Kane Richmond, who recently completed a featured role in support of *Anthony Quinn* in Allied Artists' "Black Gold," signed a new extended-term contract with Monogram, calling for a minimum of two pictures per year.

Reginald Owen will portray a bald-headed business tycoon in "If Winter Comes," starring *Walter Pidgeon* and *Deborah Kerr. Victor Saville* will direct and *Pandro S. Berman* produce. The MGM picture will feature *Angela Lansbury, Janet Leigh, Binnie Barnes* and *Rhys Williams.*

Jimmy Lydon was signed by *William Cagney* for a featured role in the screen adaptation of *William Saroyan's* "The Time of Your Life." Lydon is best known for his portrayal of the title role in the Henry Aldrich series.

Eric Blore, British character comedian, will resume his role of Jamison in Columbia's "The Lone Wolf in London," with *Gerald Mohr* repeating the title role. Blore will be playing the part of the "gentleman's gentleman" for the eleventh time in the series. *Ted Richmond* and *Robert Cohn* co-produce.

James Dunn checks into MGM for the first time in thirteen years, to begin wardrobe and make-up tests for "Killer McCoy," in which he will portray *Mickey Rooney's* father.

Percy Kilbride was signed by Universal-International for a role in the *Dan Duryea, Yvonne De Carlo, Edmond O'Brien* starrer, "Black Bart," which *George Sherman* will direct for Producer *Leonard Goldstein.* This will be Kilbride's first western, in which he plays a hard-riding, straight-shooting desperado.

Rita Johnson was signed as first featured feminine lead in "Sleep, My Love," the *Pickford-Rogers-Ralph Cohn* Triangle Production which will co-star *Claudette Colbert, Robert Cummings* and *Don Ameche. Douglas Sirk* will direct the film which begins late this month for UA release.

Harry Hayes Morgan, one-time vice-consul for the United States to various European capitals, has been set to play *Errol Flynn's* tailor in the *Ann Sheridan* co-starrer, "Silver River," which *Raoul Walsh* is directing and *Owen Crump* producing for Warners.

Norman Lloyd has been named associate producer on the *Charles K. Feldman-Lewis Milestone* production of *John Steinbeck's* "The Red Pony." Lloyd, formerly under contract to MGM as an actor, appeared in "A Letter for Evie" and "The Beginning or the End," and later assisted Milestone in production duties of "Arch of Triumph." The Technicolor film, which will star *Myrna Loy* and *Robert Mitchum* with *Louis Calhern,* is now in production at Republic.

Pat Garret III, grandson of the famed U. S. marshal of the latter 19th Century, has been signed by Enterprise Producer *Harry Sherman* to play an assistant to *Charles Bickford* in "They Passed This Way." Bickford portrays the original Garret.

Rampart and Goldwyn Cancel Fontaine Deal

Due to the indefinite postponement of production on Samuel Goldwyn's "Earth and High Heaven," the deal whereby Rampart Productions, Inc. was to have loaned Joan Fontaine for the feminine lead, with production scheduled to commence in August, has been called off by mutual agreement between Goldwyn and Rampart.

Following her role in Universal-International's Technicolor production, "Thunder on the Hill," Miss Fontaine will appear in either "Letters From an Unknown Woman" or "Possession," both Rampart productions for U-I release.

Next Hale Western Set

"Under Colorado Skies," an original story by Louise Rousseau, has been scheduled as the next in Republic's series of Trucolor musical westerns starring Monte Hale and Adrian Booth, and has been given a June 9 starting date. R. G. Springsteen has been assigned to direct for Associate Producer Mel Tucker.

Morocco Location for Foreign Legion Film

France and America joined forces for the filming of a dual cast movie when Producer Sam Bischoff concluded a deal with the Societe Nouvelle Pathe Cinema of Paris to film jointly "Adventure in Morocco," a story of the French Foreign Legion, on location in French Morocco.

An American cast and director, yet to be chosen, will leave Hollywood before the first of September and will start shooting in Morocco on September 15. The location troupe will work closely with the French Foreign Legion which has authorized the production and which will aid materially in supplying locations and physical atmosphere for the film on their activities. At the same time a French cast will arrive from Paris to work under the same American director in filming a simultaneous French version of the picture.

George Bricker has already been signed by Bischoff to write the screenplay for the American version based on the original French novel by J. N. Ermolieff.

Two More Features On Mooney Schedule

Two new features added last week to the production schedule of Martin Mooney at Columbia, both of them adventure yarns with exotic settings, raised to five the total number of pictures he has in preparation. The new pictures on the Mooney slate are "Martinique" and "Port Said." Irwin Franklyn was set to develop the original story for the former, and Louis Pollock for the latter.

First production for Mooney will be "Devil Ship," on which the screenplay has been completed. He also has writers working on "The Hi-Jackers" and "I Shoot the News." Meanwhile he has also dropped two tentative assignments from his slate: "Delinquency" and "End of Devil's Island."

Enterprise Buys New Feuchtwanger Novel

Enterprise Studios has purchased from galleys Lion Feuchtwanger's forthcoming novel, "Proud Destiny," following spirited industry bidding. Purchase price of the 1150-page romantic novel was over $350,000. Lewis Milestone will produce and direct the film for Enterprise.

"Proud Destiny" will be Milestone's first production for Enterprise under his new contract. A major screenwriter will shortly be signed to do the script.

Lesser, Rossen form New Production Company

A new production company has been organized by Sol Lesser and Robert Rossen, in which Rossen will officiate as writer-director.

Rossen, who recently completed "Body and Soul" and "Johnny O'Clock," has already established offices with the Lesser organization at RKO Pathe Studio and has begun preparation on his first production.

Set to Write Screenplay

Henry and Phoebe Ephron have been set by Warner Bros. to write the screenplay for Norman Krasna's Broadway hit, "John Loves Mary," which Jerry Wald will produce for the studio.

Studio Roundup

(*Continued from Page 39*)

ris, has been signed for Monogram's "A Guy Named Joe Palooka." Jack Roper, Joe Glick, Johnny Indrisano, Georgie Goodman, Rito Punay and Tommy Goodman, all pro boxers, started work in the film for gym scenes.

Columbia Most Active Studio

Of all the studios, Columbia is the most active on the current production front. Eight films are rolling, by far the top record, and an outstanding achievement in shooting in these days of retrenchment. Just before he started his first independent production, Gene Autry hosted Variety Club members at a huge luncheon in Los Angeles. Two chartered transport planes took off with cast and crew of "The Last Roundup," Gene's film for Columbia release, on May 17. Two weeks of location shooting were scheduled at Tucson, Arizona. Passenger list numbered 65 men and women and one horse — Autry's mount, "Champion, Jr." The company shot at the studio for two days prior to the planes' takeoff. Mark Daniels won the role of a wealthy young man who is Autry's rival for Jean Heather's affections. The Texas Rangers, radio Western octet, were also lined up. The picture got its title when Armand Schaefer, president of Gene Autry Productions, obtained the rights to the famous old ballad, composed by Billy Hill. Bobby Blake, child actor who plays "Little Beaver" in the Red Ryder series, will play an Indian boy in "The Last Roundup." This is the first of eight Western musicals starring Autry to be made during 1947-48.

Billy Bevan, veteran film comic whose career dates back to Mack Sennett days, was placed as a comedy butler in "It Had to Be You." Producer Don Hartman, who is also co-directing with Rudolph Mate, used 255 dress extras for three successive days in three different wedding scenes.

Virginia Hunter was assigned as Charlie Starrett's leading lady in "Buckaroo from Powder River," first in the 1947-48 series of "Durango Kid" Westerns. This one began May 19, with Smiley Burnette again co-starring with Starrett. Ray Nazarro, who recently returned from China, is directing, and Colbert Clark produces.

High winds prevented the completion of the ill-fated fire sequences in "The Man from Colorado." As soon as the county fire warden deemed it safe, shooting was expected to resume on this Technicolor action-drama.

Three directors are currently working on Sam Katzman's "The Prince of Thieves." Max Nosseck is directing Jon Hall, and supporting players Patricia Morison, Adele Jergens and the rest of the cast; Howard Bretherton is directing action scenes at Corrigan's Ranch; and Derwin Abrahams is shooting silent footage at the Baldwin Estates.

"The Lone Wolf in London" has also started. Ted Richmond and Robert Cohn are co-producers of the film, which features Gerald Mohr in the title role and Nancy Saunders. Leslie Goodwins directs.

Mexican Crew Works for E-L

Eagle-Lion is giving employment to a large number of Mexican people in "Adventures of Casanova," now shooting in Mexico City. The picture's director is Roberto Gavaldon; assistant, Charles Cabello; art director, Al Ybarra; and a host of technicians and players. At the Hollywood lot, "A Texas Story" moved into its fourth week, with James Craig, Johnnie Johnston, Lynn Bari, Una Merkel, Sara Allgood, Harry Davenport and Wally Ford.

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FEATURE Booking GUIDE

TITLE INDEX

Listed in the following index are titles of features (exclusive of western series releases) with name of the distributor following the title. For data as to running time, stars, etc., refer to title under distributor company listings.

A

Title	Company
Abie's Irish Rose	UA
A Boy, a Girl, and a Dog	FC
Accomplice	PRC
Adventure for Two	Misc.
Adventures of Don Coyotes	UA
Adventures of Casanova	E-L
Adventuress	EL
Affairs of Geraldine	Rep.
A Guy Named Joe Palooka	Mono.
A Lady Surrenders	Univ.
Albuquerque	Para.
Alexander's Ragtime Band	20th-Fox
Alias A Gentleman	MGM
A Likely Story	RKO
Alias Mr. Twilight	Col.
A Miracle Can Happen	UA
Angel and the Badman	Rep.
Adventuress, The	Eagle-Lion
Angel and Sinner	Misc.
Angel on My Shoulder	UA
Anna and the King of Siam	20th-Fox
Apache Rose	Rep.
Arch of Triumph	Ent.
Arnelo Affair	MGM
Assigned to Treasury	Col.
As You Desire Me	MGM
A Texas Story	E-L
Atlantis	UA
A Yank in Rome	Misc.

B

Bachelor and the Bobby-Soxer	RKO
Bachelor's Daughters	UA
Backlash	20th-Fox
Banjo	RKO
Barber of Seville	Misc.
Battle for Music	Misc.
Beast With Five Fingers	WB
Beat the Band	RKO
Beauty and the Bandit	Mono.
Bedelia	EL
Before Him All Rome Trembled	Misc.
Beginning of the End	MGM
Bellman, The	Misc.
Bells of San Angelo	Rep.
Bells of San Fernando	SGP
Below the Deadline	Mono.
Best Years of Our Lives	RKO
Betty Co-Ed	Col.
Beware	Astor
Beware of Pity	Misc.
Beyond Tomorrow	Astor
Big Sleep	WB
Bill and Coo	Rep.
Birds and the Bees, The	MGM
Big Clock, The	Para.
Big Town	Para.
Big Town After Dark	Para.
Birth of a Star	Astor
Bishop's Wife, The	RKO
Black Angel	Univ.
Black Beauty	20th-Fox
Black Gold	Allied
Blackmail	Rep.
Blaze of Noon	Para.
Blind Spot	Col.
Blonde Alibi	Univ.
Blondie Knows Best	Col.
Blonde for a Day	PRC
Blondie in the Dough	Col.
Blondie's Big Moment	Col.
Blondie's Holiday	Col.
Blue Skies	Para.
Bob, Son of Battle	20th-Fox
Body and Soul	UA
Bohemian Girl	FC
Boomerang	20th-Fox
Boston Blackie and the Law	Col.
Born to Kill	RKO
Born to Speed	PRC
Bowery, The	20th-Fox
Boys' Ranch	MGM
Brasher Doubloon	20th-Fox
Brief Encounter	Univ.
Bringing Up Father	Mono.
Broadway Limited	Favorite
Brute Force	Univ.
Brute Man	PRC
Buckaroo From Powder River	Col.
Buck Privates Come Home	Univ.
Buffalo Bill Rides Again	SGP
Bulldog Drummond at Bay	Col.
Bulldog Drummond Strikes Back	Col.
Bury Me Dead	PRC
Bush Pilot	SGP

Features and western series pictures are listed alphabetically by title under name of distributor. (Consult TITLE INDEX *for distributor of pictures known only by title.) Numerals at left of titles indicate* PRODUCTION *or* BLOCK NUMBER, *(SP in this column indicates Special release sold separately), those at extreme right give publication date of Advance Data: a; or Box-Office Slant: b. Asterick following title indicates color photography with adjoining letter giving name of type of color thus: *T: Technicolor, *C: Cinecolor, *M: Magnacolor, *U: Trucolor, *V: Vitacolor. Audience Classification is indicated by letters following titles: A—Adult; F—Family. Letters and combinations thereof in parenthesis indicate type of story in accordance with following key:*

(B) *Biographical*	(C) *Comedy*
(D) *Drama*	(Doc) *Documentary*
(G) *Gangster*	(M) *Musical*
(H) *Horror*	(W) *Western*
(My) *Mystery*	(Wa) *War*

ALLIED ARTISTS

Prod. No.	CURRENT		Run Time Mins.	Rel. Date	See Issue of
1	It Happened on Fifth Avenue (C)F	Gale Storm-Don DeFore	115	4/19/47	b2/8/47
	COMING				
	Black Gold	A. Quinn-K. deMille-E. Knox		8/1/47	
	Gangster, The	Belita-B. Sullivan-J. Lorring		9/1/47	
	Hunted, The	Belita-P. Foster			
	Tragic Symphony	Frank Sundstrom-Audrey Long		Nov. '47	a4/26/47

ASTOR PICTURES

	Beware (M)F	Louis Jordan-Frank Wilson	55		b6/22/46
Sp.	Birth of a Star	Danny Kaye	38		New Release
Sp.	Caldonia	Louis Jordan & Band	28		New Release
	Flying Deuces, The	Stan Laurel-Oliver Hardy		10/10/46	Reissue
	Gentleman From Arizona	John King-Joan Barclay	70½		Reissue
	Her Enlisted Man (CD)	Barbara Stanwyck-Robt. Young	70		Reissued
	I Cover the Waterfront (D)	Claudette Colbert	80		Reissued
	Jimmy Steps Out	J. Stewart-P. Goddard	89		Release
	Let 'em Have It (G)	Bruce Cabot-Virginia Bruce	70		Reissued
	Little Men	Oakie-Francis-Bancroft	83		Release
	Second Chorus	Fred Astaire-Paulette Goddard		11/18/46	Re-release
	Silver Devil (D)F	H. Gibson-Stephin Fetchit	62		Remake
	Sky Devils (C-D)	Spencer Tracy	88		Reissued
	Thunder in the City	Edw. G. Robinson	81		Reissued

COLUMBIA — Current 1945-46

	Gallant Journey (D)F	Glenn Ford-Janet Blair	86	9/24/46	b9/7/46
	It's Great to Be Young (M-C)F	L. Brooks-R. Stanton-J. Donnell	68	9/12/46	b11/23/46
	Personality Kid	Anita Louise-Michael Duane	86	8/8/46	a5/23/46
	Shadowed	Anita Louise-Robert Scott	70	9/26/46	
	Thrill of Brazil, The (W)F	E. Keyes-Keenan Wynn-A. Miller	91	9/30/46	b9/14/46
	CURRENT 1946-'47				
828	Alias Mr. Twilight (D)A	Michael Duane-Trudy Marshall	69	12/19/46	b12/28/46
824	Betty Co-Ed (C)F	J. Porter-W. Mason-S. Mills	71	11/28/46	b11/23/46
	Blind Spot (My)A	Chester Morris-Constance Dowling	73	2/6/47	a11/2/46
807	Blondie's Big Moment (C)F	P. Singleton-A. Lake-A. Louise	69	1/9/47	b12/14/46
	Blondie's Holiday (C)F	Arthur Lake-Penny Singleton	67	4/10/47	b3/1/47
806	Blondie Knows Best (C)F	Penny Singleton-Arthur Lake	70	10/17/46	b9/21/46
822	Boston Blackie and the Law (My)F	Chester Morris-Trudy Marshall	69	12/12/46	b11/16/46
	Cigarette Girl (C)A	L. Brooks-J. Lloyd-J. Barton	67	2/13/47	b2/15/47
816	Crime Doctor's Man Hunt (My)F	Warner Baxter-Ellen Drew	60	10/24/46	b9/21/46
830	Dead Reckoning (D)A	Humphhrey Bogart-Lizabeth Scott	99	Feb. '47	b1/4/47
	For the Love of Rusty	T. Donaldson-T. Powers-A. Doran	69	5/1/47	
	Framed (D)A	Glenn Ford-Janis Carter	82	April '47	b3/8/47
	Guilt of Janet Ames, The (D)A	Rosalind Russell-Melvyn Douglas	83	April '47	b3/8/47
	Gunfighters, The *C	Randolph Scott-Dorothy Hart			
	Johnny O'Clock (D)A	Dick Powell-Evelyn Keyes	86	Mar. '47	b1/4/47
	Jolson Story, The *T (D-M)F	L. Parks-E. Keyes-W. Demarest	128	Jan. '47	b9/21/46
	King of the Wild Horses (D)F	Preston Foster-Gail Patrick	79	3/27/47	b3/29/47
	Last of the Redmen	J. Hall-M. O'Shea-E. Ankers			
823	Lone Wolf in Mexico (My)A	Gerald Mohr-Eric Blore-Sheila Ryan	70	1/16/47	b12/28/46
	Millie's Daughter (D)F	Gladys George-Paul Campbell	71	3/20/47	b2/15/47
832	Mr. District Attorney (My)A	Dennis O'Keefe-M. Chapman	81	Feb. '47	b12/28/46
829	Return of Monte Cristo (D)F	L. Hayward-G. Macready-U. O'Connor	91	Dec. '46	b11/23/46
818	Secret of the Whistler (My)A	Richard Dix-Leslie Brooks	65	11/7/46	b11/2/46
804	Singin' in the Corn (C-M)F	Judy Canova-Allen Jenkins	66	12/26/46	b11/16/46
805	So Dark the Night (D)A	Stephen Geray- Micheline Cheirel	71	10/10/46	b9/14/46
	The Thirteenth Hour (My)A	Richard Dix-Karen Morley	65	3/6/47	b2/15/47
	COMING				
	Assigned to Treasury	Dick Powell-Maylia			
	Blondie in the Dough	P. Singleton-A. Lake-L. Simms			
	Bulldog Drummond at Bay (My)A	Ron Randell-Anita Louise	70	5/15/47	b4/19/47
	Bulldog Drummond Strikes Back	Ron Randell-Gloria Henry			
	Corpse, Came C.O.D., The	G. Brent-J. Blondell-A. Jergens		5/31/47	a1/11/47
	Down to Earth *T	Rita Hayworth-Larry Parks			a7/13/46
	Girl from Shanghai, The	Rita Hayworth-Orson Welles			a4/12/47
	It Had to Be You	Ginger Rogers-Cornel Wilde			
	Keeper of the Bees	Gloria Henry-Michael Duane			
	Key Witness	John Beal-Trudy Marshall			
	Little Miss Broadway	Jean Porter-John Sheldon	69	6/19/47	
	Lone Wolf in London	Gerald Mohr-Nancy Saunders			
	Man From Colorado, The	Glen Ford-Ellen Drew-William Holden			
	Millerson Case, The	Warner Baxter-N. Saunders		5/29/47	
	My Awful Wife	F. Tone-L. Ball-E. E. Horton			
	Prince of Thieves	Jon Hall-Patricia Morrison-A. Jergens			
	Smoky River Serenade	P. Campbell-R. Terry-Hoosier Hot Shots			
	Son of Rusty	T. Donaldson-T. Powers-A. Doran			
	Sport of Kings	Gloria Henry-Paul Campbell	68	6/26/47	
	Sweet Genevieve	Jean Porter-Jimmy Lydon			
	Swordsman, The	Larry Parks-Ellen Drew-G. Macready			a1/4/47
	The Last Round-Up	Gene Autry-Jean Heather			
	Three Were Thoroughbreds *T	R. Young-M. Chapman-W. Parker			a1/11/47
	Two Blondes and a Redhead	J. Porter-J. Lloyd-J. Clark			

COLUMBIA (Continued)

Prod. No.			Run Time Mins.	Rel Date	See Issue of
	Westerns (Current)				
863	Fighting Frontiersman (W-M)F	Charles Starrett-Smiley Burnette	61	12/19/46	b11/9/46
	Heading West (WM)F	Charles Starrett-Smiley Burnette	54	8/15/46	b8/24/46
	Law of the Canyon	Charles Starett-Smiley Burnette		4/24/47	
861	Landrush (W)F	Charles Starrett-Smiley Burnette	54	10/17/46	b9/21/46
	Lone Hand Texan, The (W-M)F	Charles Starrett-Smiley Burnette	54	3/6/47	b3/1/47
854	Lone Star Moonlight	K. Curtis-J. Barton-G. Kibbee	67	12/12/46	
	Over the Sante Fe Trail (W-M)F	Ken Curtis-Jenifer Holt	63	2/13/47	b2/15/47
	Singing on the Trail (W)F	K. Curtis-J. Barton-G. Kibbee	58	9/12/46	b1/18/47
	South of the Chisholm Trail (W)F	Charles Starrett-Smiley Burnette	58	1/30/47	b2/1/47
862	Terror Trail (W)F	Charles Starrett-Smiley Burnette	55	11/21/46	b11/2/46
	Westerns (Coming)				
	Buckaroo From Powder River	Charles Starrett-Smiley Burnette			
	Prairie Raiders	Charles Starrett-Smiley Burnette	54	5/29/47	
	Riders of the Lone Star	Charles Starrett-Smiley Burnette			
	Stranger From Ponca City	Charles Starrett-Smiley Burnette			
	Swing the Western Way	J. Leonard-M. Dugan-Hoosier Hot Shots		6/26/47	

EAGLE-LION

	CURRENT				
	The Adventuress (Reviewed in London under title "I See A Dark Stranger")	Deborah Kerr-Trevor Howard	93	3/17/47	7/13/46
	It's a Joke, Son (C)F	Kenny Delmar-Una Merkel	62	1/25/47	b1/25/47
	Bedelia (D)A	Margaret Lockwood-Ian Hunter	90	2/1/47	b6/3/46
	Lost Honeymoon (C)A	Franchot Tone-A. Richards-T. Conway	71	3/29/47	b3/15/47
	COMING				
	A Texas Story	J. Johnston-J. Craig-L. Bari			
	Adventures of Casanova	A. deCordova-L. Bremer-T. Bey			
	Caravan	Stewart Granger-Jean Kent			
	Green for Danger (My)A	Sally Gray-Trevor Howard	91	Rank	b12/14/46
	Love From a Stranger	J. Hodiak-S. Sidney-A. Richards			
	Out of the Blue	G. Brent-V. Mayo-T. Bey			
	Repeat Performance	Joan Leslie-L. Hayward-R. Basehart			a3/8/47

FAVORITE FILMS CORP.

	Broadway Limited	Dennis O'Keefe-V. McLaglen	74	1/1/47	Reissue
	Captain Caution (D)A	V. Mature-A. Ladd-L. Carrillo	86	8/1/46	Reissue
	Captain Fury (D)A	B. Aherne-V. McLaglen-P. Lukas	88	8/1/46	Reissue
	Daring Desperados	I. Lupino-L. Carrillo-N. Martini		May '47	Reissue
	Housekeeper's Daughter (C)A	J. Bennett-V. Mature-A. Menjou	79	10/1/46	Reissue
	Of Mice and Men (D)A	B. Meredith-Betty Field-L. Chaney, Jr.	105	12/1/46	Reissue
	One Million B. C. (D)A	V. Mature-C. Landis-L. Chaney, Jr.	79	10/1/46	Reissue
	Road Show	C. Landis-J. Hubbard-A. Menjou	86	Mar. '47	Reissue
	Sea Bandits	D. Morgan-Steffi Duna		May '47	Reissue
	There Goes My Heart	Frederic March-Virginia Bruce	82	Mar. '47	Reissue
	Topper Takes Trip	C. Bennett-R. Young-A. Mowbray	79	Feb. '47	Reissue
	Topper Returns	O'Keefe-Landis-Blondell-Young	87	Feb. '47	Reissue

FILM CLASSICS

	CURRENT				
	A Boy, a Girl, and a Dog (D)F	Jerry Hunter-Sharyn Moffett	88		b8/3/46
	Devil to Pay	R. Colman-L. Young-M. Loy	74		
	Dodsworth (D)A	Walter Huston-Mary Astor	101	8/1/46	
	North Star	Anne Baxter-Dana Andrews	109		
	Palmy Days	Eddie Cantor-George Raft	80		
	Return of the Scarlet Pimpernel	B. Barnes-J. Mason-S. Stewart	81		
	Scarlet Pimpernel, The	Merle Oberon-Leslie Howard	98		
	Stella Dallas	J. Boles-R. Stanwyck-A. Shirley	107		
	The Thief of Bagdad	Sabu-Conrad Veidt-June Duprez	109		
	Unholy Garden	R. Colman-Fay Wray	77		
	Westerner, The	G. Cooper-D. Davenport-W. Brennan	102		
	Woman Chases Man	Miriam Hopkins-Joel McCrea	70		

METRO-GOLDWYN-MAYER

Group No.					
	CURRENT				
	Beginning Or the End, The (D)F	B. Donlevy-R. Walker-G. Tearle	112	Mar. '47	b2/22/47
	Cockeyed Miracle (C)A	K. Wynn-F. Morgan	81	Oct	b7/20/46
17	Courage of Lassie *T (D)F	Elizabeth Taylor-"Lassie"	93	Aug	b6/11/46
17	Faithful in My Fashion (C)F	Donna Reed-Tom Drake	81	Aug	b6/15/46
	Gallant Bess *C (D)F	Marshall Thompson-Jim Davis	99	Jan. '47	b9/7/46
	Great Waltz, The (M)F	L. Rainer-F. Gravet-M. Korjus	110	May	Reissue
	Holiday in Mexico *T (M)F	W. Pidgeon-I. Massey-J. Powell	127	Sept	b7/27/46
	It Happened at the Inn	Fernand Ledoux-Maurice Rollin	103	April '47	a9/21/46
	Lady in the Lake (My)A	Robert Montgomery-Audrey Totter	103	Jan. '47	b11/30/46
	Little Mister Jim (C)F	James Craig-Frances Gifford	92	April '47	b6/8/46
	Love Laughs at Andy Hardy (C)F	M. Rooney-B. Granville-D. Ford	93	Feb.	b12/7/46
	Mighty McGurk, The (C)F	Wallace Beery-Aline McMahon	85	Jan. '47	b11/23/46
	My Brother Talks to Horses (C-D)F	Butch Jenkins-Peter Lawford	93	Jan. '47	b11/30/46
	No Leave, No Love (CM)F	V. Johnson-P. Kirkwood-K. Wynn	119	Oct	b8/31/46
	Rage in Heaven	Ingrid Bergman-Robert Montgomery	84	Oct	Reissue
	Sea of Grass (D)A	K. Hepburn-S. Tracy-M. Douglas	131	April	b2 [illegible] 47
	Secret Heart, The (D)A	C. Colbert-W. Pidgeon-J. Allyson	97	Dec	b11/30/46
	Show-Off, The (C)F	R. Skelton-Marilyn Maxwell	83	Dec	b8/17/46
17	Three Wise Fools (CD)F	M. O'Brien-L. Barrymore-E. Arnold	92	Aug	b6 15 46
	Till the Clouds Roll By *T (M)F	J. Garland-R. Walker-F. Sinatra	135	Jan. '47	b11/15/46
	Two Smart People (CD)A	J. Hodiak-L. Ball-L. Nolan	93	Nov	b6/8/46
	Undercover Maisie (C)A	Ann Sothern-Barry Nelson	90	May	b3/8/47
	Undercurrent (D)A	K. Hepburn-A. Taylor	115	Nov	b10/5/46
	Yearling, The *T (D)F	G. Peck-J. Wyman-C. Jarman	128	May	b11 [illegible] 46
	COMING				
	Alias A Gentleman	Wallace Beery-Gladys George			
	As You Desire Me	G. Garson-Richard Hart			a9 7 46
	Arnelo Affair, The (D)A	John Hodiak-Frances Gifford	87		b2/15/47
	Birds and the Bees, The *T	J. MacDonald-J. Iturbi-J. Powell			a3/1/47
	Captains Courageous	Spencer Tracy-Mickey Rooney			Reissue
	Cass Timberlane	Spencer Tracy-Lana Turner			
	Cynthia (C-D)F	E. Taylor-G. Murphy-M. Astor	98	July '47	b5 17 47
	Dark Delusion (D)F	L. Barrymore-J. Craig-L. Bremer	90	June '47	b4 12/47
	Fiesta *T	Esther Williams-John Carroll		July '47	a2 9/46
	Good News	J. Allyson-P. Lawford-J. McCracken			
	Green Dolphin Street	Lana Turner-Van Heflin			a2/1/47
	High Barbaree (D)F	Van Johnson-June Allyson	91		b3/15/47
	Hucksters, The	C. Gable-D. Kerr-A. Menjou		Aug. '47	
	It Happened in Brooklyn (C-M)F	F. Sinatra-K. Grayson	103		a9 21/46
	Living in a Big Way	Gene Kelly-Marie MacDonald		June '47	a9 7 46
	Merton of the Movies	Red Skelton-Virginia O'Brien			a9/21/46
	Piccadilly Incident (D)A	Anna Neagle-Michael Wilding	100		b8/31/46
	Pirate, The *T	J. Garland-G. Kelly-W. Slezak			

Title	Company
C	
Caesar & Cleopatra	UA
Calcutta	Para.
California	Astor
Calendar Girl	Mon.
California	Para.
Canyon Passage	Univ.
Captain from Castile	20th-Fox
Captain Caution	Favorite
Captain Fury	Favorite
Captains Courageous	MGM
Captive Heart	Univ.
Carmen	Misc.
Carnegie Hall	UA
Carnival	Misc.
Carnival in Costa Rica	20th-Fox
Cass Timberlane	MGM
Cat Creeps	Univ.
Centennial Summer	20th-Fox
Chase, The	UA
Cheyenne	WB
Child of Divorce	RKO
Cigarette Girl	Col.
Clandestine	Misc.
Claudia and David	20th-Fox
Cloak and Dagger	WB
Cockeyed Miracle	MGM
Code of the West	RKO
Complex	Rep.
Copacabana	UA
Corpse Came C. O. D., The	Col.
Corsican Brothers	PRC
Courage of Lassie	MGM
Courtneys of Curzon Street	Misc.
Crack Up	RKO
Crime Doctor's Man Hunt	Col.
Criminal Court	RKO
Crimson Key, The	20th-Fox
Crossfire	RKO
Cross My Heart	Para.
Cry Wolf	WB
Cuban Pete	Univ.
Curly	UA
Cynthia	MGM
D	
Danger Street	Para.
Danger Woman	Univ.
Dangerous Millions	20th-Fox
Dangerous Money	Mono.
Dangerous Venture	UA
Dark Delusion	MGM
Dark Herse	Univ.
Dark Mirror	Univ.
Dark Passage	WB
Daring Desperadoes	Favorite
Deadline for Murder	20th-Fox
Dead of Night	Univ.
Dead Reckoning	Col.
Dear Ruth	Para.
Deception	WB
Decoy	Mono.
Deep Valley	WB
Desert Fury	Para.
Destry Rides Again	Univ.
Desperate	RKO
Devil's Hand	Misc.
Devil on Wheels	PRC
Devils Playground	UA
Devil Thumbs a Ride	RKO
Devil to Pay	FC
Dick Tracy's Dilemma	RKO
Dick Tracy vs. the Gruesome Gang	RKO
Dick Tracy Versus Cueball	RKO
Dillinger	Mono.
Dishonored Lady	UA
Dodsworth	FC
Don Ricardo Returns	PRC
Double Take	Col.
Down Missouri Way	PRC
Down to Earth	Col.
Dream Girl	Para.
Driftwood	Rep.
Duel in the Sun	Selznick
E	
Earl Carroll's Sketchbook	Rep.
Easy Come, Easy Go	Para.
Easy to Wed	MGM
Egg and I	Univ.
Emperor Waltz, The	Para.
Escape Me Never	WB
Exile, The	Univ.
F	
Fabulous Dorseys	UA
Fabulous Joe	UA
Fabulous Suzanne	Rep.
Faithful in My Fashion	MGM
Falcon's Adventure	RKO
Fall Guy	Mono.
Fangs of the Wild	Astor
Fanny By Gaslight	UA
Farmer's Daughter	RKO
Fear in the Night	Para.
Fiesta	MGM
Fighting Father Dunne	RKO
[illegible]	[illegible]
[illegible] to Nowhere	SGF
Flying Deuces	Astor
Fool's Gold	UA
For the Love of Mary	U-I
For the Love of Rusty	Col.
Forever Amber	20th-Fox
[illegible]	[illegible]
Framed	Col.
From This Day Forward	RKO
[illegible]	[illegible]
Fun and Fancy Free	RKO

Title	Company
Fun on a Weekend	UA
Fugitive	RKO

G

Gallant Bess	MGM
Gallant Journey	Col.
Gangster, The	Allied
Gas House Kids	PRC
Gas House Kids Go West	PRC
Genius at Work	RKO
Gentleman Joe Palooka	Mono.
Gentleman from Arizona	Astor
Ghost and Mrs. Muir	20th-Fox
Ghost Goes Wild	Rep.
G. I. War Brides	Rep.
Ginger	Mono.
God's Country	SGP
Golden Earrings	Para.
Good News	MGM
Great Expectations	Univ.
Great Waltz	MGM
Green Dolphin Street	MGM
Green Fingers	Misc.
Green for Danger	E-L
Green Years	MGM
Guilt of Janet Ames	Col.
Guilty	Mono.
Gunfighters	Col.

H

Hard Boiled Mahoney	Mono.
Hat Box Mystery	SG
Heartaches	PRC
Heart of Arizona	SGP
Heaven Only Knows	UA
Heldorado	Rep.
Henry the Fifth	UA
Her Adventurous Night	Univ.
Her Enlisted Man	Astor
Her Sister's Secret	PRC
Here Comes Trouble	UA
High Barbaree	MGM
High Conquest	Mono.
High School Hero	Mono.
Hit Parade of 1947	Rep.
Holiday in Mexico	MGM
Hollywood Barn Dance	SG
Home in Oklahoma	Rep.
Homestretch	20th-Fox
Home Sweet Homicide	20th-Fox
Honeymoon	RKO
Hoppy's Holiday	UA
Housekeeper's Daughter	Favorite
How Dear to My Heart	RKO
Hucksters, The	MGM
Hue and Cry	Misc.
Humoresque	WB
Hungry Hill	Misc.
Hunted, The	Allied

I

I Cover Big Town	Para.
I Cover the Waterfront	Astor
If I'm Lucky	20th-Fox
If You Knew Susie	RKO
I Know Where I'm Going	Univ.
I Walk Alone	Para.
Imperfect Lady	Para.
In Old Sacramento	Rep.
Indian Summer	RKO
Inner Circle	Rep.
International Lady	PRC
Intrigue	UA
Invisible Informer	Rep.
Invisible Wall, The	20th-Fox
I Stole a Million	Univ.
It Had to Be You	Col.
It Happened at the Inn	MGM
It Happened in Brooklyn	MGM
It Happened on Fifth Avenue	Allied
It's a Joke, Son	EL
It's a Wonderful Life	RKO
It's Great to Be Young	Col.
It's Moider	PRC
It's Murder, She Says	Rep.
I'll Be Yours	Univ.
Ivan the Terrible	Misc.
I've Always Loved You	Rep.
Ivy	Univ.
I Wonder Who's Kissing Her Now	20th-Fox

J

Jewels of Brandenburg	20thFox
Jimmy Steps Out	Astor
Johnny Frenchman	Univ.
Johnny O'Clock	Col.
Jolson Story	Col.
Journey Together	Misc.
Jungle Flight	Para.
Jungle Princess	Para.

K

Keeper of the Bees	Col.
Key Witness	Col.
Kid Millions	FC
Killer at Large	PRC
Killer-Dill	SGP
Killers, The	Univ.
Kilroy Was Here	Mono.
King of the Wild Horses	Col.
Kings Row	WB
Kit Carson	PRC

METRO-GOLDWYN-MAYER (Continued)

Prod. No.	COMING	Run Time Mins.	Rel. Date	See Issue of
	Romance of Rosy Ridge, The — V. Johnson-T. Mitchell-J. Leigh			a9/21/46
	Song of Love — K. Hepburn-P. Henreid-R. Walker			a2/1/47
	Song of the Thin Man — William Powell-Myrna Loy			
	Summer Holiday *T — Mickey Rooney-Gloria DeHaven			a9/7/46
	Tenth Avenue Angel — M. O'Brien-G. Murphy-P. Thaxter			a9/21/46
	The Kissing Bandit *T — Frank Sinatra-Kathryn Grayson			
	This Time For Keeps *T — F. Williams-L. Melchior			a9/7/46
	Unfinished Dance, The *T — Cyd Charisse-Marget O'Brien			a9/7/46

MONOGRAM

CURRENT 1945-1946

531	**Beauty and the Bandit (A-D)F** — Gilbert Roland-Ramsay Ames	71	11/9/46		b1/18/47
520	**Below the Deadline (D)A** — Warren Douglas-Ramsay Ames	65	8/3/46		b10/5/46
517	**High School Hero (C)F** — F. Stewart-June Preisser	69	9/7/46		b8/24/46
525	**Missing Lady (My)F** — Kane Richmond-Barbara Reed	59	8/17/46		b1/11/47
512	**Spookbusters (CD)F** — Leo Gorcey-The Bowery Boys	68	8/24/46		b8/24/46

CURRENT 1946-'47

604	**Bringing Up Father (C)F** — Joe Yule-Renie Riano	68	11/23/46		b10/19/46
603	**Dangerous Money (My)F** — Sidney Toler-Victor Sen Yung	66	10/12/46		b10/12/46
601	**Decoy (D)A** — Jean Gillie-Edward Norris	76	9/14/46		b9/14/46
613	**Fall Guy (My)A** — Cliff Penn-Teala Loring	64	3/15/47		b3/8/47
602	**Gentleman Joe Palooka (C)F** — Joe Kirkwood-Elyse Knox	72	10/5/46		b10/5/46
609	**Ginger** — Frank Albertson-Barbara Reed	67	1/4/47		a9/28/46
614	**Guilty, The (My)A** — Bonita Granville-Don Castle	71	3/22/47		b3/22/47
616	Hard Boiled Mahoney — L. Gorcey-Bowery Boys	63	5/10/47		a3/22/47
620	High Conquest (D)A — A. Lee-G. Roland-W. Douglas	83	6/21/47		b3/15/47
608	**Mr. Hex (CD)F** — L. Gorcey-H. Hall	63	12/7/46		b12/14/46
610	**Riding the California Trail** — Gilbert Roland-Teala Loring	61	1/11/47		a10/26/46
618	Sarge Goes to College (C)F — A. Hale, Jr.-F. Stewart-J. Preisser	63	5/17/47		b5/10/47
699	**Suspense (D)A** — Belita-Barry Sullivan-E. Pallette	101	6/5/46		b3/30/46
606	**Sweetheart of Sigma Chi (M)F** — Elyse Knox-P. Regan-P. Brito	75	12/21/46		b11/30/46
607	**Trap, The (My)F** — Sidney Toler-Victor Sen Yung	69	11/30/46		b1/11/47
611	**Vacation Days (D-M)F** — F. Stewart-J. Preisser	66	1/25/47		b4/5/47
615	Violence (D)A — Nancy Coleman-M. O'Shea	72	4/12/47		b4/12/47

COMING

	A Guy Named Joe Palooka — Joe Kirkwood, Jr.-Elyse Knox		8/16/47		
	Dillinger — Lawrence Tierney-Anne Jeffreys				Reissue
	High Tide — Lee Tracy-D. Castle-A. Shaw				
621	Kilroy Was Here — J. Cooper-J. Coogan-W. McKay		7/15/47		
	Mutiny in the Big House — Charles Bickgord-Barton McLane				Reissue
617	Queen of the Yukon — Charles Bickford-Irene Rich		5/31/47		Reissue
	Robin Hood of Monterey — Gilbert Roland-Evelyn Brent				
619	Wolf Call — John Carroll-Movita	62	6/7/47		Reissue

Westerns (Current)

671	Land of the Lawless — J. M. Brown-R. Hatton-J. Harrison	59	4/15/47		
564	**Raiders of the South (W-M)F** — J. M. Brown-Raymond Hatton	85	1/18/47		b2/22/47
683	**Rainbow Over the Rockies (W-M)F** — J. Wakely-"Lasses" White	56	2/6/47		b3/1/47
612	**Silver Stallion** — David Sharpe-Leroy Mason	59	12/14/46		Reissue
684	**Six Gun Serenade** — Jimmy Wakely-"Lasses" White	55	4/5/47		
681	**Song of the Sierras (M-W)F** — J. Wakely-"Lasses" White	56	12/28/46		b1/25/47
676	**Trailing Danger** — J. M. Brown-R. Hatton	58	3/29/47		
675	Valley of Fear (W)F — J. M. Brown-R. Hatton	57	2/15/47		b4/19/47

Westerns (Coming)

	Code of the Saddle — J. M. Brown-R. Hatton				
672	Law Comes to Gunsight, The — J. M. Brown-R. Hatton	56	5/24/47		
682	Song of the Wasteland — J. Wakely-"Lasses" White	58	6/31/47		

PARAMOUNT

Current 1945-46

Block No.					
	Jungle Princess, The — Dorothy Lamour-Ray Milland	84	9/1/46		Reissue
6	**Monsieur Beaucaire (C)F** — Bob Hope-Joan Caulfield	93	8/30/46		b5/18/46
	Plainsman, The — Gary Cooper-Jean Arthur	113	9/1/46		Reissue
6	**Searching Wind, The (D)A** — R. Young-A. Richards-S. Sidney	105	8/9/46		b5/11/46
6	**Strang Love of Martha Ivers, The (D)A** — B. Stanwyck-V. Heflin-L. Scott	116	9/13/46		b3/16/46
6	**Swamp Fire (D)A** — Johnny Weissmuller-Virginia Grey	69	9/6/46		b5/11/46

CURRENT 1946-'47

	Blaze of Noon (D)A — A. Baxter-W. Holden-S. Tufts	90	5/2/47		b3/8/47
	Blue Skies *T (M)F — Bing Crosby-F. Astaire	104	12/27/46		b9/23/46
	California *T (WD) — Ray Milland-B. Stanwyck	93	2/21/47		b12/21/47
	Cross My Heart (C-M)F — Betty Hutton-Sonny Tufts	83	1/10/47		b11/23/46
	Easy Come, Easy Go (C)F — D. Lynn-S. Tufts-Virginia Field	78	3/7/47		b2/8/47
	Fear in The Night (D)A — DeForest Kelley-Kay Scott	72	4/18/47		b2/22/47
	Imperfect Lady (D)A — R. Milland-T. Wright-V. Field	97	4/25/47		b3/15/47
	Ladies' Man (C-M)F — Eddie Bracken-Virginia Field	90	2/7/47		b1/11/47
	My Favorite Brunette — Bop Hope-Dorothy Lamour	87	4/4/47		a8/24/46
	Perfect Marriage, The (C-D)A — L. Young-D. Niven-V. Field	87	1/24/47		b11/23/46
	Seven Were Saved — Richard Denning-Catharine Craig	73	3/28/47		a5/25/46
	Suddenly It's Spring (C)A — F. MacMurray-P. Goddard	87	3/21/47		b2/15/47
	Two Years Before the Mast (D)A — Donlevy-Ladd-Bendix	98	11/22/46		b8/24/46

COMING

	Albuquerque — Randolph Scott-Barbara Britton				a3/15/47
	Big Clock, The (M) — R. Milland-M. O'Sullivan-C. Laughton				a5/17/47
	Big Town After Dark — Philip Reed-Hillary Brooke				
	Big Town — Philip Reed-Hillary Brooke	60	5/23/47		a2/9/46
	Calcutta (My)A — A. Ladd-G. Russell-W. Bendix	83	5/30/47		b3/19/47
	Danger Street (My)A — J. Withers-R. Lowery	66	6/20/47		b3/1/47
	Dear Ruth — J. Caulfield-W. Holden-E. Arnold	95	7/18/47		a10/25/46

PARAMOUNT (Continued)

COMING

		Run Time Mins	Rel Date	See Issue of
Desert Fury *T	Lizabeth Scott-John Hodiak			
Dream Girl	B. Hutton-M. Carey-V. Field			
Emperor Waltz, The *T	Bing Crosby-Joan Fontaine			a7/13/46
Golden Earrings	Marlene Dietrich-Ray Milland			a9/28/46
I Cover Big Town (My)A	Philip Reed-Hilary Brooke	63		b3/1/47
I Walk Alone	B. Lancaster-Kirk Douglas			a3/1/47
Jungle Flight (D)F	Robert Lowery-Ann Savage	60		b3/1/47
Perils of Pauline *T	B. Hutton-J. Lund	96	7/4/47	a5/18/46
Road to Rio	B. Crosby-B. Hope-D. Lamour			a2/1/47
Saigon	Alan Ladd-Veronica Lake-Douglas Dick			a1/4/47
Shaggy *C	B. Joyce-G. Nokes-R. Shayne			
Trouble With Women, The	T. Wright-B. Donlevy-R. Milland	80	6/27/47	a6/23/45
Unconquered *T	Gary Cooper-Paulette Goddard			a9/28/46
Variety Girl	Mary Hatcher-DeForest Kelley			a11/23/46
Welcome Stranger (CD)F	B. Crosby-B. Fitzgerald	106		b5/3/47
Where There's Life	B. Hope-S. Hasso-W. Bendix			a5/25/46
Whispering Smith *T	A. Ladd-B. Marshall-R. Preston			
Wild Harvest	A. Ladd-D. Lamour-R. Preston			a11/2/46

PRC

CURRENT 1945-1946

Accomplice (My)A	Richard Arlen-Veda Ann Borg	68	9/29/46	b9/28/46
Big Fix, The (D)A	Noreen Nash-Sheila Ryan	61	4-19-47	b5-10-47
Blonde for a Day (C)F	H. Beaumont- Kathryn Adams	67	8/29/46	b8/3/46
Born to Speed (D)F	Johnny Sands-Terry Austin	65	1/12/47	b1/25/47
Down Missouri Way (M)F	Martha O'Driscoll-William Wright	74	8/15/46	b7/13/46
Her Sister's Secret (D)A	N. Coleman-P. Reed-M. Lindsay	83	9/23/46	b9/14/46
Secrets of a Sorority Girl (D)A	Mary Ware-Rick Vallin	58	8/1/46	b8/24/46
Strange Holiday (D)F	Claude Rains-Martin Kosleck	57	9/2/46	b10/27/45

CURRENT 1946-'47

Brute Man, The (H)A	Tom Neal-Jane Adams	58	10/1/46	b10/26/46
Devil on Wheels, The (D)F	D. Hickman-J. Ford-J. Cardwell	67	3/2/47	b1/25/46
Don Ricardo Returns	Isabelita-Fred Coby		11/5/46	a9/21/46
Gas House Kids Go West	C. Williams-J. Shelton-A. Switzer		10/28/46	
Kit Carson	D. Andrews-L. Bari-J. Hall	97	3/22/47	
Lady Chaser	Ann Savage-Robert Lowery	60	11/25/46	
Last of the Mohicans	R. Scott-B. Barnes-H. Wilcoxen	94	3/22/47	Reissue
Lighthouse	J. Lang-D. Castle-J. Litel	64	1/10/47	a10/19/46
Philo Vance Returns (My)F	W. Wright-R. Ames-I. Adrian	64	4/14/47	b4/26/47
Philo Vance's Gamble (My)A	Alan Curtis-Frank Jenks-Terry Austin	60	4/12/47	b4/26/47
Philo Vance's Secret Mission	Alan Curtis-Sheila Ryan		3/20/47	
Return of Rin-Tin-Tin *V	D. Woods-B. Blake-C. Drake		2/20/47	
Three on a Ticket (My)F	Hugh Beaumont-Cheryl Walker	64	4/5/47	b4/5/47
Untamed Fury (D)A	Mikel Conrad-Gaylord Pendleton	61	3/22/47	b3/29/47
Wild West *C (W)F	Eddie Dean-Roscoe Ates	73	12/1/46	b11/30/46

COMING

Bury Me Dead	M. Daniels-G. McClure-C. O'Donnell			
Corsican Brothers	D. Fairbanks, Jr.-Tamiroff-Warrick	111	5/24/47	Reissue
Heartaches	S. Ryan-C. Wills		6/28/47	
International Lady	G. Brent-I. Massey-B. Rathbone	102	5/24/47	Reissue
It's Moider	Alfalfa Switzer-Gas House Kids			
Killer at Large	Anabel Shaw-Robert Lowery		5/31/47	
Man Wanted	Anabel Shaw-Robert Lowery			
Philo Vance's Peril	W. Wright-L. Balasco-R. Ames			b1/25/47
Silent Voice	Sheila Ryan-Edward Norris			a4/26/47
Stepchild	B. Joyce-D. Woods	70	6/7/47	a3/22/47
Tomorrow You Die	J. Ireland-S. Ryan-H. Beaumont			
Too Many Winners	Hugh Beaumont-Trudy Marshall		5/24/47	a3/22/47

Westerns (Current)

Code of the Plains	Buster Crabbe-Al St. John	38	4/26/47	Reissue
Frontier Fighters	B. Crabbe-Al St. John-M. Manners	41	4/26/47	Reissue
Law of the Lash (W)F	Al LaRue-Al St. John	53	2/28/47	b3/1/47
Panhandle Trail	Buster Crabbe-Al St. John		4/26/47	Reissue
Prairie Rustlers (W)F	Buster Crabbe-Al St. John	54	11/7/45	b8/10/46
Raiders of Red Rock	B. Crabbe-A. St. John	38	4/26/47	
Range Beyond the Blue (W-M)F	Eddie Dean	53	3/17/47	
Shootin' Irons	Jim Newhill-Tex O'Brien	40	4/26/47	Reissue
Thundergap Outlaws	Tex O'Brien-Jim Newhill	38	4/26/47	Reissue
Wild Country (W)F	Eddie Dean	55	1/17/47	b2/1/47
Wild West	E. Dean-R. Ates	59	12/1/46	

Westerns (Coming)

Black Hills	Eddie Dean-Roscoe Ates			
Border Feud	Al LaRue-Al St. John	55	5/10/47	
Pioneer Justice	A. LaRue-A. St. John		6/28/47	
Ghost Town Renegades	Al LaRue-Fuzzy St. John-J. Holt			
Gun Fighter	Al LaRue-Al St. John-Mary Scott			a12/18/46
Pioneer Justice	Al LaRue-Fuzzy St. John-J. Holt		6/28/47	

RKO-RADIO

CURRENT 1946-'47

Block No.			Trade Shown	
5	A Likely Story (C)F	Bill Williams-Barbara Hale	88 May	b4 19 47
5	Banjo (C-D)F	S. Moffet-J. White-W. Reed	67 May	b4 19 47
4	**Beat the Band (M)F**	Frances Langford-Gene Krupa	67 Feb.	b3/1/47
Sp.	**Best Years of Our Lives, The (D)A**	D. Andrews-M. Loy-F. March	172 Dec.	b11/23/46
5	Born to Kill (D)A	C. Trevor-L. Tierney-W. Slezak	91 April	b4 19 47
2	**Child of Divorce (D)A**	Sharyn Moffett-Regis Toomey	62 Oct.	b10/19/46
4	**Code of the West**	James Warren-John Laurenz	57 Feb.	a8/10/46
3	**Crack-Up (D)A**	P. O'Brien-C. Trevor-H. Marshall	93 June	b6/15/46
2	**Criminal Court (My)A**	T. Conway-M. O'Driscoll	62 Aug.	b8/10/46

Title Index

Title	Company
L	
Ladies Man	Para.
Lady from Shanghai, The	Col.
Lady in the Lake	MGM
Lady Chaser	PRC
Last Crooked Mile	Rep.
Last of the Mohicans	PRC
Last of the Redmen	Col.
Late George Apley	20th-Fox
Laughing Lady	Misc.
Let 'Em Have It	Astor
Les Miserables	20th-Fox
Les Miserables	Misc.
Life With Father	WB
Lighthouse	PRC
Little Iodine	UA
Little Men	Astor
Little Miss Big	Univ.
Little Miss Broadway	Col.
Little Mister Jim	MGM
Little Prince	UA
Living in a Big Way	MGM
Locket, The	RKO
Lone Wolf in London	Col.
Lone Wolf in Mexico	Col.
Long Night	RKO
Lost Honeymoon	EL
Lost Moment, The	Univ.
Louisiana	Mono.
Love and Learn	WB
Love from a Stranger	EL
Love Laughs at Andy Hardy	MGM
Love on the Dole	Misc.
Lured	UA
M	
Macomber Affair	UA
Magic Bow	Univ.
Magic Town	RKO
Magnificent Doll	Univ.
Magnificent Obsession	Univ.
Magnificent Rogue	Rep.
Man About Town	RKO
Man from Colorado, The	Col.
Man from Morocco	Misc.
Man Wanted	PRC
Man Within, The	Misc.
Marauders, The	UA
Margie	20th-Fox
Meet Me at Dawn	20th-Fox
Memory of Love	RKO
Men of Two Worlds	Misc.
Merton of the Movies	MGM
Michigan Kid	Univ.
Mighty McGurk, The	MGM
Millerson Case, The	Col.
Millie's Daughter	Col.
Miracle on 34th St.	20th-Fox
Missing Lady	Mono.
Mr. Ace	UA
Mr. District Attorney	Col.
Mr. Hex	Mono.
Monsieur Beaucaire	Para.
Monsieur Verdoux	UA
Moss Rose	20th-Fox
Mourning Becomes Electra	RKO
Mother Wore Tights	20th-Fox
Mutiny in the Big House	Mono.
My Awful Wife	Col.
My Brother Talks to Horses	MGM
My Dog Shep	SGP
My Darling Clementine	20th-Fox
My Favorite Brunette	Para.
My Heart Goes Crazy	Univ.
My Wild Irish Rose	WB
N	
'Neath Canadian Skies	SGP
Never Say Goodbye	WB
New Orleans	UA
Nicholas Nickelby	Misc.
Night and Day	WB
Night Unto Night	WB
Nobody Lives Forever	WB
Nocturne	RKO
No Leave, No Love	MGM
Nora Prentiss	WB
North of the Border	SGP
North Star	FC
Northwest Outpost	Rep.
Notorious	RKO
Notorious Gentleman	Univ.
Notorious Lone Wolf	Col.
O	
Odd Man Out	Univ.
Of Mice and Men	Favorite
Off to Buffalo	20th-Fox
Oh Say Can You Sing	Univ.
One Hundred Men And A Girl	Univ.
One Million B.C.	Favorite
One Romantic Night	Astor
On the Old Spanish Trail	Rep.
Other Love	UA
Out California Way	Rep.
Out of the Blue	EL
Out of the Past	RKO
Outlaw	UA
Overlanders, The	Univ.
P	
Palmy Days	FC
Paradine Case	Selznick
Partners of the Plains	SGP
Perfect Marriage	Para.
Perils of Pauline	Para.
Personality Kid	Col.
Philo Vance's Gamble	PRC
Philo Vance Returns	PRC

Title	Company
Philo Vance's Peril	PRC
Philo Vance's Secret Mission	PRC
Piccadilly Incident	MGM
Pilgrim Lady	Rep.
Pirates, The	MGM
Pirates of Monterey	Univ.
Plainsman	Para.
Plainsman and the Lady	Rep.
Portrait of Jennie	SRO
Possessed	WB
Prince of Thieves	Col.
Prison Story	RKO
Private Affairs of Bel Ami	UA
Pursued	WB

Q

Queen of the Amazons	SGP
Queen of the Yukon	Mono.

R

Rage in Heaven	MGM
Raider	Misc.
Ramrod	UA
Razor's Edge	20th-Fox
Red House	UA
Red Pony, The	Rep.
Renegade Girl	SGP
Repeat Performance	EL
Resistance	Misc.
Return of Monte Cristo	Col.
Return of Rin-Tin-Tin	PRC
Return of the Scarlet Pimpernel	FC
Ride the Pink Horse	Univ.
Riding the California Trail	Mono.
Riff-Raff	RKO
Road to Rio	Para.
Road Show	Favorite
Robin Hood of Monterey	Mono.
Rolling Home	SGP
Roll on Texas Moon	Ren.
Romance of Rosy Ridge, The	MGM
Root of All Evil	Misc.
Rupert of Hentzau	SRO
Rustlers Valley	SGP
Runaround	Univ.

S

Saigon	Para.
San Demetrio, London	20th-Fox
San Quentin	RKO
St. Francis of Assisi	Misc.
Sarge Goes to College	Mono.
Scared to Death	SGP
Scarface	Astor
Scarlet Pimpernel, The	FC
School for Danger	Misc.
School for Secrets	Misc.
Scudda Hoo, Scudda Hay	20th-Fox
Sea Bandits	Favorite
Sea Hawk, The	WB
Sea of Grass	MGM
Sea Wolf, The	WB
Searching Wind	Para.
Second Chance	20th-Fox
Second Chorus	Astor
Secret Beyond the Door, The	U-I
Secret Heart, The	MGM
Secret Life of Walter Mitty	RKO
Secrets of Sorority Girl	PRC
Secrets of the Whistler	Col.
Seven Keys to Baldpate	RKO
Seven Were Saved	Para.
Shadow of a Woman	WB
Shadowed	Col.
Shadows Over Chinatown	Mono.
Shaggy	Para.
Shocking Miss Pilgrim	20th-Fox
Show-Off	MGM
Shoot to Kill	Screen Guild
Silent Voice	PRC
Silver Devil	Astor
Silver River	WB
Sinbad the Sailor	RKO
Singapore	Univ.
Singin' In the Corn	Col.
Sin of Harold Diddlebock	UA
Sky Devils	Astor
Slave Girl	Univ.
Slightly Scandalous	Univ.
Smash-Up	Univ.
Smoky River Serenade	Col.
So Dark the Night	Col.
So in Love	SRO
Something in the Wind	Univ.
Son of Rusty	Col.
Song of Love	MGM
Song of Scheherazade	Univ.
Song of the South	RKO
Song of the Thin Man	MGM
So Well Remembered	RKO
Spoilers of the North	Rep.
Spook Busters	Mono.
Sport of Kings	Col.
Springtime in the Sierras	Rep.
Stairway to Heaven	Univ.
Stallion Road	WB
Stampede	UA
Stanley & Livingcston	20th-Fox
Stella Dallas	FC
Step-Child	PRC
Stork Bites Man	UA
Story of the Pope, The	Misc.
Strange Holiday	PRC
Strange Journey	20th-Fox
Strange Love of Martha Ivers	Para.
Strange Woman	UA
Stranger, The	RKO
Stray Lamb	UA

RKO-RADIO (Continued)

CURRENT 1946-'47

Block No.			Run Time Mins.	Trade Shown	See Issue of
4	Devil Thumbs a Ride, The (D)A	Lawrence Tierney-N. Leslie	62	Feb.	b3/1/47
3	Dick Tracy vs. Cueball (D)F	Morgan Conway-Anne Jeffreys	62	Dec.	b11/9/46
3	Falcon's Adventure (D)F	Tom Conway-Madge Meredith	61	Dec.	b12/14/46
4	Farmer's Daughter, The (C-D)A	L. Young-J. Cotten-E. Barrymore	97	Feb.	b2/22/47
4	From This Day Forward (D)A	J. Fontaine-M. Stevens-A. Judge	95	Mar.	b3/2/46
2	Genius at Work (C)F	A. Carney-W. Brown-A. Jeffreys	61	July	b8/3/46
Sp.	It's a Wonderful Life (D)	J. Stewart-D. Reed-L. Barrymore	128	Dec.	b12/21/46
3	The Locket (D)	Laraine Day-B. Aherne	86	Dec.	b12/21/46
2	Nocturne (D)A	George Raft-Lynn Bari	85	Oct.	b10/19/46
Sp.	Notorious (My-D)A	Cary Grant-Ingrid Bergman	101	July	b7/27/46
3	San Quentin (D)A	L. Tierney-M. Carr-B. MacLane	66	Dec.	b12/7/46
Sp.	Sinbad the Sailor T (F)F	D. Fairbanks, Jr.-M. O'Hara	117	Jan.	b1/18/47
Sp.	Song of the South *T (D-M)F	Luana Patten-Bobby Driscoll	95	Nov.	b11/2/46
Sp.	Stranger, The (D)F	Ed. G. Robinson-L. Young-O. Welles	95	June	b6/25/46
5	Tarzan and the Huntress (D)F	J. Weismuller-B. Joyce	70	April	a3/22/47
	Thunder Mountain (W)F	T. Holt-R. Martin-M. Hyer	60		b5/17/47
4	Trail Street (W)F	R. Scott-R. Ryan-A. Jeffreys	83	Mar.	a3/1/47
3	Vacation in Reno (C)F	Jack Haley-Anne Jeffreys	60	Oct.	b10/12/46

COMING

	Bachelor and the Bobby-Soxer	G. Grant-M. Loy-S. Temple	95		a8/31/46
	Bishop's Wife, The	G. Grant-T. Wright-D. Niven			
	Crossfire	R. Young-R. Mitchum-G. Grahame			
	Desperate (G)A	Steve Brodie-Audrey Long	73		b5/17/47
6	Dick Tracy's Dilemma (M)A	Ralph Byrd-Kay Christopher	60		b5/17/47
	Dick Tracy vs. the Gruesome Gang	R. Byrd-B. Karloff-A. Gwynne			
	Fighting Father Dunne	P. O'Brien-M. Dell-D. Hickman			
Sp.	Fun and Fancy Free	E. Bergen-D. Shore			
	Fugitive, The	Henry Fonda-Dolores Del Rio			
5	Honeymoon (C)F	S. Temple-F. Tone-G. Madison	74	June	b4/19/47
	How Dear to My Heart *T	Luana Patten-Bobby Driscoll			
	If You Knew Susie	E. Cantor-J. Davis-A. Joslyn			
	Indian Summer	A. Knox-A. Sothern-G. Tobias			
Sp.	Long Night, The	Henry Fonda-Barbara Bel Geddes			a9/14/46
	Magic Town	James Stewart-Jane Wyman			
	Man About Town	Maurice Chevalier			
	Memory of Love	D. Andrews-M. Oberon-E. Barrymore			
	Mourning Becomes Electra	R. Russell-K. Paxinou-R. Massey			
	Out of the Past	Robert Mitchum-Jane Greer			a2/1/47
	Riff-Raff	Pat O'Brien- Anne Jeffreys			a6/1/46
	Secret Life of Walter Mitty, The *T	D. Kaye-V. Mayo-F. Bainter			a9/7/46
	Seven Keys to Baldpate	Phillip Terry-Jacqueline White			a3/22/47
	So Well Remembered	M. Scott-J. Mills			
6	They Won't Believe Me (D)A	Robert Young-Susan Hayward	95		b5/17/47
	Tycoon *T	John Wayne-Laraine Day			
	Under the Tonto Rim	T. Holt-N. Leslie-R. Martin			
6	Woman on the Beach, The (D)A	J. Bennett-R. Ryan-C. Bickford	71		b5/17/47

REPUBLIC

Current 1945-46

Prod. No.					
520	Earl Carroll Sketchbook (M)F	C. Moore-W. Marshall	90	8/22/46	b8/17/46
528	G. I. War Brides (C)F	Anna Lee-James Ellison	69	8/12/46	b8/10/46
543	Heldorado (WM)F	Roy Rogers-Dale Evans-"Gabby" Hayes	70	12/15/46	b12/23/46
5542	Home in Oklahoma (W-M)F	R. Rogers-G. Hayes-D. Evans	72	11/8/46	b11/2/46
526	Inner Circle (My)F	Adele Mara-William Frawley	65	8/7/46	b12/7/46
529	Invisible Informer (My)A	Linda Sterling-William Henry	57	8/19/46	b8/24/46
527	Last Crooked Mile, The (My)A	D. Barry-A. Savage-T. Powers	67	8/9/46	b8/17/46
5503	Out California Way *U (WM)F	Monte Hale-Adrian Booth	67	12/5/46	b12/14/46
532	Plainsman and the Lady (W)F	W. Elliott-V. Ralston-G. Patrick	82	11/15/46	b11/9/46
542	Roll on Texas Moon (W-M)F	R. Rodgers-G. Hayes-Dale Evans	68	9/12/46	b9/14/46
533	That Brennan Girl (D)A	James Dunn-Mona Freeman	95	12/23/46	b11/16/46
541	Under Nevada Skies (W)F	R. Rogers-Dale Evans	69	8/26/46	b8/31/46

CURRENT 1946-'47

603	Affairs of Geraldine (C-D)F	Jane Withers-Jimmy Lydon	68	11/18/46	b10/26/46
608	Angel and the Badman (W)F	J. Wayne-G. Russell-I. Rich	100	2/15/46	b2/15/46
641	Apache Rose *U (W-M)F	Roy Rogers-Dale Evans	75	2/15/46	b3/22/47
642	Bells of San Angelo *U	R. Rogers-D. Evans	78	4/15/47	
607	Calendar Girl (M)F	J. Frazee-W. Marshall	88	1/31/47	b2/8/47
604	Fabulous Suzanne (C)	Barbara Britton-Rudy Vallee	71	12/15/46	b12/21/46
605	Ghost Goes Wild, The (C)F	James Ellison-Anne Gwynne	66	3/8/47	b4/5/47
610	Hit Parade of 1947 (M)	E. Albert-C. Moore-J. Edwards	90	3/22/47	b5/3/47
601	I've Always Loved You *T (DM)F	Catherine McLeod-Philip Dorn	117	12/2/46	b8/31/46
606	Magnificent Rogue, The (C-D)A	L. Robert-W. Douglas	74	2/15/47	b11/23/46
602	Pilgrim Lady, The (C-D)A	Warren Douglas-Lynne Roberts	67	1/22/46	b1/25/47
612	Spoilers of the North (D)A	Paul Kelly-Evelyn Ankers	66	4/24/47	b5/10/47
611	Yankee Fakir (C)F	D. Frawley-J. Woodbury-C. Bevans	71	4/1/47	b4/12/47

COMING

	Bill and Coo *U	George Burton's Birds			
	Blackmail	W. Marshall-A. Mara-S. Bachelor			
	Complex	A. Dekker-L. Stirling-C. Drake			
	Driftwood	Wood-Brennan-WarrickJagger			
	Flame, The	John Carroll-Vera Ralston			
	It's Murder, She Says	Adele Mara-Robert Scott			
	Northwest Outpost (O)F	Nelson Eddy-Ilona Massey	91		b5/10/47
	On the Old Spanish Trail *U	R. Rogers-T. Guizar-J. Frazee			
	Red Pony, The *T	M. Loy-R. Mitchum-L. Calhern			
	Springtime in the Sierras *U	Roy Rogers-Jane Frazee-Andy Devine			
609	That's My Gal *U	L. Roberts-D. Barry	66	5/15/47	a9/26/46
613	That's My Man (D)A	D. Ameche-C. McLeod	99	6/1/47	b4/12/47
	The Trespasser	J. Martin-W. Douglas			
616	Web of Danger	A. Mara-B. Kennedy	58	6/10/47	a11/16/46
614	Winter Wonderland	L. Roberts-C. Drake	71	5/17/47	a9/14/46
	Wyoming	B. Elliott-V. Ralston			a3/8/47

Westerns (Current)

553	Cherokee Flash (W)F	Sunset Carson-Linda Stirling	55	12/13/46	a3/2/46
664	Homesteaders of Paradise Valley (W)F	Allan Lane-Bobby Blake	58	4/1/47	b4/12/47
5504	Last Frontier Uprising *U (W-M)F	Monte Hale-Adrian Booth	65	2/1/47	b4/12/47
558	Rio Grande Raiders	Sunset Carson-Linda Stirling	56	9/9/46	
661	Santa Fe Uprising (W)F	Allan Lane-Bobby Blake	57	11/15/46	b4/26/47

REPUBLIC (Continued)

Prod. No.	COMING		Run Time Mins.	Rel. Date	See Issue of
681	Sioux City Sue (W)F	Gene Autry-Lynne Roberts	69	11/21/46	b11/30/46
662	Stagecoach to Denver (W)F	Allan Lane-Bobby Blake	56	12/23/46	b1/4/47
682	Trail to San Antone (W)F	Gene Autry-Peggy Stewart	57	1/25/47	b2/1/47
683	Twilight on the Rio Grande (W)F	G. Autry-S. Holloway-Cass County Boys	71	4/1/47	b4/19/47
663	Vigilantes of Boomtown (W)F	Allan Lane-Bobby Blake	56	2/15/47	b2/15/47

Westerns (Coming)

	Along the Oregon Trail *U	Monte Hale-Adrian Booth			
	Marshall of Cripple Creek	Allan Lane-Bobby Blake			
665	Oregon Trail Scouts	Allan Lane-Bobby Blake	58	5/15/47	
	Robin Hood of Texas	Gene Autry-Lynn Roberts-Adele Mara			
	Rustlers of Devil's Canyon	Allan Lane-Bobby Blake			
	Saddle Pals	G. Autry-L. Roberts		7/1/47	
	Wild Frontier, The	Allan Lane-Jack Holt			

SCREEN GUILD PRODUCTIONS — CURRENT

HC12	Bar 20 Justice	Wm. Boyd-R. Hayden-G. Hayes	65	7/19/47	Reissue
4614	Bells of San Fernando (D)F	Donald Woods-Gloria Warren	69	4/5/47	b4/5/47
4613	Buffalo Bill Rides Again (W)F	Richard Arlen-Jennifer Holt	66	4/9/47	b4/5/47
4616	Bush Pilot	R. Hudson-J. LaRue-A. Willis	60	6/7/47	
HC10	Cassidy of Bar 20	Wm. Boyd-H. Clark-R. Hayden	59	5/10/47	Reissue
4605	Flight to Nowhere	E. Ankers-A. Curtis	75	8/15/46	a5/13/46
HC11	Heart of Arizona	Wm. Boyd-G. Hayes-R. Hayden	68	6/14/47	Reissue
4609	My Dog Shep	Flame (dog)-Tom Neal	60	12/1/46	
4606	'Neath Canadian Skies	R. Hayden-I. Cooper-L. Talbot	41	8/15/46	b8/24/46
4610	North of the Border	R. Hayden-I. Cooper	46	10/1/46	a8/24/46
HC09	Partners of the Plains	Wm. Boyd-H. Clark-R. Hayden	71	4/26/47	Reissue
4611	Queen of the Amazons (D)A	Patricia Morison-Robert Lowery	62	1/15/47	b3/29/47
4612	Renegade Girl (D)F	Alan Curtis-Ann Savage-Jack Holt	65	12/25/46	b3/29/47
4607	Rolling Home (D)F	J. Parker-R. Hayden-P. Blake	67	9/20/46	b2/8/47
HC07	Rustlers Valley	Wm. Boyd-G. Hayes-R. Hayden	60	3/15/47	Reissue
4608	Scared to Death *C	B. Lugosi-J. Compton	65	5/13/47	
4615	Shoot to Kill (D)A	R. Wade-E. MacDonald-S. Walters	60	5/17/47	b4/12/47
HC08	Texas Trail	Wm. Boyd-R. Hayden-G. Hayes	59	2/21/47	Reissue

COMING

	Case of the Baby Sitter, The	Tom Neal-A. Jenkins-P. Blake	40	7/26/47	
	Dark Bullet	H. Wilcoxon-M. Brian-V. Dale	71	8/16/47	
	Hat Box Mystery	T. Neale-A. Jenkins-V. Sale	40	7/15/47	
	Hollywood Barn Dance	E. Tubb-L. Talbott-H. Boyce	65	6/21/47	
	Killer Dill (CD)A	Anne Gwynne-Frank Albertson	71	8/2/47	b5/17/47

SELZNICK RELEASING ORGANIZATION — CURRENT

	Duel in the Sun *T (WD)A	J. Jones-G. Peck-J. Cotten	138	4/17/47	b1/4/47

COMING

	Paradine Case, The	G. Peck-A. Todd-C. Laughton			
	Portrait of Jennie	J. Jones-J. Cotten			
	Rupert of Hentzau	Louis Jourdan-Valli			
	So in Love	Shirley Temple			

20TH-FOX — CURRENT 1946-'47

634	Anne and the King of Siam (D)F	I. Dunne-R. Harrison-L. Gargan	128	Aug.	b6/8/46
620	Behind Green Lights (D)A	Carole Landis-William Gargan	64	Feb.	b1/19/46
636	Black Beauty (D)F	Mona Freeman-Richard Denning	74	Sept.	b7/20/46
642	Bowery, The	Wallace Beery-Jackie Cooper	84	Oct.	Re-release
633	Centennial Summer *T (M)F	J. Crain-L. Darnell-C. Bennett	102	Aug.	b6/1/46
637	Claudia and David (D)F	Dorothy McGuire-Robert Young	78	Sept.	b7/27/46
648	Dangerous Millions (D)F	Kent Taylor-Dona Drake	69	Dec.	b12/7/46
635	Deadline for Murder (My)A	Sheila Ryan-Kent Taylor	65	Aug.	b6/22/46
640	Home Sweet Homicide (MyC)F	P. Ann Garner-R. Scott	90	Oct.	b7/20/46
638	If I'm Lucky (M)F	V. Blaine-P. Como-H. James	78	Sept.	b8/31/46
646	Margie *T (C-D)F	Jeanne Crain-Alan Young	93	Nov.	b10/19/46
645	My Darling Clementine (W-D)F	H. Fonda-L. Darnell-V. Mature	97	Nov.	b10/12/46
641	Sun Valley Serenade	Sonja Henie-John Payne	86	Sept.	Re-release
639	Three Little Girls in Blue *T (M)F	Haver-Blaine-G. Montgomery	90	Oct.	b9/7/46
649	Wake Up and Dream *T (M)F	John Payne-June Haver	92	Dec.	b11/30/46
644	Wanted for Murder (D)A	Eric Portman-Dulcie Gray	91	Nov.	b4/13/46

CURRENT 1947-'48

709	Alexander's Ragtime Band	T. Power-A. Faye-D. Ameche	106	Mar.	Re-release
711	Backlash (My)A	R. Travis-J. Rogers-L. Blake	66	Mar.	b3/22/47
706	Boomerang (D)A	Dana Andrews-Jane Wyatt	88	Feb.	b1/25/47
707	Brasher Doubloon, The (My)A	G. Montgomery-Nancy Guild	72	Feb.	b2/8/47
710	Carnival in Costa Rica *T (M)F	D. Haymes-C. Holm-C. Romero	96	April	b3/29/47
715	Ghost and Mrs. Muir, The	G. Tierney-R. Harrison-G. Sanders	104	May	
713	Homestretch, The *T (D)A	Maureen O'Hara-Cornel Wilde	99	May	b4/26/47
716	Jewels of Brandenburg (D)A	Richard Travis-Micheline Cheirel	64	May	b4/12/47
712	Late George Apley, The (D)A	Ronald Colman-Peggy Cummins	98	April	b2/3/47
704	Les Miserables	Fredric March-Chas. Laughton	109	Jan.	Re-release
701	Razor's Edge, The (D)A	T. Power-G. Tierney-J. Payne	146	Jan.	b11/23/46
714	San Demetrio, London (D)A	W. Fitzgerald-A. Young-R. Michael	76	April	b4/4/47
703	Shocking Miss Pilgrim *T	Betty Grable-Dick Haymes	85	Jan.	b1/4/47
705	Stanley & Livingstone	Spencer Tracy-Richard Green	101	Jan.	Re-release
708	Strange Journey (D)F	Paul Kelly-Osa Massen	67	Feb.	b9/14/46
702	13 Rue Madeleine (D)	Jams Cagney-Annabella	95	Jan.	b12/21/46

COMING

	Bob, Son of Battle *T	P. A. Garner-L. McCallister			a9/23/46
	Captain from Castile *T	T. Power-J. Peters-C. Romero			
	Crimson Key, The	Kent Taylor-Doris Dowling			
	Forever Amber *T	L. Darnell-C. Wilde-G. Sanders			
	Foxes of Harrow, The	R. Harrison-M. O'Hara-R. Haydn			
	Invisible Wall, The	Don Castle-Virginia Christine			
	I Wonder Who's Kissing Her Now *T	June Haver-Mark Stevens			a9/14/46
	Meet Me At Dawn (C-D)F	William Eythe-Hazel Court	99		b1/18/47
718	Miracle on 34th St. (C)F	J. Payne-M. O'Hara	96	June	b5/10/47
717	Moss Rose	V. Mature-P. Cummings-E. Barrymore	82	June	a4/12/47
	Mother Wore Tights *T	B. Grable-D. Dailey-P. A. Garner			a11/16/46
	Off to Buffalo *T	N. Guild-D. Dailey-C. Winninger			
	Scudda Hoo, Scudda Hay *T	J. Haver-L. McCallister-A. Revere			a5/17/47
	Second Chance	K. Taylor-Louise Currie-D. Hoey			

Title	Company
Suddenly It's Spring	Para.
Susie Steps Out	UA
Summer Holiday	MGM
Sun Valley Serenade	20th-Fox
Suspense	Mono.
Swell Guy	Univ.
Sweet Genevieve	Col.
Sweetheart of Sigma Chi	Mono.
Sweet Family Robinson	Astor
Swordsman	Col.

T

Tarzan and the Huntress	RKO
Temptation	Univ.
Temptation Harbour	Misc.
Tenth Avenue Angel	MGM
Texas, Tex.	UP
That Brennan Girl	Rep.
That's My Gal	Rep.
That's My Man	Rep.
That Way with Women	WB
The Kissing Bandit	MGM
The Man I Love	WB
There Goes My Heart	Favorite
The Last Frontier	Col.
The Time, the Place & the Girl	WB
They Made Me a Killer	Para.
They Passed This Way	UA
They Won't Believe Me	RKO
Thief of Bagdad	PC
Thieves' Holiday	UA
13 Rue Madeleine	20th-Fox
Thirteenth Hour	Col.
This Happy Breed	Univ.
This Time for Keeps	MGM
Thrill of Brazil	Col.
Three Little Girls in Blue	20th-Fox
Three on a Ticket	PRC
Three Were Thoroughbreds	Col.
Three Wise Fools	MGM
Thunder in the City	Astor
Thunder Mountain	RKO
Till the Clouds Roll By	MGM
Time of Their Lives	Univ.
Time of Your Life	UA
Time Out of Mind	Univ.
Tom Brown's Schooldays	Astor
Tomorrow You Die	PRC
Too Many Winners	PRC
Topper Returns	Favorite
Topper Takes a Trip	Favorite
Torment	Misc.
Tragic Symphony	Allied
Trail Street	RKO
Trap, The	Mono.
Treasure of the Sierra Madre	WB
Trespasser, The	Rep.
Trouble With Women	Para.
Two Blondes and a Redhead	Col.
Two Guys From Milwaukee	WB
Two Guys From Texas	WB
Two Mrs. Carrols	WB
Two Smart People	MGM
Two Years Before the Mast	Para.
Tycoon	RKO

U

Unconquered	Para.
Undercover Maisie	MGM
Undercurrent	MGM
Under Nevada Skies	Rep.
Under the Tonto Rim	RKO
Unexpected Guest	UA
Unfaithful	WB
Unfinished Dance	MGM
Unholy Garden	FC
Unsuspected, The	Warner Bros.
Untamed Fury	PRC

V

Vacation Days	Mono.
Vacation in Reno	RKO
Variety Girl	Para.
Vendetta	UA
Verdict	WB
Vigiliantes Return	Univ.
Violence	Mono.
Voice of the Turtle	WB

W

Wake Up and Dream	20th-Fox
Wallflower	Warner Bros.
Wanted for Murder	20th-Fox
Web, The	Univ.
Web of Danger	Rep.
Welcome Stranger	Para.
Welldigger's Daughter	Misc.
Westerner, The	PC
Where There's Life	Para.
While the Sun Shines	Misc.
Whiplash	WB
Whispering Smith	Para.
White Cradle Inn	Misc.
White Tie and Tails	Univ.
Who Killed Doc Robin	UA
Wicked Lady	Univ.
Wild Beauty	Univ.
Wild Bill Hickok Rides	WB
Wild Harvest	Para.
Wild West	PRC
Winter Wonderland	Rep.
Wistful Widow of Wagon Gap	U-I
Wolf Call	Mono.
Woman Chases Man	FC
Woman in White	WB
Woman on the Beach	RKO
Wyoming	Rep.

Y

Yankee Fakir	Rep.
Yearling, The	MGM
Years Between	Univ.
You Can't Cheat an Honest Man	Univ.

TITLE CHANGES

"Girl from Shanghai, The" (Col.) now
LADY FROM SHANGHAI, THE

"Flamingo" (20th-Fox) now
THE INVISIBLE WALL

"Mad Venture" (Rep.) now
COMPLEX

NEW PICTURES STARTED LAST WEEK

COLUMBIA

Buckaroo From Powder River—Principals: Charles Starrett, Smiley Burnette, Virginia Hunter. Director, Ray Nazarro.
Lone Wolf in London—Principals: Gerald Mohr, Nancy Saunders. Director, Leslie Goodwins.
The Last Round-Up—Principals: Gene Autry, Jean Heather, Carol Thurston. Director, John English.

METRO-GOLDWYN-MAYER

The Kissing Bandit—Technicolor—Principals: Frank Sinatra, Kathryn Grayson, J. Carrol Naish. Director, Laslo Benedek.

PARAMOUNT

Big Town After Dark—Principals: Philip Reed, Hillary Brooke. Director, William Thomas.

REPUBLIC

The Red Pony—Technicolor—Principals: Myrna Loy, Robert Mitchum, Louis Calhern. Director, Lewis Milestone.

ADVANCE DATA
On Forthcoming Product

POSSESSED (WB) *Drama. Principals:* Joan Crawford, Van Heflin, Raymond Massey. *Director,* Curtis Bernhardt. *Plot:* At the end of an unhappy and bitter love affair with another man, a young woman marries a wealthy and socially prominent widower. To all appearances she is a dutiful wife but the truth is that she secretly meets her former lover and their affair is resumed. With this duplicity beginning to affect her mind, she learns that the young man plans to marry someone else, and she kills him. From this point she is lost to everyone until she is found wandering the streets of a distant city. Her husband rushes to the hospital and professes his love and willingness to care for her.

THE MAN FROM COLORADO (Col.) *Drama. Principals:* Glenn Ford, William Holden, Ellen Drew. *Director,* Charles Vidor. *Plot:* During the Civil War, men were fighting in the west to maintain or cut off the flow of gold to the Union. This is the story of a troop of Union cavalrymen who corner a band of Confederates, and of the Union Colonel who has become an uncontrollable killer. His best friend, a captain, tries to restrain him. His acts of violence turn his wife against him and she flees with the captain, who has loved her for years. They are trapped by the colonel who sets fire to their hideout, but are rescued by a faithful sergeant of the guard.

HER HUSBAND'S AFFAIRS (Col.) *Comedy-Drama. Principals:* Lucille Ball, Franchot Tone, Edward Everett Horton. *Director,* S. Sylvan Simon. *Plot:* In order to take his wife on a delayed honeymoon to Bermuda, an advertising genius falls in with a crackpot inventor whose gadgets promise great wealth for both men. Instead, however, they land the young ad man in jail on suspicion of murder. When he gets out of the scrape, he and his wife sail for Bermuda, but he is still full of plans to make millions when he returns.

(*Continued on Next Page*)

UNITED ARTISTS

Prod. No.	CURRENT 1945-1946		Run Time Mins.	Rel. Date	See Issue of
	Caesar and Cleopatra *T (D)A	Claude Rains-Vivien Leigh	126	8/16/46	b12/22/46
	Outlaw, The (D)A	Jane Russell-Walter Huston	115	2/8/46	b3/23/46
	CURRENT 1946-'47				
	Abie's Irish Rose (C)F	Joanne Dru-Michael Chekhov	96	12/27/46	b11/30/46
	Adventures of Don Coyote *C (W)F	F. Rafferty-M. Cramer	66	5/9/47	b5/3/47
	Angel on My Shoulder (C-D)A	P. Muni-A. Baxter-C. Rains	100	9/16/46	b9/21/46
	Bachelor's Daughters, The (C)F	G. Russell-C. Trevor-A. Dvorak	90	9/6/46	b9/14/46
	Chase, The (D)A	Robert Cummings-Michele Morgan	85	11/22/46	b10/19/46
	Devil's Playground, The (W)F	William Boyd-Andy Clyde	65	11/15/46	b9/21/46
	Fabulous Dorseys, The (M)F	T. Dorsey-J. Dorsey-J. Blair	87	2/21/47	b3/1/47
	Fool's Gold (W)F	William Boyd-Andy Clyde	65	1/31/47	b10/12/46
	Little Iodine (C)F	Jo Ann Marlowe-Marc Cramer	57	10/11/46	b9/14/46
	Macomber Affair, The (D)A	Gregory Peck-Joan Bennett	90	3/21/47	b1/25/47
	Mr. Ace (D)A	George Raft-Sylvia Sidney	82	8/2/46	b8/31/46
	New Orleans (D-M)A	A. deCordova-D. Patrick	90	4/16/47	b5/3/47
	Private Affairs of Bel Ami, The (D)A	George Sanders-Angela Lansbury	115	3/7/47	b3/1/47
	Ramrod (W-D)A	J. McCrea-V. Lake-D. DeFore	94	5/2/47	b3/1/47
	Red House, The (My)A	Ed. G. Robinson-L. McCallister	98	2/7/47	b2/8/47
	Sin of Harold Diddlebock, The	H. Lloyd-R. Walburn-J. Conlin	89	4/4/47	a2/9/46
	Strange Woman, The (D)A	H. Lamarr-G. Sanders-L. Hayward	100	10/25/46	b11/2/46
	Susie Steps Out (C-D)F	David Bruce-Cleatus Caldwell	65	12/13/46	b11/23/46
	Unexpected Guest, The (W)F	Wm. Boyd-Andy Clyde	60	3/28/47	b12/14/46
	COMING				
	Atlantis	Maria Montez-Jean Pierre Aumont			a4/5/47
	A Miracle Can Happen	James Stewart-Henry Fonda			
	Arch of Triumph (D)	I. Bergman-C. Boyer			a5/3/47
	Body and Soul	John Garfield-Lillie Palmer			
	Carnegie Hall (D-M)A	M. Hunt-W. Prince-M. O'Driscoll	134		b3/1/47
	Christmas Eve	G. Raft-G. Brent-R. Scott-J. Blondell			a3/29/47
	Copacabana	C. Miranda-A. Russell-G. Marx	92	5/30/47	
	Curly *C	Frances Rafferty-Larry Olsen			a5/25/46
	Dangerous Venture (W)F	A. Clyde-W. Boyd-B. Alexander	59	5/23/47	a2/22/47
	Dishonored Lady (D)A	H. Lamarr-D. O'Keefe-J. Loder	89	5/19/47	b4/26/47
	Fabulous Joe	Walter Abel-Margot Grahame			
	Fanny By Gaslight	James Mason-Phyllis Calvert			
	Fun on a Weekend (C)A	Priscilla Lane-Eddie Bracken	93	5/15/47	b4/12/47
	Heaven Only Knows	Robert Cummings-Brian Donlevy			a1/4/47
	Henry the Fifth (D)F *T	L. Olivier-R. Asherson	134		b4/27/46
	Here Comes Trouble	William Tracy-Patti Morgan			a8/24/46
	Hoppy's Holiday (W)F	William Boyd-Mary Ware	60		b5/10/47
	Intrigue	G. Raft-J. Havoc-D. Seymour			
	Little Prince, The *T	Feature-Length Cartoon			
	Lured (D)	G. Sanders-L. Ball			a5/10/47
	Marauders, The	W. Boyd-R. Brooks-A. Clyde			
	Monsieur Verdoux (C-D)A	Charles Chaplin-Martha Raye	123		b4/19/47
	Other Love, The (D)A	Barbara Stanwyck-David Niven	96		b4/5/47
	Stampede	John Wayne-Walter Brennan			
	Stork Bites Man	Jackie Cooper-Gene Roberts			a2/15/47
	Stray Lamb, The	J. Cagney-S. Sidney-E. Bracken			
	Time of Your Life	J. Cagney-Wm. Bendix-J. Cagney			
	Vendetta (D)	Hillary Brooke-Faith Domergue			a5/10/47
	Who Killed Doc Robin	E. Janssen-L. Olsen-D. Belding			

UNIVERSAL-INTERNATIONAL

	CURRENT 1945-1946				
543	Black Angel, The (D)A	D. Duryea-J. Vincent-P. Lorre	80	8/2/46	b8/3/46
547	Dead of Night (D)A	Michael Redgrave-Googie Withers	77	8/23/46	b7/6/46
548	Killers, The (My)A	Ava Gardner-Albert Dekker	102	8/30/46	b8/17/46
549	Little Miss Big (D)F	Fay Holden-Beverly Simmons	61	8/30/46	b9/7/46
	Overlanders, The (D)F	Chips Rafferty-John Hayward	91		b9/28/46
544	Slightly Scandalous (C-M)F	Fred Brady-Paula Drew	63	8/2/46	b8/3/46
1065	They Were Sisters (D)A	Phyllis Calvert-James Mason	108	9/20/46	b7/27/46
546	Time of Their Lives, The (C)F	Abbott & Costello	82	8/16/46	b8/17/46
550	White Tie and Tails (C-D)A	Dan Duryea-Ella Raines-William Bendix	77	8/30/46	b9/14/46
545	Wild Beauty (D)F	Don Porter-Lois Collier	61	8/9/46	b8/17/46
	CURRENT 1946-'47				
612	Buck Privates Come Home (C)F	Bud Abbott-Lou Costello	77	April	b3/15/47
601	Dark Mirror, The (My)A	O. DeHavilland-Lew Ayres	85	Oct.	b10/15/46
2791	Destry Rides Again	M. Dietrich-J. Stewart	94	Mar.	Reissue
607	I'll Be Yours (C-M)F	D. Durbin-T. Drake-W. Bendix	93	Jan.	b1/25/47
2794	I Stole a Million	G. Raft-C. Trevor-D. Foran	78	April	Reissue
602	Magnificent Doll (D)F	G. Rogers-D. Niven-B. Meredith	94	Nov.	b11/23/46
2795	Magnificent Obsession	Irene Dunne-Robert Taylor	101	May	Reissue
610	Michigan Kid *C (W)F	John Hall-Rita Johnson	69	Mar.	b2/15/47
1066	Notorious Gentleman, The (D)A	Rex Harrison-Lilli Palmer	106	Nov.	b2/16/46
2796	One Hundred Men and a Girl	Deanna Durbin-L. Stokowski	84	May	Reissue
608	Song of Scheherazade *T (M)F	Y. DeCarlo-B. Donlevy-J. P. Aumont	106	Mar.	b2/1/47
609	Smash-Up, The Story of a Woman (D)A	S. Hayward-L. Bowman-E. Albert	102	Mar.	b2/8/47
611	Stairway to Heaven *T (D)A	David Niven-R. Massey	103	Mar.	b11/16/46
606	Swell Guy (D)A	Sonny Tufts-Ann Blyth	86	Jan.	b12/14/46
604	Temptation (D)A	M. Oberon-G. Brent-C. Korvin	98	Dec.	b12/14/46
614	Time Out of Mind (D)A	P. Calvert-R. Hutton-E. Raines	88	May	b3/22/47
2793	You Can't Cheat an Honest Man	W. C. Fields-Edgar Bergen	73	April	Reissue
	Vigilantes Return *C	Jon Hall-Margaret Lindsay		June	a7/13/46
	Web, The (M)	V. Price-E. Raines		June	a5/3/47
2792	When the Daltons Rode	R. Scott-K. Francis-B. Donlevy	81	Mar.	Reissue
605	Wicked Lady, The (D)A	M. Lockwood-J. Mason-P. Roc	98	Jan.	b1/12/47
	COMING				
	A Lady Surrenders (D)A	Margaret Lockwood-Stewart Granger	113		b10/12/46
	Black Narcissus *T (D)F	D. Kerr-Sabu	100		b5/3/47
	Brief Encounter (D)A	Celia Johnson-Trevor Howard	86		b8/31/46
	Brute Force	B. Lancaster-H. Cronyn-C. Pickford			a4/29/47
	Captive Heart, The (D)A	Michael Redgrave-Mervyn Johns	87		b4/13/45
	Egg and I, The (C)F	Claudette Colbert-Fred MacMurray	108		b3/23/47
	Exile, The	D. Fairbanks, Jr.-M. Montez-P. Croset			
	For the Love of Mary	D. Durbin-J. Dall-D. O'Connor			a4/19/47
	Great Expectations (D)	John Mills-Valerie Hobson	116		b12/21/46
	I Know Where I'm Going (D)F	W. Hiller-R. Livesy-P. Brown	91		b1/5/46
	Ivy	Joan Fontaine-Patric Knowles			
	Johnny Frenchman	Francoise Rosay-Patricia Roc	104		

UNIVERSAL-INTERNATIONAL (Continued)

Prod. No.	COMING		Run Time Mins.	Rel. Date	See Issue of
	Lost Moment, The	S. Hayward-R. Cummings-J. Loring			
	Magic Bow, The (D-M)F	Stewart Granger-Phyllis Calvert	106		b9/28/46
	My Heart Goes Crazy *T (M)F	Sid Field-Greta Gynt	120		b9/7/46
	Odd Man Out (D)A	James Mason-Robert Newton	116	[illegible]	b2/15/47
	Oh Say Can You Sing	Sheila Ryan-Fred Brady			a5/25/46
	Pirates of Monterey *T	Maria Montez-Rod Cameron-P. Reed			a5/25/46
	Ride the Pink Horse	R. Montgomery-W. Hendrix			
	Secret Beyond the Door, The	Joan Bennett-Michael Redgrave			
	Secret Beyond the Door (D)	J. Bennett-M. Redgrave-A. Revere			a5/17/47
	Singapore	F. MacMurray-A. Gardner-P. Dorn			
	Slave Girl *T	Yvonne deCarlo-George Brent			a8/17/46
	Something in the Wind	D. Durbin-J. Hall-D. O'Connor			
	This Happy Breed *T (D)A	Robert Newton-Celia Johnson	110		b4/19/47
	Wistful Widow of Wagon Gap	B. Abbott-L. Costello-M. Main			
	Years Between, The	M. Redgrave-V. Hobson-F. Robson			

WARNER BROS.

CURRENT 1945-1946

523	**Night and Day *T (BM)**	C. Grant-A. Smith-J. Wyman	128	8/3/46		b7/13/46
524	**Two Guys From Milwaukee (C)F**	Dennis Morgan-Joan Leslie	90	8/17/46		b7/27/46

CURRENT 1946-'47

613	**The Beast With Five Fingers (H)**	Robert Alda-Andrea King	88	2/8/47		b12/21/46
601	**Big Sleep, The (My)A**	Humphrey Bogart-Lauren Bacall	118	8/31/46		b8/17/46
603	**Cloak and Dagger (D)A**	Gary Cooper-Lilli Palmer	106	9/28/46		b9/7/46
605	**Deception (D)A**	B. Davis-P. Henreid-C. Rains	112	10/26/46		b10/19/46
612	**Humoresque (D)A**	J. Crawford-J. Garfield-O. Levant	126	1/25/47		b12/23/46
608	**Kings Row**	A. Sheridan-R. Cummings-R. Reagan	127	12/7/46		Reissue
620	Love and Learn (C-M)A	J. Carson-R. Hutton-M. Vickers-J. Paige	83	5/3/47		b3/29/47
606	**Never Say Goodbye (C)F**	Errol Flynn-Eleanor Parker	96	11/9/46		b10/26/46
614	**Nora Prentiss (D)A**	A. Sheridan-K. Smith-R. Alda	113	2/22/47		b2/8/47
604	**Nobody Lives Forever (D)A**	J. Garfield-G. Fitzgerald	100	10/12/46		b9/28/46
615	**Pursued**	Teresa Wright-Robert Mitchum	101	3/2/47		
616	**The Sea Hawk**	Errol Flynn-Claude Rains	109	4/26/47		Reissue
619	**The Sea Wolf**	E. G. Robinson-I. Lupino-J. Garfield	87	4/25/47		Reissue
602	**Shadow of a Woman (D)A**	Andrea King-Helmut Dantine	78	9/14/46		b8/17/46
617	**Stallion Road (D)A**	R. Reagan-A. Smith-Z. Scott	97	4/12/47		b3/2/47
616	**That Way With Women (C)F**	S. Greenstreet-M. Vickers-D. Clark	85	3/29/47		b2/15/47
611	**The Man I Love (D)A**	Ida Lupino-Robert Alda	97	1/11/47		b12/28/46
610	**The Time, the Place and the Girl *T (CM)F**	D. Morgan-J. Carson-J. Wyman	108	12/28/46		b12/14/46
621	Two Mrs. Carrolls ,The (D)A	H. Bogart-B. Stanwyck-A. Smith	99	5/24 47		b4 5/47
607	**Verdict, The (D)A**	S. Greenstreet-P. Lorre-J. Lorring	86	11/23/46		b11/9/46
609	**Wild Bill Hickok Rides**	C. Bennett-B. Cabot-W. William	72	12/7/46		Reissue

COMING

622	**Cheyenne (W-D)F**	Dennis Morgan-Jane Wyman	100	6/14/47		b4/26/47
	Cry Wolf	Errol Flynn-Barbara Stanwyck				a9/7/46
	Dark Passage (D)	H. Bogart-L. Bacall-B. Bennett				a5/17/47
	Deep Valley	Dane Clark-Ida Lupino-Wayne Morris				a4/5/47
	Escape Me Never	E. Flynn-I. Lupino-G. Young				a3/8/46
	Life with Father *T	I. Dunne-W. Powell-E. Taylor				a9/14/46
	My Wild Irish Rose *T	D. Morgan-A. King-A. Dahl				
	Night Unto Night (D)	Ronald Reagan-Viveca Lindfors				a5/10/47
	Possessed	J. Crawford-Van Heflin-R.Massey				
	Silver River	E. Flynn-A. Sheridan-T. Mitchell				
	Treasure of the Sierra Madre	H. Bogart-W. Huston-T. Holt				
	Two Guys From Texas *T	J. Carson-D. Morgan-D. Malone				
623	Unfaithful, The	A. Sheridan-Z. Scott-L. Ayers	109	7/5/47		
	Unsuspected, The	Joan Caulfield-Claude Rains				
	Voice of the Turtle	R. Reagan-E. Parker-E. Arden				
	Wallflower	Robert Hutton-Joyce Reynolds				
	Whiplash	D. Clark-A. Smith-S. Z. Sakall				
	Woman in White, The	A. Smith-E. Parker-S. Greenstreet				a4/26/47

BRITISH PRODUCT (U. S. Distribution Not Set)

	Beware of Pity (D)A	Lilli Palmer-Albert Lieven	105	Rank		b6/29/46
	Carnival (D)A	Sally Gray-Michael Wilding	93	Rank		b10/26/46
	Green Fingers (D)A	Robert Beaty-Carol Raye	85	ABPC		b10/26/46
	Hue and Cry (D)F	Alastair Sim-Valerie White	82	Rank		b2/22/47
	Hungry Hill (D)A	Margaret Lockwood-Dennis Price	109			b1/18/47
	Laughing Lady *T (M)F	Anne Zeigler-Webster Booth	90	ABPC		b10/26/46
	The Man Within *T (D)A	Michael Redgrave-Jean Kent./	85	Rank		b4/12/47
	Men of Two Worlds *T (D)A	Phyllis Calvert-Eric Portman	109	Rank		b7/27/46
	Nicholas Nickelby (D)F	Cedric Hardwicke-Sally Howes	105	Rank		b3/22/47
	Root of All Evil (D)A	Phyllis Calvert-Michael Rennie	110	Rank		b2/22/47
	School for Secrets (D)F	Ralph Richardson-Pamela Matthews	108	Rank		b11/16/46
	Take My Life (D)F	Hugh Williams-Greta Gynt	79	Rank		b5/17/47
	Temptation Harbour (D)A	Robert Newton-Simone Simon	110	ABPC		b3/29/47
	While the Sun Shines (C)A	Barbara White-Ronald Howard	89	ABPC		b2/8/47
	White Cradle Inn (D)F	M. Carroll-I. Hunter-M. Rennie	83	London		b3/29/47

MISCELLANEOUS

	A Dairy for Timothy (Doc)F	Documentary	40	Eng. Films		b12/28/46
	Angel and Sinner (D)A	Micheline Preslie-Louis Salou	86	A.F.E.		b3/1/47
	A Yank in Rome (D)F	Valentina Cortese-Leo Dale	97	Film Rights		b3/22/47
	Barber of Seville (Opera)	F. Tagliavini-T. Gobbi	110	Excelsior		b4/19/47
	Before Him All Rome Trembled (D-M)A	Anna Magnani-Gina Sinimberghi	105	Superfilm		b3/1/47
	Bellman, The (D)A	Lucien Coedel-Fernand Ledoux	95	Mage		b4/5/47
	Carmen (D)A	Viviane Romance-Jean Marais	101	Superfilm		b12/7/46
	Citizen Saint (B)F	J. Prouty-L. MacMartin	65	Elliott		b5/3/47
	Clandestine (D)A	Constant Remy-Suzy Carrier	89	W. Hem.		b1/18/47
	Courtneys of Curzon St. (D-M)	Anne Neagle-Michael Wilding	120	Wilcox		b4/19/47
	Devil's Hand, The (D)A	Pierre Fresnay-Josseline Gael	80			b11/16/46
	Francis the First (C)A	Fernandel-Mona Goya	90	Vog Films		b1/25/47
	Girl and the Devil, The (D)A	Gunn Wallgren-Strig Jarrell	87	Scandia		b5/17/47
	Ivan the Terrible (D)A	N. Cherkassov-L. Tselikovskaya	96	Artkino		b3/15/47
	Laugh, Pagliacci (D-M)F	Alida Valli-Beniamino Gigli	82	Continental		b5/10/47
	Les Miserables (D)A	Henry Baur-Charles Dullin	193	Dis. Films		b12/21/46
	Man from Morocco, The (D)F	Anton Walbrook-Margaretta Scott	89	Eng. Films		b11/30/46
	Queen for a Night (O)A	Gurlie Lemon Bernhard-G. Bjoerling	89	Saga Films		b1/4/47
	Queen's Necklace, The (D)A	Viviane Romance-Marion Dorian	105	Siritzky		b5/10/47
	Raider, The *T (Wa)F	Documentary	70			b10/5/46
	St. Francis of Assisi (D)F	Jose Luis Jimenez-Alicia DePhillips	119	Simplex		b4/5/47
	School for Danger (Doc)F	Capt. H. Ree-J. Nearne	60	Eng. Films		b2/22/47
	The Story of the Pope (Doc.)F	Documentary	60	Chap Films		b12/21/46
	Swing, Cowboy, Swing (W-M)F	C. Shrum-D. Weston-A. Lee	57	Westernair		b9/7/46
	Thunder in the Hills (D)A	J. Prucha-J. Kacer,V. Nasova	78	Gen. Film		b5/10/47
	Torment (D)A	Alf Kjellin-Mai Jetterling	95	Oxford		b4/19/47
	Two Anonymous Letters (D)A	C. Calamai-A. Checchi	83	Film Rights		b5/3/47
	Welldigger's Daughter, The (C)A	Raimu-Fernandel	122	Siritsky		b10/5/46

ADVANCE DATA

On Forthcoming Product

(Continued from Preceding Page)

THE TRESPASSER (Hoyt) Drama. Principals: Dale Evans, Barton Douglas, Janet Martin. *Director*, George Blair. Plot: The daughter of a newspaperman, who is ambitious for a news career for herself, gets a minor job on a paper. Together with the feature editor who befriends her, she helps to trace down and break up a gang of literary forgers, who, under their suave leader, are making a fortune with fake rare and first editions.

NATIONAL REVIEWING COMMITTEES' CLASSIFICATIONS

DISHONORED LADY (UA)
MATURE—National Board of Review. CLASS A—SEC. II—National Legion of Decency.

FALL GUY (Monogram)
FAMILY—National Board of Review. CLASS B—National Legion of Decency. (Objection: Presentation of illicit drug traffic tends to cause morally harmful social effects).

HIT PARADE OF 1947 (Republic)
FAMILY—National Board of Review. CLASS A—SEC. II—National Legion of Decency.

JEWELS OF BRANDENBURG (20th-Fox)
FAMILY—National Board of Review. CLASS A—SEC. II—National Legion of Decency.

JUNGLE FLIGHT (Paramount)
FAMILY—National Board of Review. CLASS B—National Legion of Decency. (Objection: Reflects acceptability of divorce).

The authorities quoted in this column are as follows:

GENERAL FEDERATION OF WOMEN'S CLUBS. The motion picture committee is headed by Mrs. Arretus F. Burt, chairman, of St. Louis. Two reviewing committees are maintained—Mrs. Marry Lilly, New York, Eastern Committee chairman; Mrs. John Sterns Thayer, Los Angeles, Western Committee chairman. Designations used: FAMILY—8 years and up; MATURE FAMILY—14 years and up; ADULTS—Senior High School Students and Adults; **—indicates pictures is rated as "Exceptional."

NATIONAL BOARD OF REVIEW: Founded in 1909 "to represent the interest of the motion picture public." The reviewing committee consists of some 300 men and women of all ages, "representing a cross-section of public taste." Designations used: FAMILY—14 years of age and up (recommendations for age groups under 14 are by Schools M. P. Committee of the National Board); MATURE—18 years old up; *—indicates picture "especially worth seeing."

NATIONAL LEGION OF DECENCY: Committee of International Federation of Catholic Alumnae reviews pictures and publishes its classifications for guidance of members of the Legion—composed of those members of the Catholic Church who join the Legion. Designations used: Class A—Section I—Unobjectionable for General Patronage; Class A—Section II—Unobjectionable for Adults; Class B—Objectionable in Part. Class C—Condemned.

SHORT Booking GUIDE

Short subjects are listed by series under headings of companies distributing them. Numerals in parenthesis following series title indicate number of releases in that group announced for, or sold for, the season. Numerals at left of titles is production or release number. Films reviewed are indicated by reviewers' ratings following titles. Third column gives running time of the subject and final column refers to date on which review of the subject was published.

COLUMBIA 1946-'47

ALL-STAR COMEDIES (10)

8431	Society Mugs	Fair	16	12/28/46
8432	So's Your Antenna	Juvenile	17	11/18/46
8433	Slappily Married	Nonsense	16½	12/ 7/46
8434	Moron Than Off	Fair	18	2/ 8/47
8435	Andy Plays Hookey	Fair	18	3/15/47
8436	Meet Mr. Mischief	Good	17½	5/10/47
8437	Scooper Dooper	Funny	18	5/10/47
8438	The Good Bad Egg		17	
8439	Bride and Gloom		16	
8440	Two Jills and a Jack		18	

ASSORTED 2-REEL COMEDIES (6)

8421	Pardon My Terrer		16½	
8422	Honeymoon Blues	Dull	17	11/16/46
8423	Reno-vated		17	
8424	Hot Heir	Funny	18	4/ 5/47
8425	Cupid Goes Nuts			

THREE STOOGES COMEDIES (10)

8401	G. I. Wanna Home		15½	
8402	Rhythm and Weep	Fair	17½	11/ 2/46
8403	Three Little Pirates	Funny	18	3/15/47
8404	Half-Wit's Holiday	Funny	17½	3/29/47
8405	Fright Night	Funny	17	5/10/47
8406	Out West	Funny	17½	5/10/47

COLOR RHAPSODIES—Technicolor (10)

8501	Love Lobe	Cute	6	12/ 7/46
8502	Cockatoos for Two		6	
8503	Big House Blues		7	
8504	Mother Huba-Huba-Hubbard		6	

COLOR PHANTASIES (12)

8701	Fowl Brawl	Funny	6	4/ 5/47
8702	The Uncultured Vulture	Funny	6	5/10/47
8703	Wacky Quacky		6	
8704	Leave Us Chase It		6	

COMMUNITY SINGS (12)

8651	No. 1 (Leibert) The Gypsy		9½	
8652	No. 2 (Bakers) It's a Pity to Say Goodnight Entertaining		10½	11/ 2/46
8653	No. 3 (Leibert) Surrender	Good	10½	11/16/46
8654	No. 4 (Baker) Pretending			
8655	No. 5 (Leibert) Rumors Are Flying	Singable	9½	3/15/47
8656	No. 6 (Baker) Ole Buttermilk Sky	Good	10	5/10/47
8657	No. 7 (Leibert) The Coffee Song & Open the Door Richard	Good	9	5/10/47
8658	No. 8 (Baker) I'll Close My Eyes			
8659	No. 9 (Leibert) For Sentimental Reasons			

THRILLS OF MUSIC (12)

8951	Jerry Wald & Orch.		10	
8952	Machito & Orch.	Good	10½	11/16/46
8953	Les Elgart & Orch.	Fair	10	1/25/47
8954	Ray McKinley & Orch.		9½	
8955	Shorty Sherock & Orch.	Good	10	5/ 3/47
8956	Buddy Morrow & Orch.		9½	
8957	George Towne & Orch.			
8958	Ray Anthony & Orch.			

SCREEN SNAPSHOTS (12)

8851	No. 1 (Radio Characters)		10	
8852	No. 2 (Looking Down on Hollywood	Good	10	11/16/46
8853	No. 3 (Rodeo)	Very Good	10	2/ 8/47
8854	No. 4 (Skolsky Party)		9½	
8855	No. 5 (Movie Columnists)	Interesting	9	3/15/47
8856	No. 6 (Behind the Mike)	Fair	9	3/29/47
8857	No. 7 (Holiday in Las Vegas)		10	
8858	No. 8 My Pal Ringeye (Smiley Burnette)		10	
8859	No. 9 Famous Hollywood Mothers			

SPORTS REELS (12)

8801	Army Football Champions	Excellent	11	11/ 2/46
8802	Ten Pin Magic	Fair	10	11/16/46
8803	Hi-Li	Interesting	9½	12/28/46
8804	Best In Show (Dogs)		9	

COLUMBIA (Continued)

8805	Polo	Interesting	10	5/10/47
8806	Cue Tricks			
8807	Tennis Wizards			
8808	Goofy Golf			
8809	Wrestling			

SERIALS

8120	Son of the Guardsmen	15 Chaps.	26	10/26/46
8140	Jack Armstrong	15 Chap.	20-25	3/ 1/47
8160	The Vigilante	15 Chaps.		

METRO-GOLDWYN-MAYER 1946-'47

MGM TECHNICOLOR CARTOONS (16)

W-831	Henpecked Hoboes			
W-834	Hound Hunters		7	

TOM & JERRY (Technicolor) CARTOONS

W-832	Cat Fishin'		8	
W-833	Part Time Pal		8	
W-835	Cat Concerto	Excellent	7	5/10/47

PETE SMITH SPECIALTIES (10)

S-851	Football Thrills of 1945		10	
S-852	Sure Cures	Excellent	10	10/ 5/46
S-853	I Love My Husband But			
S-854	Playing By Ear			
S-855	Athletiquiz			
S-856	Diamond Demon	Amazing	10	3/ 1/46
S-857	Early Sports Quiz		9	
S-858	I Love My Wife But		9	
S-859	Neighbor Pests			

TWO REEL SPECIALS (4)

A-801	Luckiest Guy In the World			

PASSING PARADE (6)

K-871	A Really Important Person			

TRAVELTALKS

T-811	Glimpses of California			
T-812	Calling on Costa Rica		10	

PARAMOUNT 1946-'47

NOVELTOONS—Technicolor (65)

P6-1	Spree for All	Good Start	7	10/26/46
P6-2	The Stupidstitious Cat	Funny	7	5/10/47
P6-3	The Enchanted Square	Very Good	10	5/10/47
P6-4	Madhattan Island			

PACEMAKERS (6)

K6-1	Brooklyn I Love You	Superb	10	10/26/46
K6-2	Love in Tune	Different	9½	11/16/46
K6-3	Radio, Take It Away	Swell Satire	11	3/ 1/47
K6-4	Try and Catch Me		9	
K6-5	Brains Can Be Beautiful			

POPULAR SCIENCE—Magnacolor (6)

J6-1	No. 1	Average	11	11/16/46
J6-2	The Sponge Divers	Fair	11	1/25/46
J6-3	Air-Borne Pastures	Good	11	2/ 8/47
J6-4	Marine Miracles	Fascinating	10	5/ 3/47
J6-5	Moon Rockets			

SPORTLIGHTS (10)

R6-1	Race Horses Are Born	Good	9	10/26/46
R6-2	Dive-Hi Champs	Good	10	11/16/46
R6-3	Queen of the Court	Very Good	10	1/25/46
R6-4	Like Father—Like Son	Interesting	10	1/25/46
R6-5	Jumping Jacks	Excellent	9½	3/15/47
R6-6	Selling the Sun	Excellent	10	2/ 8/47
R6-7	Under White Sails		9	
R6-8	Iced Lightning	Good	10	5/10/47
R6-9	Making the Varsity			
R6-10	Running the Hounds			

UNUSUAL OCCUPATIONS—Magnacolor (6)

L6-1	No. 1	Average	10	11/16/46
L6-2	Swedish Glass Makers	Interesting	10	2/ 5/47
L6-3	G.I. Hobbies		11	
L6-4	The Stunt Girl			

PARAMOUNT (Continued)

SPEAKING OF ANIMALS (6)

Y6-1	Stork Crazy	Very Good	10	1/25/47
Y6-2	Pooch Parade	Good	10	1/25/47
Y6-3	Country Life		9	
Y6-4	They're Not So Dumb		8	
Y6-5	In Love			

MUSICAL PARADES (6)

FF6-1	Sweet and Low		19	
FF6-2	Champaigne for Two		20	

GEORGE PAL PUPPETOONS—Technicolor (6)

U6-1	Wilbur the Lion	Excellent	10	5/ 3/47
U6-2	Tubby the Tuba			

POPEYE (6)

E6-1	Abusement Park		7	
E6-2	I'll Be Ski-ing Ya			

TWO REEL SPECIAL

37	Two Decades of History		22½	

LITTLE LULU

D6-1	Loose in the Caboose	Funny	8	5/10/47
D6-2	Cad and Caddie			

RKO RADIO 1946-'47

EDGAR KENNEDY (6)

73401	I'll Build It Myself	Hilarious	15	10/26/46
73402	Do Or Diet	Good	18	3/15/47
73403	Social Terrors		18	

FLICKER FLASHBACKS (8)

74201	No. 1	Excellent	9	10/25/46
74202	No. 2	Good	9	11/16/46
74203	No. 3		8	
74204	No. 4		10	
74205	No. 5	Good	7	5/10/47
74206	No. 6		9	

RAY WHITLEY MUSICALS (4)

73501	Bar Buckaroo		18	
73502	Cupid Rides the Range		18	
73503	Bandits and Ballads		17	
73504	A Buckaroo Broadcast		18	

SPORTSCOPES (13)

74301	Skating Lady	Smooth	8	10/26/46
74302	Hail Notre Dame		9	
74303	Bowling Fever	Fair	8	12/26/46
74304	Kentucky Basketeers	Excellent	8	1/25/46
74305	College Climbers		8	
74306	Ski Champion	Excellent	8	3/15/47
74307	Ice Skippers		8	
74308	Wild Turkey		8	
74309	Racing Sleuth		7	

THIS IS AMERICA (13)

73101	Beauty for Sale	Interesting	17	12/ 7/46
73102	Germany Today	Informative	16	1/25/46
73103	A Nation Is Born		20	
73104	Campus Boom	Timely	16	3/15/47
73105	San Francisco—Pacific Gateway	Excellent	16	3/22/47
73106	Forgotten Island		18	
73107	Big Party		17	

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73201	Melody Time	Very Good	18	1/25/47
73202	Follow That Music		18	

SPECIAL

73901	Football Highlights of 1946		20	

LEON ERROL

73701	Borrowed Blonde	Fair	15	3/29/47
73702	Wife Tames Wolf	Fair	17	5/10/47
73703	In Room 303		17	

WALT DISNEY

64116	Rescue Dog	Hilarious	7	5/10/47
64117	Straight Shooters		6	

20th CENTURY-FOX 1946-'47

MOVIETONE ADVENTURES (12)

7201	Fantasy of Siam	Excellent	8	2/ 8/47
7202	Royalty of the Range	Interesting	9	3/29/47
7203	Harvest of the Sea	Interesting	9	3/29/47
	(Color)			
7251	Sons of Courage		8	
7252	Jamaica	Excellent	8	10/26/46

SHOWMEN'S TRADE REVIEW

THE SERVICE PAPER OF THE MOTION PICTURE INDUSTRY

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The Unfaithful	15
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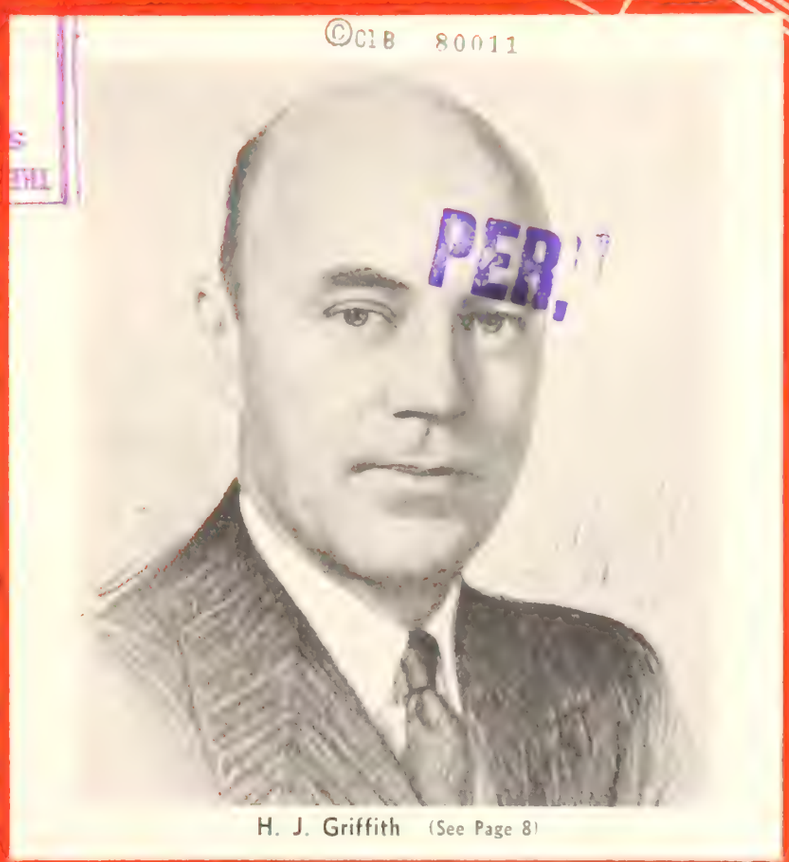
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Vol. 46 No. 22

MAY 31, 1947

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CHARLES E. 'CHICK' LEWIS
Editor and Publisher



H. J. Griffith (See Page 8)

HOLLYWOOD CAN TAKE CUE FROM RANK

(Jack Jackson Tells Why on Page 30)

SHOWMEN'S SILHOUETTE

(See Page 40)



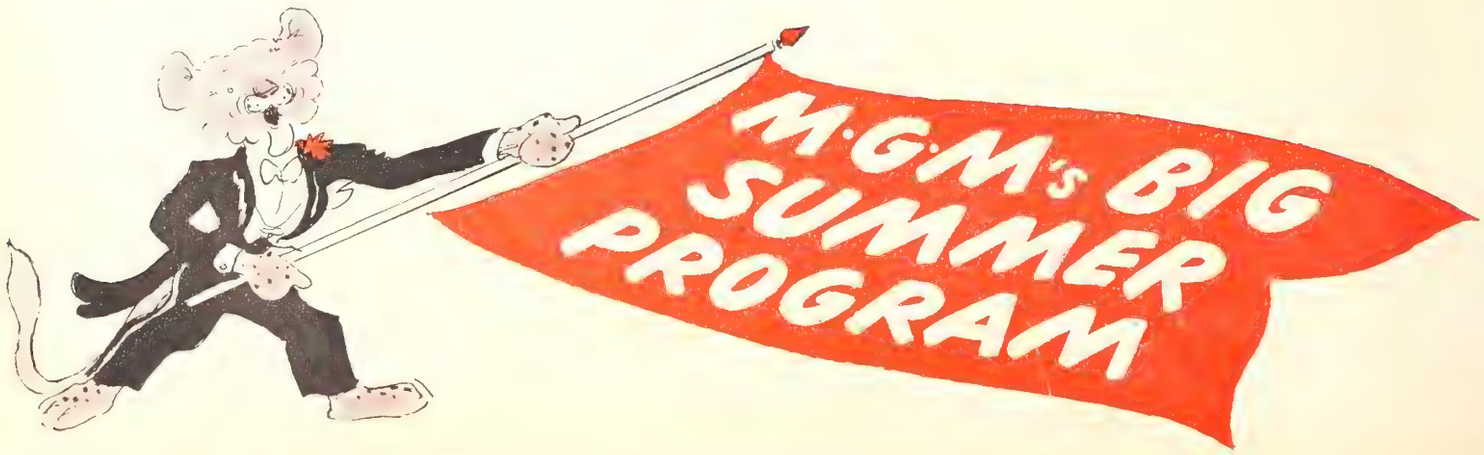


THE SHAPE OF THINGS TO COME!

Does the upward curve of a bathing suit
mean the downward curve of your attendance?

Does the crack of a baseball bat mean a
crack in your receipts?

If vacation-time and outdoor competition give you
the jitters, forget it! That's where Leo, the Friendly Lion,
comes in!



RELAX! LOOK WHAT'S HERE!



Happy M-G-M showmen! Leo brings you plenty of top product during coming months to keep your customers movie-minded! It's an old M-G-M custom!

M-G-M RELEASES! JUNE! JULY! AUGUST!



CLARK GABLE



DEBORAH KERR



GREGORY PECK



ESTHER WILLIAMS



ELIZABETH TAYLOR



GENE KELLY

CLARK GABLE · DEBORAH KERR
Sydney Greenstreet · Adolphe Menjou · Ava Gardner
Keenan Wynn · Edward Arnold
"THE HUCKSTERS"

★

GREGORY PECK · JANE WYMAN
"THE YEARLING" *(Technicolor)*
with Claude Jarman, Jr.

★

ESTHER WILLIAMS
"FIESTA" *(Technicolor)*
introducing Ricardo Montalban

★

VAN JOHNSON · JUNE ALLYSON
"HIGH BARBAREE"

★

"DARK DELUSION"
Lionel Barrymore · James Craig · Lucille Bremer

★

ELIZABETH TAYLOR
"CYNTHIA"

★

GENE KELLY · MARIE McDONALD ("The BODY")
"LIVING IN A BIG WAY"

★

SPENCER TRACY · KATHARINE HEPBURN
ROBERT WALKER · MELVYN DOUGLAS
"THE SEA OF GRASS"

★

VAN JOHNSON
"THE ROMANCE OF ROSY RIDGE"

★

M-G-M

Friendly in the Summer Too!



VAN JOHNSON



JUNE ALLYSON



SPENCER TRACY



KATHARINE HEPBURN



ROBERT WALKER



MARIE McDONALD

Thank you, Thank you

"A good bet." . . . . . FILM BULLETIN

"Hit Parade of '47 will hit." . . . . . HOLLYWOOD REPORTER

"Exceptionally good songs . . . sprightly comedy." . . SHOWMEN'S TRADE REVIEW

"Marquee names . . . add a box-office fillip." . . . . . N. Y. VARIETY

"Flows along easily . . . aimed at escape and relaxation." . MOTION PICTURE DAILY

"Should be one of big grossers." . . . . . DAILY VARIETY

"Should find favor among all types of audiences." . . . . . THE EXHIBITOR

"Far and away the best to date . . . a bevy of catchy new songs." . . . BOXOFFICE

"A half-dozen points of good exploitation caliber." . . . . . FILM DAILY

"Sparkling . . . bright and fresh and new." . . . . . HOLLYWOOD REVIEW

"Tops in entertainment. All 'round box office." . . . . . INDEPENDENT

"Pleasant and lilting." . . . . . MOTION PICTURE HERALD

Hit Parade of

is a great big wonderful


Thank you!
1947
how!
HIT PARADE
of 1947
Starring
Eddie ALBERT · Constance MOORE · Joan EDWARDS
with Gil LAMB · Bill GOODWIN · William FRAWLEY
Woody HERMAN and his ORCHESTRA
and REPUBLIC GUEST STARS ROY ROGERS and TRIGGER BOB NOLAN and THE SONS of the PIONEERS
Screen Play by Mary Loos • Original Story by Parke Levy • Score by JIMMY McHUGH
and HAROLD ADAMSON • Associate Producer and Director FRANK McDONALD
A REPUBLIC PICTURE

A NEW COMET WITH A GREAT TALE

* "Comet's first tinter solid picture-making. Should draw heavily. Gaily conceived, shrewdly turned out. Should do well in majority of situations. Hot action. Well executed color!" —*Hollywood Variety*

* "A new and dashing character in the title role. Sure to gain a large following!" —*M. P. Daily*

* "A refreshing new entry, action-filled. A natural!" —*M. P. Herald*

* "Unusually good western . . . fine portrayals . . . beautiful Cinecolor . . . acceptable in any situation!" —*Showmen's*

* "For click potentialities. Superior western program entertainment, should do very well!" —*Film Daily*

* "Will have the fans clamoring for more. Both exhibitor and patron will go for it in a big way. Very fine use of Cinecolor. Effects achieved are superb!" —*Independent*





action-packed, thrill-laden, wonderful-west

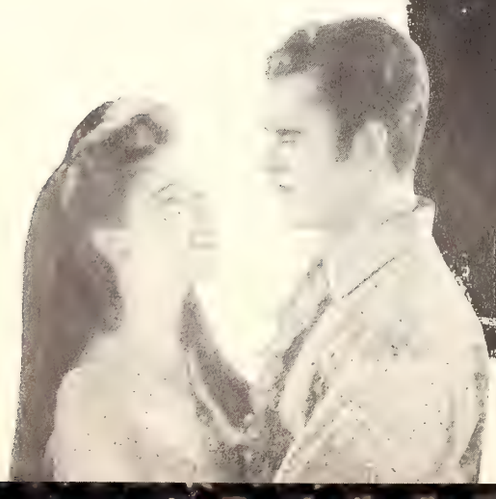
CINECOLOR!

COMET PRODUCTIONS, Inc.
presents

"THE ADVENTURES OF DON COYOTE"

with FRANCES RAFFERTY

and presenting RICHARD MARTIN as DON COYOTE



* *they said it . . . now you get it from U*

THE STR EDITORIAL PAGE

Cut The Federal Tax

Ted Gamble, Chairman of the Board of American Theatres Association, and a pretty smart exhibitor in his own right, is putting up a great fight for the reduction of the present Federal admission tax.

Unfortunately, the exhibition branch of the industry did not present a solid front when this matter was up before the Way and Means Committee last year with the result that the 20 per cent levy was retained.

There is no question but that this tax is getting too tough for the average theatre to carry and it should be, at least, cut in half. Some theatremen claim that unless it is cut down or eliminated, they might have to cut their admission prices.

Whether this is so or not, we are not in a position to say, but we do know that the tax itself should be cut and the stronger the front exhibition interests present the better will be their chances.

Gamble deserves the thanks of the whole industry for his efforts and knowing him as we do, we feel certain he will give the Committee in Washington a strong pitch.

▲ ▲ ▲

Happy Landing, Sam

One of the real pioneers in motion picture exhibition in the New York Metropolitan area, Sam Strausberg, passed away this week.

Starting from scratch, Strausberg built up a great circuit of theatres which later was leased to the Fox Metropolitan interests. A few years later he re-entered the local exhibition field again as head of the Interboro Circuit and again built up a fine chain of neighborhood houses.

Aside from his activity as a circuit exhibitor, Sam was a leading figure in many philanthropies and only last year was selected by the Brooklyn Daily Eagle for a special award as an outstanding citizen of that borough.

We join with his army of friends in extending condolences to his family and associates.

▲ ▲ ▲

Don't Cry 'Wolf!'

It is most unfortunate that so much publicity has been given to the, so-called, economy drives of several of the major companies. The net result appears to be leading up to a general scare that business is going to be bad. We say "going" because despite slight drops in attendance here and there, the general average is still pretty good.

We are reminded of the ancient gag about the exhibitor who found that he was only making a thousand a week whereas he formerly made fifteen hundred, so he told everybody that he was losing five hundred a week.

The same might be applied to several of the big companies whose profits have dropped off a little. They sound as though they are actually losing money when, on the contrary, they are still making excellent profits.

So, instead of concentrating on good pictures and good showmanship, they are crying "wolf."

This is a business of creative showmanship; real aggressiveness, and plenty of ingenuity. Let's stick to our knitting and hammer away at making good pictures; selling them on fair and equitable terms, and then sell them strongly to the movie-going public so that in the final analysis, the box-office returns will still reflect a good profit to all branches of the industry.

▲ ▲ ▲

Good Industry Relations

No one who attended the recent Variety Club Banquet, hosted by Jack Warner at the Warner Brothers Studio, could help but come away with the firm conviction that here was a great industry relations job.

It was not only a magnificent affair but it sent about a thousand men of our industry back home with a feeling that they were proud to be part of the great Heart of Showbusiness as well as the industry itself.

Too few top executives of our business actually realize the great job the Clubs are doing in their respective communities or the amount of good will and charity they dispense in the course of their Variety Club activities.

The production branch of the industry learned a lot about this organization during the convention and from the observations and remarks reaching our ears, they were truly amazed and delighted at what they found out.

For this opportunity they can thank Charlie Skouras who headed the convention committee in Los Angeles, Bob O'Donnell and Johnny Harris for the way they have guided the destinies of the Clubs, and Jack Warner for having made that tremendous banquet possible.

If there still remains one or two companies who are not fully cognizant of the Clubs and what they are doing, rest assured, they will soon find out. Because the Variety Clubs are one of the better activities of this great industry and are doing a great industry and public relations job.

—"CHICK" LEWIS

WHAT'S NEWS

In the Film Industry This Week

INDUSTRY IN THE COURTHOUSE—In New Orleans there is a large suburban area which extends from below Canal Street to the Lake and which is generally designed as Lakeview. Up until a few years ago there were no suburban theatres in this area and its car-owning inhabitants usually drove into the main business area, miles away or went to one of the suburban houses in the Carrollton Avenue residential area. Then an independent outfit built. There was lifting of eyebrows at the time. This week eyebrows lifted again as the Lakeview Theatre, Inc., filed a suit in the federal court at New Orleans for injunctive relief and triple damages amounting to $962,000 against United Theatres, Inc., a firm which dominated the New Orleans subsequent-run area, RKO, Paramount and Warner Bros., and—E. V. Richards, national industry figure. (P. 10).

And the lawyers were girding their legal loins in Sedalia, Mo., this week also as Fox Midwest's Liberty and the independent Uptown appealed fines assessed against them for allegedly making incorrect returns on the city's one cent admission tax. (P. 9).

* * *

DISTRIBUTION—Monogram President Steve Broidy termed talks about a switch in its Canadian exchange system as "premature" and continued to talk with Rank representatives; film circles were discussing the possible affiliation of Film Classics with Walter Wanger as Wanger's treasurer, Dave Tannenbaum, became a member of the Film Classics board; RKO, Loew's, United Artists and Paramount were among the national advertisers who spent over $1,000,000 on newspapers, magazines and radio; "March of Time" decided to release two of its theatrical films "The American Cop," "Problem Drinkers" to the non-theatrical field on 16-mm.; Selznick Releasing Organization concluded its first sales meeting in Los Angeles with John Howard presiding; Columbia announced a sales meeting in Chicago's Drake Hotel, June 3-6; Warner Bros., announced reissue of Al Jolson's "Go Into Your Dance" and "Sing Me a Love Song" as double bills for summer; Superfilms claimed an all key-city booking of "Carmen" and appointment of Abe Teitel of Chicago as mid-west representative.

* * *

LABOR—California's Labor Referee ruled that some 70 union carpenters who had refused to work on "hot sets" in the studio jurisdictional fight were not entitled to unemployment relief; Conference of Studio Unions President Herbert K. Sorrell terminated conferences between studios and the set designers when the studios refused to discuss representation of interior decorators whose bargaining agency status is now before the Labor Board. The union backed Sorrell by a vote of 223 to 34.

Los Angeles projectionists were asking a 43 per cent wage increase and studying proposals; the Colosseum of Motion Picture Salesmen was asking the Labor Board in New York to certify it as the bargaining agent for salesmen and sales managers with a decision expected in June; British Laborite leader and film technician head, Tom O'Brien was discussing exchange of workers in New York with International Alliance of Theatrical Stage Employes Chief Richard F. Walsh. (He also took a gloomy view of America's jurisdictional problems and said it would be a "major blunder" if Great Britain shut out American films); and the first issue of the IATSE's new quarterly bulletin, a 9x12 magazine on slick paper, made its appearance this week.

* * *

GENERAL—Though no announcement was made on it, German-born Eric Pommer was reported in Washington this week talking over German picture production with the War Department. That body appears to have abandoned any idea of exporting Nazi films but is determined to get an export market for German pre-Nazi and post-war productions. Meanwhile extent of American playing time in Germany can be gathered from a week's run in a major German city where out of nine theatres, six American films were being shown.

In New York British Producer Herbert Wilcox said American films had helped develop the British industry and that to curtail their playing time severely would be bad for Britain's industry and audiences; Harold J. Mirisch joined Allied Artists as a vice-president; in Hollywood, George Glass joined Screen Plays as executive vice-president; Irving Pichel was loaned by Universal-International to RKO to direct "The Miracle of the Bells."

Also the Commerce Department reported from Washington this week that its survey showed that the number of "theatres" showing motion pictures over the world totaled 86,640, with a seating capacity of 38,353,678 persons. This represents a jump of 18,643 over figures available in 1940. The Commerce Department breakdown follows: United States, 18,765; Europe 51,227 (in 1940 there were 36,779 listed, due, it is believed to inaccurate figures from Russia which then showed only 3,000 theatres as compared with its 1947 total of 17,500 theatres); Central and South America, 6,331; Far East, 2,779; South Pacific, 2,083; Middle East, 1844; Africa, 1,207; Caribbean area, 659; Atlantic Islands, 122; Canada 1,493; Puerto Rico, 130.

* * *

TAXES—Federal admission taxes on amusements for April jumped to $33,412,813 as compared to $28,796,825 for March this year or $29,949,562 for April last year. In Brewton, Ala. the city council was to consider a 10 per cent amusement tax.

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The News Spotlight



LOUIS deROCHEMONT . . . he'll be teacher in a big way as the result of United World contract to produce 86 color shorts on geography for 16-mm. distribution. (P. 12).



BOB MOCHRIE, RKO General Sales Chief . . . he thinks sales meets developed increased importance "as new developments take place to affect merchandising of product"; believes that they can serve to give problems mass discussion and to arouse mass enthusiasm.



TOM O'BRIEN, English film technician labor head, Member of Parliament, here on a visit and not backward about stating that it would be a "major blunder" should his country shut out American films. (P. 14).

H. J. Griffith

(The Man on the Cover)

He's head of some 122-odd theatres which operate over a wide-spread of prairie land and mountain country including Kansas, Missouri, Nebraska, New Mexico and Texas, who was host this week to the first post-war convention of his theatre partners and executives in a giant meeting at the Baker Hotel in Dallas, Texas.

NATIONAL NEWSREEL

Attendance Report Called Untrue, Appeal from Fines

Executives of the Sedalia, Mo., Liberty Theatre of the Fox Midwest circuit and the neighborhood independent Uptown, this week filed appeals against police court fines assessed against them for allegedly incorrect attendance reports in connection with Sedalia's one-cent amusement admission tax.

The appeals, filed in the Pettis County Circuit Court, followed the action of Judge W. E. Scotten who fined Fox Midwest City Manager Joe Ruddick, the circuit's Liberty Theatre Manager Leroy Nichols, and Mrs. J. T. Ghosen of the independent Uptown $100 each after testimony offered by John Weeks, Jr., a William J. Burns detective. Weeks told the court he checked 286 persons going into the Liberty Theatre on April 17. Ruddick and Nichols however, contended their report showing an attendance of 92 for the night was correct and explained the light attendance by pointing out that it was the last day of "The Best Years of Our Lives."

Weeks declared a check of the Uptown at night on April 16 showed 417 admissions, while a matinee check on April 17 showed 16. Mrs. Ghosen's records showed 376 for the evening and 27 for the matinee.

Out in Front

Playing time that American films are receiving in Germany is probably best exhibited by the fact that in nine German Theatres in Berlin, one of which plays on a split-week policy, six American films were being shown. They were: "Shop Around the Corner" at the Marmorhaus; "Random Harvest" at the Kronen; "The Keys of the Kingdom" and "Lost Angel" at the Rheinschloss (split week); "The Great Victor Herbert" at the Prinzen-Palast; "Lost Angel" at the Rex.

At the Filmbuehen Wien, during the same period, Rank's "The Overlanders" was current; the Astor played the French "Beauty and the Beast"; the Cosmos, Rank's "Man in Grey," and the Lida Russia's "The Stone Flower." At the British Theatre, Puck Cinema, both pictures for the split week were American—"The Strange Woman" and "Never Say Goodbye."

Export of German-made Films Remains in Unsettled Status

Washington — that part of it that is interested in the motion picture situation — continued to wonder what the outcome of the American Military Government's plan for German producing and exporting would finally be as the War Department appeared to have reversed itself on the subject of exporting Nazi-made films from Germany but remained firm in its opinion that German films made under the Military Government or during the pre-Nazi regime should have an export market.

As the situation continued muddled, Assistant Secretary of War H. C. Petersen left for Germany to confer with high Military Government officials.

Hold Report

At the insistence of Petersen, the War Department's much-touted report on the German situation has been held up. Also presumably dumped in the ash can was the meeting between Eric Pommer and industry leaders. War Department officials said last week that Pommer would arrive in this country with Brig. Gen. Robert McClure, of the American Military Government in Germany. General McClure arrived last Saturday, but Pommer's presence in Washington was kept secret.

War Department officials have made clear, however, that new German film productions and suitable pre-Nazi pictures will be exported, even though there is considerable Congressional and industry objection to export of any German films.

Rep. Gordon L. McDonough (R., Calif.) was informed by Secretary of War Robert P. Pat-

(Continued on Page 14)

Don't Jump at Conclusions, Says Treasury as Amusement Tax Soars

Treasury Department experts in Washington cautioned against reaching conclusions by comparing the returns of succeeding months for federal amusement admission taxes as the report for April this week showed that month had taken an unexpected jump over March.

The April collections climbed to $33,412,813 as compared to the March collections of $28,796,825. In addition, April this year represented an increase over the collections of $29,949,562 for April last year.

The figures, it was pointed out, could be misinterpreted with regard to a correct view of the nation's motion picture business in that the majority of districts—particularly the Broadway area—actually reported a decrease, while a few areas, such as Los Angeles, showed an increase.

Further the Treasury Department experts cautioned against comparisons of succeeding months, saying there is often a considerable carry over from one month to another and pointing out that March had three more days than February.

It was also noted that nearly half of the $4,615,988 increase over March was registered in one district—the California district which includes the Los Angeles area, headquarters for one of the nation's largest theatre chains.

The April admissions for this district amounted to $3,256,357, a jump of almost three times over March's collection of $1,169,283. The majority of other districts were off, with Broadway falling in April to $5,973,630 from the March collection of $6,518,375.

4 Spent Over Million

Four major distributors were among the 132 national advertisers who spent more than $1,000,000 during 1946 on newspaper, magazine and radio network advertising, figures compiled last week by Advertising Age reveal.

They are: RKO, with an expenditure of $2,823,753; Loew's (MGM) $1,691,658; United Artists $1,143,768; Paramount, $1,099,217.

Chicago Teen-Agers Now Protest Prices of Tickets

Teen-age mutterings over admission prices to motion picture theatres had shifted to Chicago this week as the Hawley, Minn., teen-age picket line against the 250-seat Garrick in that community ended after the county prosecutor had termed it "illegal" and Hawley's Mayor had called it "un-American."

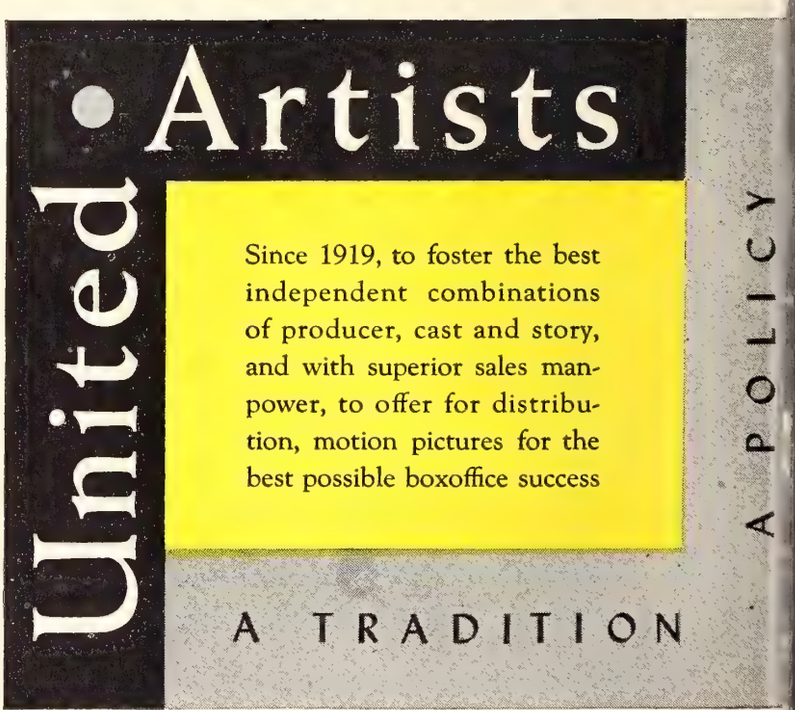
But as the youngsters of the Minnesota town, who complained about a 40-cent admission for their age brackets on the grounds that it made the cost of dating too high, quit their week-old parade before the Garrick, the same age group in Chicago formed the Youthful Movie Goers Club, with Barbara Voight as chairman, in protest over juvenile admission prices. Chairman Voight said the object of the club was to get exhibitors to reduce their admissions for the bobby-soxers so that they could see more than one movie a week. What with higher costs of candy bars, popcorn, etc., it was getting to be quite a budgetary task to stretch the weekly allowance to cover more than one show. The Chicago unit has not announced what action it might take if it does not succeed with its program.

But the kids of Hawley had some pretty definite ideas and backed them up with a continuous parade before the Garrick which brought Clay County Attorney G. L. Dosland out with an opinion that this picketing was an "illegal assembly interfering with a man's business" which amounted to a boycott and tended to "incite riots and disturb the peace." Dosland, however, did not ask the governor for the militia to meet what he seemed to observe with alarm. Neither did Mayor E. P. Johnston who told the students that their action was "un-American" because "it prevents a man from charging the price he desires for the product he is selling," asked the Parnell Thomas un-American affairs comittee to come over and "have a look."

Meanwhile in Hawley, Garrick Manager R. H. Vieths declared business was back to normal.

UNITED ARTISTS has long recognized the pioneering spirit as the strength of the industry and of its own company. Among its many independent producers are men whose greatest success has been achieved in departing from the traditional heroes and stories. This spirit is currently evidenced by Producers Boris Morros and William LeBaron whose CARNEGIE HALL, the greatest music picture of all time, and a far cry from the trite and usual, is already showing its ascendency among the leading grossers of the year. Showing, too, that, like all the best of independent producers,

Federal Films releases thru United Artists.



MARSHA HUNT

WILLIAM PRINCE

WALTER DAMROSCH

BRUNO WALTER

NEW YORK PHILHARMONIC SYMPHONY ORCHESTRA

LILY PONS



BORIS MORROS and WILLIAM LeBARON present

"CARNEGIE HALL"

with FRANK McHUGH · MARTHA O'DRISCOLL

HANS YARAY · OLIN DOWNES · JOSEPH BULOFF

GREGOR PIATIGORSKY

RISE STEVENS

ARTUR RODZINSKI

ARTUR RUBINSTEIN

JAN PEERCE

EZIO PINZA

KAUGHN MONROE AND HIS ORCHESTRA

JASCHA HEIFETZ

FRITZ REINER

LEOPOLD STOKOWSKI

HARRY JAMES

Directed by Edgar G. Ulmer

Production Supervisor—Samuel Rheiner

Original Story by Seena Owen

Screenplay by Karl Kamb

A Federal Films Production

Released thru UNITED ARTISTS

NATIONAL NEWSREEL

New Orleans Lakeview Files $962,000 Anti-Trust Suit

Richards, United Theatres, Paramount, RKO, Warners Named in Monopoly Case

Claiming monopolistic practices and "unreasonable clearance in restraint of trade," the Lakeview Theatre of New Orleans Monday filed suit for injunctive relief and triple damages amounting to $962,000 in the federal district court of that city against Paramount-Richards President E. V. Richards, United Theatres, and three distributors—Paramount, RKO and Warner Bros.

Attacks Clearance

In his petition, Robert E. Smith, president of Lakeview Theatres, Inc., operators of the suburban Lakeview, contends that conspiracy on the part of certain defendants imposed a 60-day clearance over his house in favor of the Beacon which was "arbitrary and discriminating," forcing him to pay rentals "far in excess of reasonable or the same rentals which were and are paid by the Beacon," and asserted that the Lakeview by "custom and usage" was entitled to prior suburban runs.

Richards, who has never been reported as financially interested in United, the dominant subsequent-run chain of New Orleans, is made a defendant on the assertion that he exercised "tremendous power in the motion picture industry in Louisiana and adjoining states."

In his petition Smith claims that before building in the Lakeview he consulted the distributor defendants and was assured product was available. After he started building, he says, United erected what is today the Beacon, 400 feet away from him and he found product unavailable from the defendant distributors. Whereupon Smith claims he called upon United Theatres and was told by one of its officers that "the future operation of the Lakewood would be unprofitable due to the fact that United has been a customer of the defendant producers for over 20 years and that with United's tremendous buying power it was in a position to insure the flow of product to its theatres and to prevent any independent theatre, particularly the plaintiff, from securing product to operate profitably."

Claims Conspiracy

Smith claims that a conspiracy carried out this threat and further claims that the United executive suggested a consolidation whereby the Lakeview would close and Smith would get an "indefinite but small" interest "in a corporation which included a pooling of other theatres which had been taken over under similar circumstances by United throughout Orleans Parish" (county).

The suit is filed under the Sherman anti-trust law and the Robinson-Patman act. Henicna, James and Cleveland represent the Lakeview.

Wedding Mark

With three weddings involving three of the personnel of the Universal exchange in Boston, all taking place the same day, the exchange has set a mark that will doubtless endure for a long time. Manager Mayer Monsky was married to Lillian Fine; Harold Michaels, salesman, wed Betty Flaks, and Barbara Pellish, confirmation clerk, eloped with Allan Wendell.

Fine's $500,000 Damage Suit vs. Para. Dismissed

Suit by Charles Fine for $500,000 damages against Paramount Exchange Manager Hal Stephens and the Paramount exchange for having caused Fine's arrest by the FBI in connection with an attempt to sell a print of "Going My Way" had been dismissed in Chicago this week. Fine claimed that he had bought the film at an express company auction.

Seek Piccadilly Settlement

Reports from Chicago this week indicated that settlement of the Schoenstadt Piccadilly Theatre $6,750,000 anti-trust damage and injunction suit was being attempted out of court. The suit arose over clearance and run.

Theatremen Will Select Topics for SMPE Papers

Selection of a special papers committee, consisting predominantly of theatremen, to select the topics for papers which will be read at the Theatre Engineering Conference of the 62nd semi-annual convention of the Society of Motion Picture Engineers in New York next October was announced this week.

The committee consists of Leonard Satz, Century Circuit, chairman; Seymour Seider, Prudential Playhouses; Henry Anderson, Paramount; Charles Bachman, Warner Bros. Theatres; Ben Schlanger, architect, and D. E. Hyndman, Eastman Kodak.

Other committees are: Regular papers—Gordon A. Chambers, chairman; Herbert Barnet, R. T. Van Ninma, N. L. Simmons, H. S. Walker. Exhibit Committee—W. W. Simon, Altec; Sidney B. Moss, Amusement Supply Company; J. W. Servies, National Theatre Supply.

Predicts 65% Increase In Cinecolor Production

Prediction that Cinecolor would increase its production capacity by 65 per cent in the four-week period ending June 6, 1947 over the production for the previous four-week period which ended May 10, 1947, was made at a press conference in Burbank Calif., this week by Cinecolor President William T. Crespinel.

"Our company," Crespinel said, "now has a capacity of approximately six million feet of film per month and this will increase to nine million feet per month when our current expansion program is completed. And just remember—Cinecolor's capacity two years ago was 500,000 feet of film per month."

Juvenile Law Passed

The Connecticut legislature, in session at Hartford, has passed, and the Governor has signed, a bill which will permit the admission of children under 14 without being accompanied by parent or guardian until 6 P.M., according to the interpretation of the law by the Motion Picture Theatre Owners of Connecticut. After 6 P.M. it will still be required that children under 14 be accompanied by an adult. The girls' age limit has been dropped to 14 to correspond to the boys.

Interboro Circuit Closes In Tribute to Strausberg

Interboro Theatres of New York and the surrounding area were closed till two in the afternoon Tuesday as a tribute to their former president, Samuel Strausberg, 65, who died last Friday in Doctors' Hospital after an illness of several months.

Strausberg, who was as well known for his humanitarian activities as for his theatre work, was also president of the Brooklyn Beth-El Hospital a member of the board of governors of the Brooklyn Jewish Center, of the Brooklyn Citizens Committee, Navy Relief Fund and the Brooklyn War Memorial Committee.

Born in Poland, Strausberg came to the United States 40 years ago working as a tailor. He acquired a nickelodeon in the early days of motion pictures on New York's lower east side, failed, and opened another in Brooklyn on Myrtle Avenue, building up from this single house until he had an important chain of 30 theatres which he leased to Fox in 1927 for $1,500,000. The 1929 depression brought him back into theatre business where he built up the 50-house chain of Interboro, the active operation of which he turned over to his sons, Solomon M. and Morris Strausberg, and to his son-in-law, Stanley Kolbert, in 1941. At the time of his death Interboro planned 12 new houses. Strausberg is survived, in addition to his two sons, by his widow, Rebecca, and two daughters—Mrs. Stanley Kolbert and Mrs. Elias Bloomgarden.

DeRochemont to Produce 16-mm. Educational Series

(See The News Spotlight)

Louis deRochemont, who used the documentary approach to non-documentary films to produce "The House on 92nd Street" and "Boomerang" was about to turn school teacher in a big way this week as he concluded a deal with United World for a series of 86 16-mm. films.

The films, which will be in color, will be a classroom approach to teaching geography and are apart from deRochemont's regular production stint for 20th Century-Fox. The teacher contract is for 16 weeks.

Mirisch Joins Allied Artists

Appointment of Harold J. Mirisch, former head film buyer for RKO theatres as a vice-president of Allied Artists where he will serve as a producer contact with the sales department for the company was announced this week. Mirisch will headquarter in Hollywood.

NATIONAL NEWSREEL

Picture People

Harry Smith, executive secretary of the Society of Motion Picture Engineers and editor of its *Journal* resigns July 1 to go into business for himself in Florida.

Herb Copelan, who was recently placed in charge of Warner Bros.' Latin-American theatres, is off to visit the various locations he has in those countries.

William Wyler, who was awarded the Legion of Merit for his work in films during the war, especially for "Memphis Belle," is off to Europe to combine the business of observing things with the pleasure of looking over new fields.

Bergen Junior College at Teaneck, N. J., has awarded the Brothers **Warner—Harry M., Jack L.,** and **Albert**—its 1947 citation for "distinguished and noteworthy contribution to American education" based on the brothers' filming of classics such as "Midsummer Night's Dream."

United Artists General Sales Manager **J. J. Unger** is traveling again.

Emmet Dalton, Great Britain representative for Sam Goldwyn, is in New York to talk things over with Goldwyn President **James A. Mulvey.**

And another visitor is **George Gunn,** head of the British Techniocolor's camera department, who will visit New York and Hollywood.

Ed L. Kingsley of Oxford films is traveling coastward to talk a deal on the Swedish film "Torment" with Hebert Rosener circuit.

'Carmen' Booked Into All Important Key Centers

Announcement that "Carmen," one of the 29 odd foreign-language films it handles had been booked into every important key center of the United States and that Abe Teitel, Chicago exhibitor and distributor, had been appointed its mid-western representative was made in New York this week by Superfilms. The company is already represented on the west coast by Sidney Pink's Trans-International. "Carmen," a Superfilms spokesman said, was now starting its subsequent-run in New York over several circuits.

T-I Acquires 'Frisco House

Trans-International Pictures this week announced that it had purchased the 1,000-seat Portola Theatre in San Francisco and would inaugurate a regular policy of foreign pictures. The house up to now, according to Trans-International's Sidney Pink and Paul Schreibman, had had only a sporadic foreign policy. Pink also said that Superfilms "Before Him All Rome Trembled" had been booked into the Los Angeles Tivoli.

RKO Quarter Net $2,270,683

RKO's consolidated net profit for the first quarter of 1947 was $2,270,683 after deduction for taxes, or earnings of 58 cents a share of common. This is a drop from the first quarter of 1946 when the net was $3,075,954 or 97 cents a share.

Seeks to be Salesmen's Agent

The Colosseum of Motion Picture Salesmen of America this week moved to certify itself as the authorized bargaining agent for the motion picture salesmen and sales managers of the country by filing documents with the National Labor Relations Board intended to support its claim. Joint conferences were held last week between the Board Examiner, Colosseum President A. M. Van Dyke and its Attorney David Beznor, and home office representatives of Paramount, Loew's (MGM), Republic, United Artists, Universal, 20th Century-Fox, Warner Bros., Columbia, Monogram, National Screen Service, PRC and RKO. At the National Labor Relations Board it was said developments were not expected until the latter part of June.

Pathe Newsreel Rebuilds Its Prewar Staff of Cameramen Over the World

Your local exchange manager, or the projectionist in the booth even, might be responsible for those newsreel shots of the big event that took place right in your city's own backyard.

And when you see a shot of damage in Europe, like the ice-jammed Vistula smashing bridges, it may be the result of a little research done by a member of an embassy staff in Washington, D. C.

Anyway take the word of John D. LeVien, Pathe newsreel news editor, his company didn't overlook any possible bets when it started to build its postwar staff up to prewar strength. And, according to LeVien, what with the inroads the war had made on the regulars, with newsreel men moving into other localities and pools taking over whole national services, there was quite a rebuilding job to do, both at home and abroad.

Sought Freelances

In addition to reorganizing the Pathe staff at home and abroad, he had the job of finding some 300 freelance cameramen for spot assignments. So he went into an executive huddle with himself and came out with the idea of calling upon everyone he could think of everywhere.

In the United States, he wrote exchange managers for tips on prospects. When this didn't work out, he wrote the local unions of the International Alliance of Theatrical Stage Employes. For foreign service he queried embassies and enlisted diplomatic aid.

Pathe today, he says, has built its service as nearly as possible back to the prewar period and, along with other newsreels, is for terminating pools wherever possible.

Swap Pictures

At the moment, through reciprocal agreement, news from Great Britain is furnished on an exchange basis with Pathe of that country, an altogether separate company with which Pathe in America has no financial or ownership connection.

In France a similar agreement exists with Pathe Journal of Paris, which again is not owned by American Pathe but serves it on an exchange basis. The Incona company covers Italy; Sweden is served by Svensk Filmindustri, and there is a joint agreement with an Australian company. The important news in Palestine is furnished by British Pathe, and North Africa, South Africa and India are covered by American Pathe's staff cameramen.

India, LeVien says, presents quite a problem, with Moslem cameramen unable to cover Hindu gatherings and Hindu cameramen refusing to cover Moslem gatherings. In addition, the recent riots have proved not only troublesome but dangerous and it is sometimes difficult to find men who will risk shooting them.

Yet one of the major problems in reestablishing a worldwide staff, LeVien finds, was not finding men so much as getting equipment for the men who didn't have any.

Equipment Needed

Many cameramen had lost their equipment in the war and it was up to Pathe to provide replacements if it wanted service. And on top of that, several cameramen who poke their nose into European corners where they are not welcome, continue to lose equipment. The Pathe news editor cited a letter he had received recently. It read:

"Budapest cameraman's camera confiscated by police on behalf of the Communist Party."

Budapest is a hot spot with news likely to break any minute. LaVien is seeking another camera. But at that, he says, the situation isn't as bad as it was. He remembers the time when he had just come to the news desk after release from the army and a story broke in an area where Pathe would have to use a freelance. So he went through the freelance file and put in a phone call to the cameramen nearest the event.

A strange, cracked voice answered. Yes, he was the party. LaVien explained what he wanted.

"Well," the voice replied, "I'll do it. But it's the first time in 23 years I've been out on a story. I'm 95 years old."

Buy Sight Unseen

Adam Scofflaw of Columbus, Ohio, is a citizen who not only objects to pay a buck twenty to see a motion pitcure, but he also has an idea that since he pays the regular rate to see some turkeys, he ought to get the cream of the crop for not a penny more. So he took his pen in hand and wrote the Columbus Citizen:

"I have been paying 65 cents to Class C pictures highly touted as colossal Class A. Then along comes a picture I'd class as a B which the producers class an A plus and what happens. They forget I've been enriching their treasury for 18 months by watching their cheap offerings. They hit me for a buck 20. Gosh! I ought to participate in any dividend, but no! A buck 20? I walk away. Movies are the only thing I am forced to buy sight unseen."

NATIONAL NEWSREEL

Found Foreign Countries Eager to Export Pictures

Foreign nations are so anxious to export films because films are one of the few things they can export without damage to themselves or depriving themselves of things which might be needed in their own country, Irving Shapiro, head of Film Rights International, said in New York recently.

A can of film, he pointed out, can be shipped anywhere, without taking anything out of a country, whereas exporting a bushel of wheat or some needed mineral supply would definitely hurt the country's economy.

Shapiro, recently returned from a visit to Italy, says he found Italian production going at a good pace and meeting difficulties that it faced in good spirit. He believes that Italian pictures have a great export possibility due to the fact that the immigrating habits of Italians for years have built up strong Italian communities in almost every section of the world. He pointed to the Italian population of large American cities and the Italian groups scattered through Latin America to support his argument.

At one time, he recalled, before sound drove it off the world's screens, Italy was a world leader in film production and during the early days of films, Italian productions such as "Quo Vadis" were roadshown in the United States.

O'Brien, Walsh Confer on Exchange of Technicians

(See The News Spotlight)

Tom O'Brien,, laborite member of Parliament and general secretary to the National Association of Theatrical and Kine Employes, this week met with Richard F. Walsh, president of the International Alliance of Theatrical Stage Employes on plans to interchange American and British studio technicians.

O'Brien, who is pointing out that the studio employes of various nations are forming confederacies, has suggested that the United States and Great Britain study possibilities of affiliation lest they be left out of the movement altogether.

As to the British attitude on film quota and the curtailment of American screen time to a great degree, the English labor chief said he felt that it would be a "major blunder" for his Government "to prevent American films from reaching Britain." He added, however, that the British were expecting Hollywood to improve the type of picture that was coming to England and inferred that he thought the sending of inferior product to his country was bad policy.

Using Shorts to Fight Duals in St. Louis Area

Use of shorts to fight double features has been effective in the St. Louis territory, George Reilly, short subject representative for MGM in that area, declared this week.

Reilly claims that he has sold program of ten repeat shorts to houses in place of the second feature on a dual bill and in single-feature houses has pushed for special children's shows made up only of repeat cartoons.

Reilly has also built up programs consisting of 10 repeat MGM FitzPatrick Travel Talks.

The Michigan Story

Detroit and Michigan motion picture theatres have embarked on a program for publicizing Michigan to its own citizens through the medium of a series of 17 film subjects calling attention to amazing and little known facts about the state.

The program is undertaken at the request of Governor Sigler that citizens be given a wider appreciation of Michigan's advantages as a place in which to live, work and play.

Movie house owners have created a series of visual presentations on sound film, whereby salient highlights of the Michigan story will appear regularly in sequence on hundreds of Michigan screens during the next five months.

Wilcox Against Ban on U. S. Films to Britain

British exhibitors and the public alike would suffer in that country if legislation were passed which would severely curtail American film imports, British Producer Herbert Wilcox declared in New York this week.

Wilcox, who paid tribute to the American product by saying that it had played an "all-important part" in helping to develop the British industry, added that the most playing time British producers could hope to gain by cutting further on American screen time would be about 20 per cent, since the British industry lacked the facilities and technicians to step up their own production radically.

He told SHOWMEN'S TRADE REVIEW that he viewed a more stringent quota as unnecessary in view of the reception British films were receiving in their own theatres and said that "what we want is more good American films and more good British films. You can't legislate for that," he added, "you have to work for them."

Industry Speculates on Wanger-Film Classics Tie

Film circles speculated this week whether there would not be a very close liaision between Walter Wanger Pictures and Film Classics as David Tannenbaum, secretary and treasurer of the Wanger outfit became a member of the Film Classics board.

While Film Classics did not confirm a report that its president Joseph Bernhard was to become a director in the Wanger board, however, Film Classics has been quietly moving to take over distribution of new pictures as well as reissues and has been buying out its franchise holders in several exchange centers evidently with the intention of owning all its exchanges.

Glass Joins Screen Plays

George Glass, former exploitation director for several independent motion picture companies, this week was named executive vice-president of Screen Plays, Inc. Glass takes over as soon as his engagement with Artists Alliance expires. He has served with Selznick International and was at one time a vice-president with Russel Birdwell.

German Film Export Status Still Unsettled

(Continued from Page 9)

terson, that there is "little likelihood" that German films will be exported to the United States "in the near future."

Answering McDonough's inquiry about the German situation, Secretary Patterson made clear, however, that "acceptable" German films will be exported to obtain foreign currency and credits.

Although Patterson did not define what German films would be "acceptable," it was learned that this definitely does not include pictures made under Hitler.

Patterson's comment that no German films would arrive here in the near future was not based on any strict policy to keep German films out of this country. Other War Department sources pointed out that only about eight to ten films would be produced in Germany this year. If the exports are based on new production, it will be a while before these films will become available.

In his letter to the California Congressman, Patterson commented:

"To date, no German films have been exported to the States from the U. S. occupied zone of Germany. However, it is believed that one very effective means of re-educating the German people along democratic lines is through the medium of German-made motion pictures. In order to bring the industry to an eventual self-sustaining level, it is necessary that acceptable films be exported to obtain foreign currency and credits."

Des Moines Organizes M. P. Foundation Unit

Des Moines organized its Motion Picture Foundation unit with the election of Nathan Sandler, circuit operator as a trustee with A. H. Blank of the Tri-States circuit. Elected to the directorate for one year were Sandler, G. Ralph Branton, D. C. Kennedy, J. H. Foley, Eddie Faulks, William A. Johnson, A. M. Black, L. A. Kuhl. Elected for two years are Blank, Lou Levy, Rudy G. Faulks, Charles Iles, Laurence Dunn, Ted Mendenhall, Nate Rosenthal, Wesley Mansfield, Barney Brotman.

Memphis Foundation Unit Elects Lightman Trustee

The Motion Picture Foundation unit in Memphis, which covers Arkansas, Mississippi, parts of Missouri and Tennessee, elected M. A. Lightman trustee with P. Sapinsley of Malco Theatres as permanent chairman and Tom Young of 20th-Fox as secretary-treasurer. The directors are: O. G. Wren, Max Peruniski, Orris Collins, Dave Flexer, W. A. Rush, William Kroeger, Tom Young, W. A. Griffith, Ed Williams and Lightman and Sapinsley.

Foundation Unit Formed

Formation of the Minnesota unit of the Motion Picture Foundation took place this week after a meeting in Minneapolis with Harold Field of the St. Louis Park Theatre as president and the following officers: Roy Miller, Universal, vice-president; Harry French, Minnesota Amusement Company, treasurer; Stanley Kane, executive secretary; Billy Elson, trustee.

BOX OFFICE SLANT

The Patient Vanishes

Film Classics Mystery 78 mins.

AUDIENCE SLANT: (Adult) Just a fair mystery. Mild entertainment for less discriminating audiences.

BOX-OFFICE SLANT: The James Mason name is potent right now, which factor alone should make the picture suitable as a supporting vehicle on double-bill programs.

Cast: James Mason, Mary Clare, Margaret Vyner, Gordon McLeod, Frederick Valk, Barbara Everest, Barbara James, G. H. Mulcaster, Eric Clavering, Terry Conlin, W. G. Fay, Brefni O'Rorke, Viola Lyel, Anthony Shaw. Credits: Producer, John Argyle, Director, Lawrence Huntington. Produced by Pathe Pictures, Limited. Adapted from the Mick Cardby Detective Story, "They Called Him Death," by David Hume.

Plot: A private detective, working without the permission of his Scotland-Yard father on a shooting case, discovers that the daughter of an English Lord has been kipnapped from a resting home. He is commissioned by the titled Englishman to find the daughter, which he does, following a series of harrowing events.

Comment: This six-year-old picture shows James Mason before he attained his current fame. Mr. Mason's acting accomplishments evidently had not reached their peak at the time, showing in this picture little of the ability evidenced in later films. He is a more or less dead-panned private detective, following the direction of Lawrence Huntington in a not too enthusiastic manner. The entire picture seems to be a hodge-podge of situations culled from the most successful of the mysteries, with some of the actors giving an old-school interpretation of the manner known as "scene-biting." There are some few scenes containing a bit of fisticuffs, which might have come from some of the more modest American westerns. Then another sequence occurs in a Frankensteinish laboratory containing, coincidentally enough, a chamber in which the struggling Mr. Mason is given an opportunity to show how he looks while being gassed. With all of its almost laughable situations (from the American standpoint) "The Patient Vanishes" somehow manages to be mildly entertaining for less discriminating audiences and will serve as supporting fare for double-bill programs. The Mason name is potent box-office right now, and for no other reason, the picture probably will do fairly well.

Possessed

Warner Bros. Drama 108 mins.

AUDIENCE SLANT: (Adult) A powerful story of a woman intensely in love and whose frustration leads to insanity. It is not a nice story but it has a strong "woman appeal" and is bound to instigate audience discussion. Most adult audiences will be stirred and entertained but the theme makes it definitely not for children.

BOX-OFFICE SLANT: The top marquee names and the certainty that this will evoke plenty of discussion, largely among women, makes it pretty sure to reach top box-office grosses, particularly in the urban centers. Exploitation angles are many and are detailed in the Warner press book for the film.

Cast: Joan Crawford, Van Heflin, Raymond Massey, Geraldine Brooks, Stanley Ridges, John Ridgely, Moroni Olsen, Nana Bryant, Erskine Sanford, Gerald Perreau, Lisa Golm, Don McGuire, Douglas Kennedy, Monte Blue, Gum Barnett. Credits: Produced by Jerry Wald. Directed by Curtis Bernhardt. Screenplay by Silvia Richards and Ranald MacDougall, based on a story by Rita Weimann.

Plot: A woman is found wandering on the streets of Los Angeles in what is described as a non-traumatic coma. In a hospital she reveals (under narco-synthesis) a long story of her life and the events that led to her present condition. She had had an unhappy, bitter love affair which had been cut short by the man she still loved passionately. She later married a socially prominent widower, and apparently was a dutiful wife. She started to see things that later she knew did not exist. When she learned that her former lover planned to marry her husband's daughter she killed him. She disappeared and o trace of her was found until she turned up in Los Angeles. Her husband is located, rushes to the hospital and is informed that his wife is insane, that she will have to stand trial for the murder of the man, but is certain to be found not guilty by reason of insanity. Doctors believe she can be cured and the husband professes his love and willingness to care for her.

Comment: This is a powerful, human drama, made with great and exact attention to detail. It is richly produced, carefully and deftly directed from an excellent screenplay and is superbly acted by Joan Crawford, Van Heflin and Raymond Massey, with top-notch support from Geraldine Brooks in particular and everyone else in the fine cast. For Miss Crawford this is an acting *tour de force* in which progression from an emotionally torn, beautiful young woman in love with an attractive man who is tired of their affair, through gradual stages to nearly complete insanity constitutes a superb characterization, marking another step in this fine actress' so-called comeback. Van Heflin, thoroughly convincing as the philanderer whose protestations of *finis* are ignored by Miss Crawford, has a most difficult part. That he is thoroughly convincing is a tribute to the actor's exceptional ability. Raymond Massey, too, contributes mightily to realization of the picture's entertainment as does Geraldine Brooks as Massey's young daughter. That "Possessed" actually is a story of how insanity of one type (schizophrenia) can and has increased during the past few years, particularly among women, is not permitted to be forgotten, although there is no great stress placed on technical explanation by doctors in the film, except to clarify Miss Crawford's actions as the story unfolds. To Curtis Bernhardt who directed so excellently and to Jerry Wald, who did such a splendid job of production, including expertly casting even the smallest part, "Possessed" is a tribute. It is a powerful story with strong "woman appeal" that is bound to instigate discussion and create a busy path to the nation's box-offices.

Land of the Lawless

Monogram Western 59 mins.

AUDIENCE SLANT: (Family) Excellent western with a good story and plenty of action.

BOX-OFFICE SLANT Should mean that good old "bread-and-butter" money for exhibitors who cater to western fans.

Cast: [illegible] Marshall Reed, I. Stanford Jolley. Credits: Producer, [illegible] A. Sickner.

Plot: Johnny Mack rides into town to see an old pal, only to find said old pal gone to Boot Hill. Johnny soon discovers that Kansas City Kate and her saloon sidewinders are behind all the foul play. By organizing the lawful elements of the town, Johnny steals the outlaws' thunder—he and his boys attack the villians first. Raymond Hatton helps by learning of the bad people's plans through a hideout underneath their saloon. Law and order return, but Johnny rides away.

Comment: Producer Barney Sarecky deserves a hand for this nicely produced western, and Lambert Hillyer rates credit for his skillful direction. The picture never lets down, and scenarist J. Benton Cheney throws so many new angles into the plot that he keeps the audience wondering what ill happen next. Brown, as usual, is tops; and the rest of the cast turns in fine performances. Christine McIntyre looks better than the average villain in her part of Kansas City Kate, and acts more smoothly, too; and June Harrison delivers a tune neatly and acquits herself nobly otherwise. Exhibitors who play westerns should rake in the shekels with this one.

The Unfaithful

Warner Bros. Drama 110 mins.

AUDIENCE SLANT: (Adult) Very well handled drama touching on a new subject: adultery. Skillfully handled treatment of divorce and infidelity as part of war's aftermath. Should please generally.

BOX-OFFICE SLANT: Should do better-than-average business for exhibitors because of name values of Ann Sheridan, Lew Ayres, Zachary Scott and Eve Arden. Also, the picture will benefit from excellent word-of-mouth.

Cast: Ann Sheridan, Lew Ayres, Zachary Scott, [illegible] Jerry Wald. Director, Vincent Sherman. Original [illegible]

Plot: While her husband is away at war, a well-to-do society woman has a brief affair with a poor artist. She breaks up with the lover when her husband returns, but the lover won't quit. Fighting to defend herself one night, she accidentally kills the ex-lover. A faithful lawyer friend wins an acquittal for her in a murder case, but the husband [illegible]

Do you know of any picture that was ever received more enthusiastically than "Great Expectations"?

Kate Cameron in the DAILY NEWS

"'Great Expectations' is as brilliant a transposition of novel to screen as any in the history of moving pictures. . . . I recommend with all my heart to those to whom Dickens is still a closed book, a visit to the Music Hall, where they may make a short cut to the acquaintance of one of the great novelists of the Victorian era. The picture is an enchanting reproduction of the book in that it demands your full attention . . . The story is guaranteed to keep you enthralled during its two hours of running time."

Archer Winsten in the N. Y. POST

"The arrival of the British film, 'Great Expectations' at the Music Hall marks nothing less than a new era in the transfer of literary masterpieces to the screen. . . . For delight in sheer perfection of movie making, the movie 'Great Expectations' is breath-taking."

Cecelia Ager in PM

"'Great Expectations' is a lovable giant of a picture, great in conception, great in execution, great in the thousands of satisfactions it accords. Rich, substantial, savory: soundly built, beautifully lucid, infinitely tender, it is a masterpiece of the story telling art, a great movie that does a great novel full justice, and more: It takes a classic of English literature and out of its appreciation and enjoyment of it, out of its understanding love for it, dramatizes, points up, and intensifies its values. The basic quality of 'Great Expectations' is romantic entertainment: it is full of the joy and richness of life. . . . In direction, mood, production, acting, writing, sound, photography, it is very nearly flawless."

Eileen Creelman in the N. Y. SUN

"'Great Expectations' is one of the top English films, a pleasure to Dickens' readers, a picture that may send millions back to re-reading the classics."

We regret that space does not permit us to reprint the reviews of the New York motion picture critics in full, but we believe that these chosen excerpts will give you a general idea of the superb quality of this fine motion picture...

Of course, this reception by the press is being done by "Great Expectations"

Bosley Crowther in the N. Y. TIMES

"If there is any lingering necessity of inspiring more Charles Dickens fans—not to mention more fans for British movies—the thing that should certainly do the job is the film made from 'Great Expectations', which came to the Music Hall yesterday. For here in a perfect motion picture, made in England (where it should have been made), the British have done for Dickens what they did for Shakespeare with 'Henry V': they have proved that his works have more life in them than almost anything now written for the screen."

Howard Barnes in the N. Y. HERALD TRIBUNE

"A celebrated novel has been served superlatively in the screen adaptation of 'Great Expectations'. The new British film at the Music Hall realizes the heart, humor and dramatic excitement of the Dickens work in engrossing cinematic terms. . . . In short, this J. Arthur Rank Cineguild Production is a rare and memorable motion picture. Good sense and artistry have gone into every reel of the film. . . . A screen entertainment of stature and irresistible appeal has come to town."

Frank Quinn in the DAILY MIRROR

"The Universal-International release of the British-filmed novel has the quality of enduring greatness. All the characters get the breath of life in this celluloid rebirth. . . . 'Great Expectations' is a great picture, fulfilling, with no trace of dissapointment, the promise of its title."

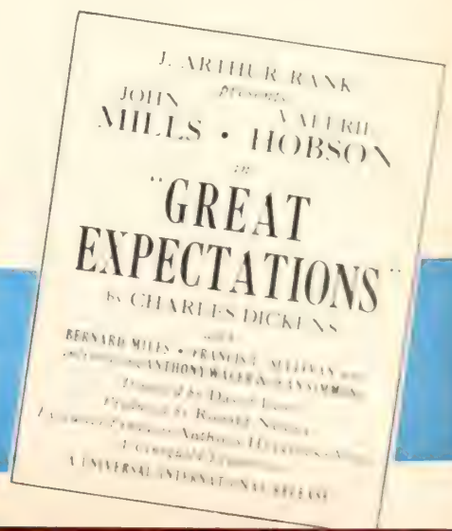
Rose Pelswick in the N. Y. JOURNAL-AMERICAN

" 'Great Expectations' is a screen classic, a beautiful, sensitive translation of the novel by Charles Dickens. All the characters, the quiet charm and the well-knit melodramatics of the novel are spun out with wondrous skill."

Alton Cook in the N. Y. WORLD-TELEGRAM

"Hail to the luck and the art that have made the English version of 'Great Expectations' such a good picture. The people at the Music Hall choose carefully, with an inspectorial eye about stars and box office values. But as the Music Hall people knew when they booked 'Great Expectations', the news of a good picture gets around in phenomenally short time . . . Here is the realm of great movie entertainment—and, why don't we have more of it."

ng reflected in the wonderful business
e Radio City Music Hall.



BOX-OFFICE SLANTS

The Unfaithful

(*Continued from Page* 15)

husband and wife agree to try a new start in life.

Comment: Producer Jerry Wald scores again with this extremely well produced film, as timely as today's news. Shrewdly taking advantage of the unprecedented divorce problem, he and brilliant writers Goodis and Gunn put together a forceful film document of a phase of our times. Director Vincent Sherman keeps things rolling at a smart pace, and the cast is more than adequate. Ann Sheridan and Zachary Scott, especially, act with such sincerity and smoothness that the untried theme of adultery is put across *sans* vulgarity, yet with telling effect. Eve Arden gets one of her best chances to date to demonstrate her acting talent and her flair for comedy, and she makes the most of it. All technical departments are well above par, including Haller's photography, which covers a great deal of ground in expert style. Max Steiner's music rates mention, sustaining the moods beautifully. Exhibitors should be very happy with this one, for not only will it build through word-of-mouth but will also attract because of its excellent cast.

The Perils of Pauline

(Technicolor)

Paramount Comedy-with-Songs 92 mins.

AUDIENCE SLANT: (Family) An exceptionally amusing picture that should entertain every member of the family. Besides the comedy, there are some typical Betty Hutton numbers and some good dramatic moments to satisfy a wide variety of moviegoers.

BOX-OFFICE SLANT: Seems destined for top box-office grosses, especially with the draw of the title, the Betty Hutton name and the quality of the production.

Cast: Betty Hutton, John Lund, Billy De Wolfe, William Demarest, Constance Collier, Frank Faylen, William Farnum, Chester Conklin, Paul Panzer, Snub Pollard, James Finlayson, Creighton Hale, Hank Mann, Francis McDonald, Bert Roach, Heinie Conklin. **Credits:** Directed by George Marshall. Screenplay by P. J. Wolfson and Frank Butler. Produced by Sol C. Siegel. Based on a story by P. J. Wolfson, with a salute to Charles W. Goddard who wrote the original serial. Photography, Ray Rennahan. Technicolor director, Natalie Kalmus.

Plot: The life, times and loves of Pearl White, queen of the serials when movies were young. Her tempestuous love for a stage actor is almost wrecked on the rocks of professional jealousy before the happy ending is reached.

Comment: With just about everything the general public could possibly look for, "The Perils of Pauline" is entertainment with a capital E. There is the gorgeous Technicolor photography, the vital, splendid performance of Betty Hutton, the slapstick comedy of a bygone era, and comedy suitable for present-day taste . . . plus a story that ties it all together convincingly. Besides these entertainment ingredients, there are several very catchy numbers as presented in Miss Hutton's inimitable style. All of which makes this film a real contender for top box-office records. The opening, which is a take-off on the perils the original Pearl White went through (her struggle with the villains on the front of a moving train) sets the mood perfectly for the rest of the picture. Then throughout its unfolding, sequences are injected showing Miss Hutton in her role of Pearl White, going through many of the corny episodes that made serial history. These are excruciatingly funny; amusing, too, are some of the scenes between her and John Lund. Among the songs is that oldie Poor Pauline, a beautiful ballad I Wish I Didn't Love You So and several fast-moving typical Hutton numbers. Impressive performances are turned in by William Demarest, Constance Collier and Frank Faylen, and Billy DeWolfe makes a ham actor a sympathetic figure. Many old-timers are among the supporting cast: William Farnum, Chester Conklin, Paul Panzer and Snub Pollard, to name a few. Sol C. Siegel has clothed production with plenty of appropriate values and has handled the producer reins throughout with a keen, showmanly eye, while George Marshall's masterful direction maintains a comic mood throughout, with dramatic moments intelligently interspersed.

That's My Gal

(Trucolor)

Republic Musical 66 mins.

AUDIENCE SLANT: (Adult) Lightly amusing back-stage story that should please the less discriminating.

BOX-OFFICE SLANT: Little marquee strength but good as supporting fare on double-bill programs.

Cast: Lynne Roberts, Donald Barry, Pinky Lee, Frank Jenks, Edward Gargan, Judy Clark, Paul Stanton, John Hamilton, Ray Walker. Marian Martin, Elmer Jerome, George Carleton, Jan Savitt and his Orchestra, Isabelita, the Guadalajara Trio, The Four Step Brothers, St. Clair and Vilova, Dolores and Don Graham. **Credits:** Associate producer, Armand Schaefer. Directed by George Blair. Screenplay by Joseph Hoffman from an original story by Frances Hyland and Bernard Feins. Photographed by Bud Thackery. Musical director, Morton Scott. Original songs by Jack Elliott.

Plot: Four confidence men buy a bad musical show with the idea of selling as much stock in it as the traffic will bear so that when the show fails they will clear the invested money. They eventually sell 250 per cent including stock to one oldtimer who buys 51 per cent, then promptly dies without a will, so that the state takes over control, represented by a young girl, who proceeds to invest additional state's money to improve the show's chances of success. When it appears that the show will be a success, the confidence boys put out a fake announcement that the state has withdrawn support, enabling them to buy back enough stock to clear themselves. Leader of the confidence men gives his share of the stock to the state and eventually marries the state's representative.

Comment: This is an old story, but it's dressed up nicely with color and production values to appear new. The action drags a lot and is enlivened only when the musical numbers are on the screen. Lynne Roberts is beautiful and shows evidence of developing into a top-notch comedienne. Donald Barry and the others go through their chores adequately, but the picture as a whole is just fairly amusing. The fact that it is in Trucolor and that is contains musical production numbers should attract fairly good business. Good as supporting fare for double-bill programs.

Miracle of Monte Cassino

Simpex Co. Religious Biography 90 mins.

(Italian Dialog-English Titles)

AUDIENCE SLANT: (Family) A well conceived and executed story of the life of St. Benedict. Will appeal largely to those of Catholic faith, although its message is universal.

BOX-OFFICE SLANT: Should do well in centers of large Catholic population. It is available in both 16- and 35-mm. versions. Not suitable for general consumption.

Cast: Fosco Giachetti, Nino Pavese, Alfredo Varelli, Lilianne Laine, Manoel Roero, Adriana Benetti. **Credits:** Produced by Maleno Malenotti. Directed by Guiseppe M. Scotese.

Plot: This story of the life of St. Benedict, founder of the Benedictine Order, is told in flashback by a priest to a group of refugees during the bombing of Monte Cassino during the recent war. It goes back to 529 A.D. when Benedict Anicia, studying to be a lawyer at the age of 20, decided to give up his surroundings and friends in decadent Rome and live a life of servitude to God. It tells of how a group of Benedict's followers started work on the Abbey at Monte Cassino, stopping only for festive occasions such as a marriage. There is also Zalla, governor of the lands surrounding the Abbey, who makes periodic raids on the people, enslaving them. He ties one prisoner to his horse, approaches the Abbey and Benedict determined to make them all bow to his will when, in Benedict's presence, the bonds holding the prisoner part, with Zalla dismounting and bowing to Benedict, indicating that Christianity has won over Paganism.

Comment: "The Miracle of Monte Cassino" is one of the very few successful attempts made to depict in motion pictures the biography of a Saint because of the difficulty encountered in portraying one or more of the miracles attributed to such revered members of the Catholic faith. That the writers, producer and director as well as the fine actors have succeeded in creating in this picture a thoroughly creditable version of the life of St. Benedict is a tribute to their collective skill. They have succeeded in imbuing the film with some of the religious fervor and inspiration attributed to the early followers of St. Benedict and in so doing have told a story that may prove to be of further inspiration to those of the Catholic faith. Because of its theme, the picture probably will do best in centers containing large Catholic populations. Not suitable for general consumption.

Winter Wonderland

Republic Comedy-Romance 71 mins.

AUDIENCE SLANT: (Adult) A pleasant, light comedy with some spine-tingling skiing scenes and beautiful photographic effects. Most audiences will like it. Except for one comedy-drinking sequence, it would be suitable for the family.

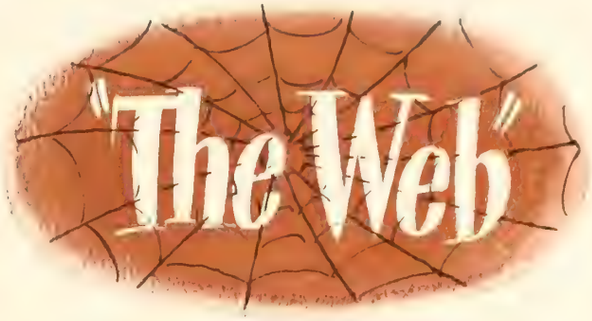
BOX-OFFICE SLANT: Modestly produced and without marquee names, this is probably best as supporting fare on double-bill situations.

Cast: Lynne Roberts, Charles Drake, Roman Bohnen, Eric Blore, Mary Eleanor Donahue, Renee Godfrey, Janet Warren, Harry Tyler, Renie Riano,

(*Continued on Page* 20)

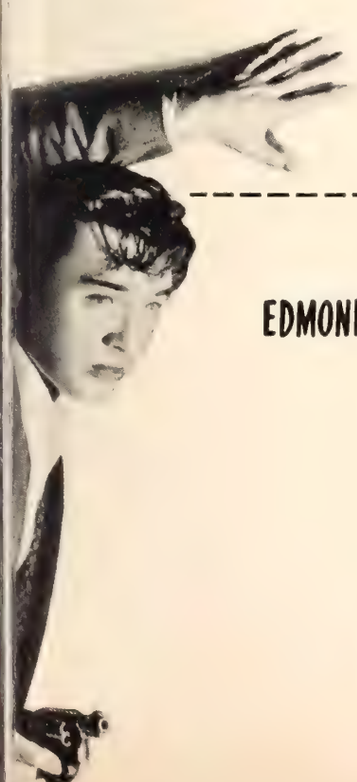
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"The Web"

with

MARIA PALMER • JOHN ABBOTT • FRITZ LEIBER • HOWLAND CHAMBERLIN

Screenplay by WILLIAM BOWERS and BERTRAM MILLHAUSER
Based on a Story by Harry Kurnitz · Directed by MICHAEL GORDON
Produced by JERRY BRESLER · A UNIVERSAL-INTERNATIONAL PICTURE

BOX-OFFICE SLANTS

Winter Wonderland

(*Continued from Page* 18)

Diana Mumby, Alvin Hammer. **Credits:** Associate producers, Walter Colmes and Henry Sokal. Directed by Bernard Vorhaus. Screenplay by Peter Goldbaum, David Chandler, Arthur Marx and Gertrude Purcell, based on an idea by Fred Shiller. Photographed by John Alton. Music by Paul Dessau.

Plot: A farmer's daughter secretly enters a ski festival held by a fashionable winter resort hotel, because her father had forbidden her to have anything to do with the resort, contending that the skiiers were ruining the landscape by cutting trees to provide ski runs. Later she falls into a crevice, is rescued by a ski instructor from the hotel, is wined, dined and provided with evening clothes by the hotel management, under the belief that she is the daughter of a millionaire. When the mistake is discovered and her father is forced to pay the costs of the escapade, she enters a ski race for a money prize, wins the race when the ski instructor purposely falls, and then marries the instructor.

Comment: The outstanding thing about "Winter Wonderland" is its superb photography of beautiful outdoor scenes and particularly of blood-tingling sequences of skiers tearing down almost perpendicular hills with no apparent regard for life or limb. These sequences serve as a background for the light romance which develops between Lynne Roberts as the farmer' daughter and Charles Drake as the winter resort hotel's ski instructor. Comedy touches by Eric Blore as the hotel proprietor and young Mary Eleanor Donahue enliven the proceedings somewhat, with the action of the piece proceeding leisurely to its logical conclusion, when Miss Roberts and Mr. Drake go into the inevitable clinch. Good for any double-bill situation.

The Long Night

RKO Radio **Drama** **96 mins.**

AUDIENCE SLANT: (Adult) Punchy dramatic fare sure to get good press notices and a big drawing card for the class houses in big towns. In other locations the question is whether average picturegoers will favor such unrelieved bitter tragedy as that presented in this story of the fatal love affair of an ex-GI.

BOX-OFFICE SLANT: Fonda's performance will win raves which may build the picture into a very strong number right on through second and subsequent-runs. It all depends on reaction at the key city engagements.

Cast: Henry Fonda, Barbara Bel Geddes, Vincent Price, Ann Dvorak, Howard Freeman, Moroni Olsen, Elisha Cook, Jr., Queenie Smith, others. **Credits:** Screenplay by John Wexley. Based on story by Jacques Viot. Directed by Anatole Litvak. Produced by Robert and Raymond Hakim and Anatole Litvak. Photography, Sol Polito. Music composed and directed by Dimitri Tiomkin.

Plot: The populace of a Pennsylvania steel town is thrown into turmoil when a shooting takes place in a grimy rooming house and the occupant of the top-floor room, from which the bullet-riddled dying man stumbles, refuses to surrender to police. Machine-gun fire is poured into the room from a building across the square, where throngs have gathered to watch the seige. The inmate of the room, an ex-GI, now a worker in the steel plant, re-lives events leading up to the shooting, which climaxed the schemes and taunting jibes of a middle-aged magician who resorts to every trick in order to come between the boy and a girl he loves. Torn between his great love for the girl and the haunting suspicions of doubt of her faithfulness and loyalty because of the conniving deceptions of the older man who wants her for himself the young man's emotions overpower him when he finds himself holding a revolver the magician brought to kill him with and he shoots the older man. In the ensuing scenes as police besiege the room, the young man hopes for death, but finally is reached by the desperate appeals of the girl, who risks her own life to beg him to give himself up and face a trial.

Summary: This is what is known as "strong stuff." It is reminiscent of such successful punchy dramas as "Fury" and, possible because it also starred Fonda, "You Only Live Once." This is, first, "an actor's picture," and Henry Fonda clearly deserves the round of applause that is certain to hail his potent, graphic, taut and tremendously effective performance as the ex-GI who suffers an emotional crackup under the stress of an overpowering love for a girl whose loyalty circumstances force him to be doubtful of. Next, "The Long Night" must be regarded as a "director's picture," because far more than from inherent vitality in the characters and story itself as written by the authors, the drive and grip of one scene after another in this tense and trenchant show must be considered the welcome fruit of skilled direction and a lavish hand in production rather than the result of solid story values. A newcomer to the screen, Barbara Bel Geddes, gives a performance as the girl which is sure to be the focus of much discussion and—more important to the box-office values of the picture—publicity. The two other characters of importance to the plot are played by Vincent Price, as a posturing, viciously deceitful magician who tours the small town night clubs and theatres with his vaudeville act; and there is Ann Dvorak in the role of a show girl who, apparently, was the magician's mistress as well as the chief assistant in his stage act. She is tossed aside when the magician is attracted to the young girl in the steel town and she falls for the boy the girl loves and thus makes up a fourth side to a plot. The production is a credit to Robert and Raymond Hakim. They have given this picture everything it required in the way of staging and fine camera work and casting. If the public wants strong melodrama, here it is in a form that should more than satisfy.

Dear Ruth

Paramount **Comedy** **95 mins.**

AUDIENCE SLANT: (Adult) This is a rollicking, uproarious comedy. It's fast moving, great fun. But the comedy is often subtle and comes so fast that perhaps the youngsters might not be able to understand it completely. All adults should be delighted and most thoroughly entertained.

BOX-OFFICE SLANT: Word-of-mouth approval is sure fire. Marquee names are good. Energetic exploitation should be employed.

Cast: Joan Caulfield, William Holden, Mona Freeman, Edward Arnold, Billy DeWolfe, Mary Philips, Virginia Welles, Kenny O'Morrison. **Credits:** Produced by Paul Jones. Directed by William D. Russell. Screenplay by Arthur Sheekman, based on the play by Norman Krasna. Music score, Robert Emmett, Dolan. Photography, Ernest Laszlo.

Plot: During the latter days of the war, a teen-age youngster, intensely interested in furthering the war effort, has been writing a series of rather warm letters to an air force pilot, signing her older and pretty sister's name and forwarding her photograph. The lieutenant arrives suddenly, announces he has but two days leave before reassignment to the Pacific, and wants to surprise Ruth, the older sister. The truth of the matter dawns on the amazed family and Ruth decides not to hurt the young lieutenant but to go along with his plans for the two days. The situation becomes complicated when Ruth's fiance comes on the scene and the lieutenant announces he is going to marry Ruth. The situation clear happily, except for the former fiance, when Ruth actually does elope with the flyer. Just when the family settles down to some peace and quiet a sailor appears at the door, asks for Ruth, and the younger sister gasps, knowing that it all may start right over again.

Comment: "Dear Ruth" is an expert job of screen-writing and direction from a well known stage play that evolves as high comedy, subtle at times and broad at others. The entire cast perform admirably with the amusing moments timed for greatest audience enjoyment. Joan Caulfield as Ruth is fine and so is Bill Holden in his first part since returning from the armed services. He bids fair to become the younger generation's newest heart-throb. But it is Edward Arnold's skillful foolery and that of Mona Freeman as the teen-age daughter that supply real comedy highlights. Billy DeWolfe, too, is expert as the fiance who just can't understand the situation. There are 95 minutes of fine, light entertaining comedy in "Dear Ruth" that bear concentrated attention from exhibitors in "selling the picture." Every effort put forth to exploit it will be well worth while.

Living in a Big Way

MGM Comedy-Drama with Music 104 mins.

AUDIENCE SLANT: (Family) Genuinely entertaining and appealing film fare for all types of audiences. Gene Kelly's refreshing personality and his remarkable dancing will have most moviegoers eagerly looking forward to his next vehicle.

BOX-OFFICE SLANT: Looks like potent box-office ammunition. Showmen should get behind it with smart exploitation.

Cast: Gene Kelly, Marie McDonald, Charles Winninger, Spring Byington, Jean Adair, John Warburton, Phyllis Thaxter, Clinton Sundberg, William "Bill" Phillips, others. **Credits:** Produced by Pandro S. Berman. Directed by Gregory La Cava. Screenplay by Gregory La Cava and Irving Ravetch from an original story by Mr. La Cava. Photography, Harold Rossen. Musical direction, Lennie Hayton.

Plot: A soldier and a girl meet and marry in haste. He goes overseas and she repents at once her hasty marriage. Upon returning, he finds she is the daughter of an industrial tycoon, and he moves into her luxurious home, determined to win her for keeps. When he fails, he leaves. The girl finally realizes she loves this blustering young idealist and wants to save her marriage.

Comment: "Living in a Big Way" looks like potent box-office ammunition. For one thing, it is genuinely entertaining and appeal-

(*Continued on Page* 42)

DAVID O. SELZNICK'S

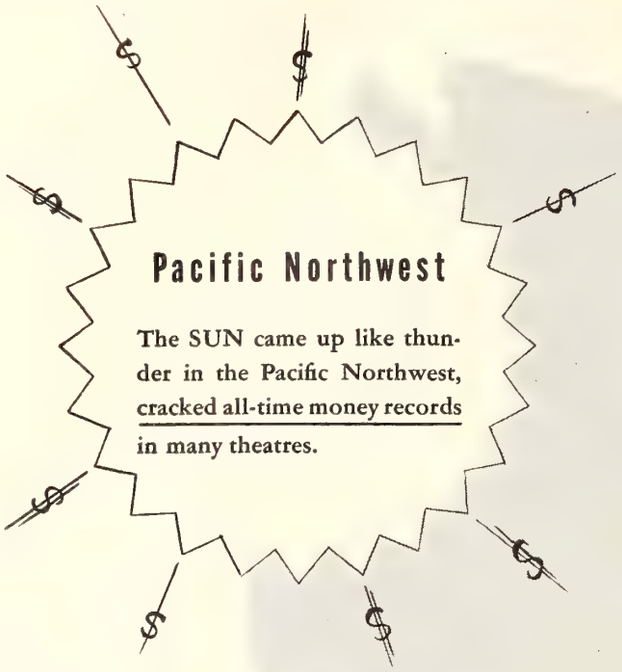
DUEL

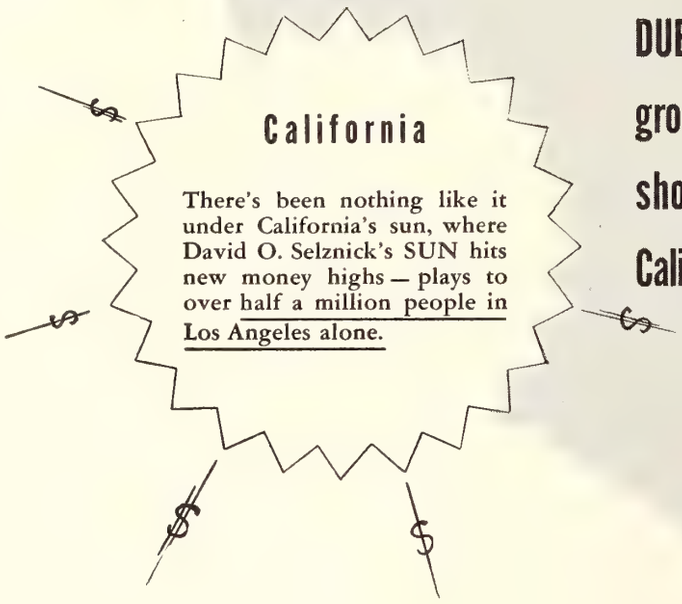
in the **SUN**

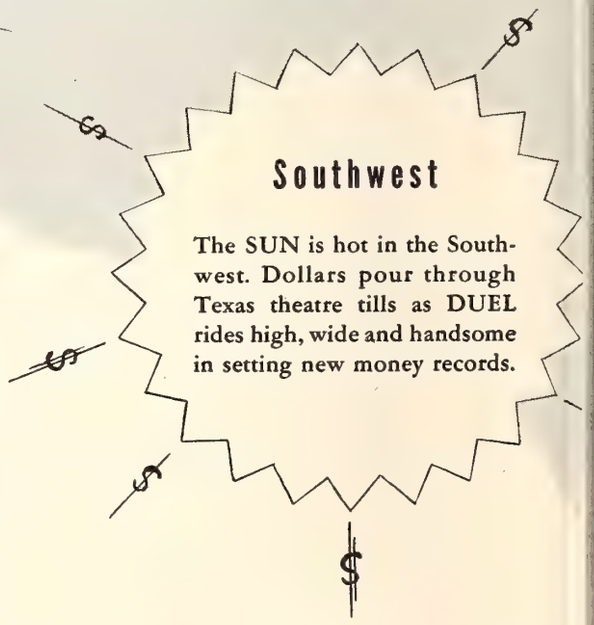
IN TECHNICOLOR

Directed by
KING VIDOR

from
Coast to Coast,
it's the SUNsation
of the Nation







NEIL AGNEW
VANGUARD FILMS, INC.
400 MADISON AVENUE
NEW YORK, N. Y.

. . . . Have just finished first week of DUEL IN THE SUN and it has set record grosses in multiple run day and date showings in 25 theatres in Southern California and 19 in Northern California . . .

Midwest

The SUN pours it on in the Midwest, making the long green grow! Loops the loop in Chicago; beats Jet Pilot in Louisville; a money sensation in Nashville; Indianapolis and way points.

New England

The SUN blazes thru rain and snow in New England to new money tops. Three weeks in two houses in Boston to smash coin—three in Providence at Loew's State—They go for the West in the East!

New York

The SUN shines all over town in New York! It's dough! dough! dough! all over Loew! More than a million in one week see it in New York.

forcibly drives home the fact that there's no such thing as a box office recession when we have pictures the public wants to see.

Charles P. Skouras

DAVID O. SELZNICK'S

DUEL in the SUN

IN TECHNICOLOR

Directed by
KING VIDOR

SELLING THE PICTURE

'Area Saturation' Ads to Be Continued on 'Duel'

Selznick Releasing Organization will continue the use of full-page newspaper advertisements to carry out the "area saturation" idea used in the New York showing of "Duel in the Sun," it was announced late last week by Robert M. Gillham, SRO eastern publicity and advertising manager. The picture is either playing or will be played simultaneously in a large group of theatres in selected areas—a new note in picture merchandising and one which, Gillham asserts, will pay dividends on the advertising dollar, as it did in New York.

"It is practical," said Gillham, "to spend money on full-page ads at national rates. Because of the large number of seats available in multiple-run engagements, the actual cost of advertising is small." Cost of the advertising message, when film companies spend huge amounts in advertising first-run showings in one or two spots in a particular city or area is out of all proportion to the number of seats available to the public, the SRO executive stated.

Saturation areas in which this method of advertising "Duel in the Sun" is being or will be employed, include the following, with others to come: Iowa, where the film will be shown, beginning June 10, in 28 theatres, including two in Des Moines, with a full-page ad in the Des Moines *Register-Tribune* prior to the opening, thus blanketing the entire area; in the Minnesota, North and South Dakota and the northwestern Wisconsin area, opening June 20, with full-page ad in the Minneapolis *Star-Journal*, reaching 41 theatres, two of which will be in Minneapolis and one in St. Paul; Philadelphia, where the film opened on May 30, with page ads in the *Inquirer*, *Bulletin* and *News* blanketing the city for 20 openings in downtown and area theatres; Trenton, N. J. area, where "Duel" opens in five theatres simultaneously June 11, backed by a full-page ad in a leading paper.

A slightly different "twist" was used for the Chicago showings at the State-Lake and Chicago theatres and nine suburban theatres there and in nearby Indiana, for on June 9, "Duel" will open in 10 theatres in the vicinity of Chicago and in seven other houses in the area on June 8. A full-page ad will run in the Chicago *Sunday Tribune* on June 1 to "hypo" these new area engagements while the picture is holding over at the State-Lake.

Portland Broadway Again Scene of Contest

J. J. Parker's Broadway Theatre in Portland, Ore., again this season was the scene of the annual elimination of contestants for the title of Prince and Princess of the Junior Rose Festival in that city. The contribution of the theatre for this purpose not only nets the house much publicity but also enhances its goodwill.

Jack Matlack, chairman of the Junior Rose Festival elimination and an executive of the J. J. Parker Theatres, presented the program, assisted by a selected committee from the Royal Rosarian Society. A neon rose lighted the stage and all princely contestants wore roses, while the princess candidates wore gardenias.

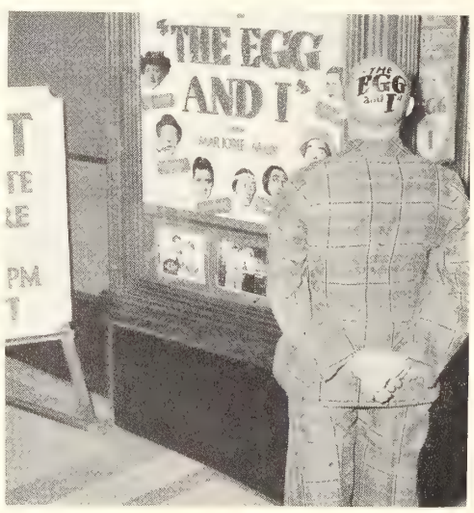
Criticism Contest

Contest completing a sentence, which was in effect a contest in criticism of motion pictures, was used by Ronald Sturgis, manager of the Star Theatre, Coshocton, O., to promote his booking of two reissues, "Sky Devils" and "Hell's Angels." Sturgis offered cash prizes of $25 for the best 50-word endings to this sentence: "I like the movies of today better than those of the 'Sky Devils' and 'Hell's Angel' era because . . . "The stunt brought in patrons to see the reissue program in order to be able to complete the sentence.

Special Promotion on 'Gentleman's Agreement'

A lead-off, nine-page condensation of Laura Z. Hobson's novel, "Gentleman's Agreement," which Darryl F. Zanuck is producing for 20th Century-Fox, appears in the current issue of *Look*. Announced by a cover blurb, the condensation is illustrated with photographs specially posed at the 20th-Fox studios.

Look is advertising the article via ads in 27 of the country's most important newspapers. Through paid spot announcements, 135 radio stations are announcing the special feature condensation, with 500 additional stations being serviced with radio scripts. Women's clubs are receiving material from the *Look* promotion department for use in organizing discussion programs. In principal cities the circulation department will distribute 3,500 truck banners, 5,000 upright cards to newsstands and 2,000 stickers for store windows.



EGG-HEAD BALLYHOO. A bald-headed man, with the title of the coming picture painted on his bald spot, was employed as a street ballyhoo for Universal-Internationals' "The Egg and I" by Dick Mayers, Goldman Theatres promotion director. Bearer of the marked dome visited ball parks and other outdoor spots for three days, including opening day. His loud-checked suit and well-lettered head caught all eyes and aroused interest in the showing of the film at the Goldman and Karlton, Philadelphia.

WOR June 3rd Tribute To Usher in '34th Street'

An around-the-clock radio tribute by WOR, Mutual's key station in New York, will start 20th Century-Fox's "Miracle on 34th Street" off at the Roxy Theatre on June 4. Starting at 6:35 A.M. on June 3, and continuing throughout the morning and afternoon, eleven programs will hail the motion picture. Listening audience penetration, in 16 cities of seven states reached by the station, is estimated at 2,000,000 persons per program.

The mass tribute is being prepared in cooperation with the 34th Street-Midtown Association which is sponsoring the promotion of the film in the shopping center via hundreds of window displays, in-store promotions, mass mailings, and newspaper display and drop-in line advertising. Several of the most important WOR shows will emanate from the Herald Square area, with guest appearances of executives, retailers, and employes scheduled. In addition, news programs on the Mutual station will call attention to the picture throughout the day.

A letter contest leading to prizes contributed by members of the 34th Street Association will be plugged on all of the programs heard, while prominent department stores will take special tune-in ads in the metropolitan papers announcing the radio programs taking part in the tribute to the picture.

Salute, Eagle-Lion Seek 'Girl of the Future'

Eagle-Lion in association with the editors of *Salute* will seek, through a contest to be announced in the magazine's July issue, to discover "The Girl of the Future." When this Miss Unknown becomes Miss Known she will be brought to New York, receive an Eagle-Lion screen test, receive a course in modeling from Walter Thornton; a beauty grooming by Eve Wygood, Hollywood hair stylist; receive a complete wardrobe fashioned by Kathryn Kuhn; be interviewed by Earl Wilson, New York *Post* columnist, and be auditioned for a possible act for New York's Copacabana.

Applications will be accepted for a three-month period, following which these judges will pass on her qualifications to be the Cinderella of the contest: Earl Wilson, Walter Thornton, Melvyn Douglas, Monte Proser, Max E. Youngstein, Bruno of Hollywood and Kathryn Kuhn.

Guests Are Summoned To 'Boomerang' Showing

Leading legal personalities, newspaper and radio personnel were the guests of 20th Century-Fox at a breakfast in the Flame Room of the Radisson Hotel, Minneapolis, Minn., two days prior to the opening of "Boomerang" at the State Theatre. Immediately following the breakfast, a special screening of the picture was held at the Century Theatre.

The invitation, sent by Walter Hoffman, 20th-Fox exploiteer, was issued in the form of a Summons which caused quite a bit of comment around town.

SELLING THE PICTURE

Western Riding Garb Good For 'Stallion Road' Pass

An exploitation idea that won much publicity for Warners' "Stallion Road" was a notice published on the society page of the Passaic *Herald News* to the effect that the first 10 girls arriving at the Montauk Theatre in Passaic, N. J., between the hours of 4 and 5 P.M,. in full western riding outfits would be admitted free to see "Stallion Road" on its opening day. The stunt was the brainchild of Joseph Geller, Warner relief manager in northern New Jersey, and served its purpose well. A bevy of girls, mostly from "dude ranches" in the vicinity, appeared at the theatre wearing cowgirl regalia.

The *Herald News* ran the names of the girls in the following day's issue. Three of the girls were from Clifton and another from the Diamond "D" Ranch at Garrett Mountains.

The Passaic high school placed four stills of "Stallion Road," with copy on the picture and the novel on which it was founded, on the school bulletin board, while the Franklin and Jefferson grammar schools also made good use of stills to bring the picture to the attention of their pupils. The leading sporting goods stores displayed stills of Ronald Reagan and Alexis Smith in riding costume on counters near their horseback riding equipment.

Radio Essay Contest

A radio essay contest with the question, "Why would you like to see 'Abie's Irish Rose'?" was promoted by Walter B. Lloyd, manager of the M & P Allyn, Hartford, Conn., in conjunction with the United Artists release.—MFD.



RAG-TIME MUSIC FLOODED MINNEAPOLIS STREETS and for what picture other than 20th Century-Fox's reissue of "Alexander's Ragtime Band"? Manager Mike Guttman of the Century Theatre, aided by the distributor's exploiteer, Walter Hoffman, sent a five-piece orchestra, with a girl singer, in a credit-bannered truck driving up and down the city's loop section for two hours on the opening days and the following day, playing the hit tunes from the film.

Ragtime Band Colorful Ballyhoo for 'Alexander' Reissue in Minneapolis

Ragtime tunes and songs from 20th Century-Fox's "Alexander's Rag-Time Band" fell upon the ears of residents of Minneapolis as Manager Mike Guttman of the Century Theatre, and Walter Hoffman, 20th-Fox exploiteer, sent a vividly bannered truck with a five-piece band through the loop section of the city as a colorful ballyhoo for the reissue. The band played hit tunes from the film and a girl singer vocalized several numbers. The truck drove up and down the streets for two hours on opening day and for two hours on the following day, drawing crowds at every stop.

The cacophony of sound was further increased by the turned-up loudspeakers of various music shops which played the "Alexander" tunes. The tunes also invaded the homes, for all disc jockeys were notified of the picture's coming and not only played "Alexander" records but gave the picture, theatre and playdate frequent mentions.

The advance lobby display and a colorful theatre front, stressing the music of the picture, proved good attention-getters. A lobby spotlight was centred on a lavishly-made, cutout musical note panel announcing the playdate for a full week in advance. The screen trailer was also run for the full preceding week.

Aside from regular bill posting, 24-sheets were posted in prominent spots prior to the opening and during the run. Ads in the three Minneapolis daily newspapers overshadowed other amusement displays. Result of the many-pronged promotion was a top box-office report.

Extensive Campaigns Set For 3 Paramount Pictures

Paramount will use extensive advertising, exploitation and promotion campaigns on three future releases, it was decided at recent conferences of east and west coast executives in Hollywood.

The biggest campaigns ever mapped by the company for Technicolor pictures will be given to "Unconquered" and "The Princess and the [illegible]." A campaign of similar proportions will be devoted to the 36-star musical, "Variety Girl."

Locket Stapled to Still

Manager Sale Gantt of Walter Reade's Oxford Theatre, Plainfield, N. J., got a nifty bit of exploitation from an 8x10 still of Barbara Day in RKO's "The Locket" by stapling a gold locket on the still. Result showed Miss Day admiring the locket. A second card carried title, theatre and playdate credit.

CIRCUIT HOME OFFICE DESIGNS 'RUTH' ADS





WITHOUT BENEFIT OF PREPARED MATERIAL. With May 29 set for the world premiere of Paramount's "Dear Ruth" at Walter Reade's Mayfair Theatre, Asbury Park, N. J., in conjunction with the 20th anniversary of the Mayfair and the 50th anniversary of the incorporation of Asbury Park, no material other than stills was available from the distributor because of the early pre-release date. So the Reade home office advertising and publicity department designed their own ads for the occasion, two of which are shown above. The layouts are simply but effectively designed to sell the picture and the premiere-anniversary.

SELLING THE PICTURE



WHAT DID YOU SAY WAS PLAYING? Whoever asked that question (unless he was blind) should be whisked off to the padded cell. For it is readily apparent, judging from the photo above, that nearly every available inch of the facade of the downtown Music Hall in Los Angeles was utilized for this large and striking front on United Artists' "The Macomber Affair." The fluorescent letters of the 20x40-foot banner shone brightly at night as well as in daytime, according to Cliff Giesseman, general manager of the four Music Hall theatres. Additional banners were suspended benath the marquee. Bet Gregory Peck never dreamed, back in his 1939 New York World's Fair days, that his name would appear so many times on one theatre front!

Sky-Writing Message Tops Giesseman 'Macomber' Campaign in Los Angeles

A two-day sky-writing campaign which penetrated the entire Los Angeles area was used by Cliff Giesseman, general manager of the four Music Hall theatres, in connection with the showing of United Artists' "The Macomber Affair."

Three airplanes, engaged from Samuel D. Steinberg of the Hollywood Advertising Company on Film Row, took off simultaneously on the day preceding opening to trace in smoke one of the lengthiest messages ever written in the sky: "Greg Peck at 4 Music Halls in 'Macomber Affair'." The message was written six times in various areas. On the following day, the planes traced the same sky message four times, for a grand total of ten writings.

Since this marks the first time a local group of theatres has used sky-writing to spearhead their campaign, the event attracted the attention of columnists Erskine Johnson of the Los Angeles *Daily News* and Lloyd L. Sloan of the Hollywood *Citizen News,* who carried items on the event.

The extensive coverage and penetration of the smoke ads was reflected at the box-office, according to Giesseman, who reports grosses were higher on the second and third days following the opening.

Specific area reached by the sky-writing included Beverly Hills, Westwood, Inglewood, Long Beach, Pasadena, Hollywood and, of course, Los Angeles.

In addition to bus cards, car cards, 24-sheets, seven-sheets, daily newspaper ads and publicity breaks, the "Macomber" campaign included a special tieup with Royal Crown Cola. Thirty-five RC Cola trucks were mounted with banners of Joan Bennett, tied in with RC Colá and the Music Hall showing of "Macomber Affair." Complete theatre credit was carried in all banners.

Philharmonic Mail List Buffalo 'Humoresque' Aid

A tieup with the Buffalo Philharmonic Society was obtained by Manager Charles H. Taylor for the showing of Warners' "Humoresque" at Shea's Buffalo Theatre, which resulted in the symphony organization sending a special letter about the production and its unusual musical content to its entire mailing list of more than 6,000.

Because of the picture's music angle, Taylor obtained window tieups with most of Buffalo's leading downtown music and record shops and a big cooperative advertising campaign. Banners on trucks, bumper strips, bus strips, window cards and coasters also were used in the exploitation.

Honest Women Search, Wollaston 'Ames' Stunt

A dropped-handbag search for six honest women in Harrisburg, Pa., netted Manager Jerry Wollaston of the State Theatre a raft of publicity in the city's newspapers for his showing of Columbia's "Guilt of Janet Ames."

The handbags, which were carefully dropped in various parts of the city, contained a $1 bill and a card requesting the finder to return the bags to Janet Ames at the State Theatre. Followers of the movie columns in the newspapers which played up the stunt were aware that the finders, upon returning the purses, would be permitted to keep them and receive a pair of guest tickets to see the picture. Wollaston, for his part, agreed to add four dollars to each dollar in the returned handbags and turn the total over to the building fund of the Boy Scouts of Harrisburg. Assistant Manager Spike Todorov had the task of "losing" the handbags.

So well advertised was the stunt in the movie columns that one woman followed Todorov until she saw him drop the handbag she wanted, then picked it up and returned it to the theatre, getting the bag and the pair of ducats.

Wollaston arranged a private screening of the picture for several hundred members of various women's clubs in Harrisburg, got one radio station to send an announcer to interview the guests at the special screening on their reactions to the film. Their remarks were transcribed and broadcast later in the day. Spot radio announcements were made.

Wedding Cake Perfect for 'The Perfect Marriage'

By making his lobby display tie in perfectly with the title of his coming attraction, "Paramount's "Perfect Marriage," Manager Spencer Bregoff of Fabian's Palace Theatre, St. George, S. I., attained an exploitation man's dream.

A three-foot weding cake emblazoned with the picture's title was displayed in the foyer for 10 days in advance. A 30x40-inch wedding invitation, inviting all beholders to "The Perfect Marriage," was set up next to the cake. During the run of the film the cake was removed to the bake shop's window.

Army Recruiting Tie-up

The manager of the Holly Theatre. Medford, Ore., tied in with the local army recruiting station for his showing of MGM's "The Beginning Or the End." A special throwaway card in the shape of an atom bomb carried this copy for the theatre: "If this was an atom bomb it would not be the beginning—it would be the end."

Schine Campaign Gets Results

A campaign including ideas for street parades; special heralds; displays designed to hit stores, clubs and organizations; tieups with local Indians and local merchants; library and school tieups; contests; ballyhoos and special newspaper features, has been prepared by Seymour Morris, director of advertising and publicity of the Schine Circuit, and his staff, on PRC's re-release of two Edward Small features, "Kit Carson" and "The Last of the Mohicans," now playing the circuit.

The campaign covers every angle of publicity, exploitation and promotion, and outlines how each stunt is to be handled in all situations. Schine houses which have already played the twin features and utilized the campaign have reported excellent business.

SELLING THE PICTURE

'Jolson' Gets First-Run Promotion on N.Y. Repeat

Columbia's "The Jolson Story" has a number of records to its credit. Not least of these is its return to a Broadway first-run theatre following a record engagement at the Music Hall and a tour of the circuits and the subsequent-runs. Realizing the importance of this first-run repeat showing in New York, Manager Bill Gallagher of the Victoria Theatre gave the engagement first-run exploitation.

Gallagher capitalized on Jolson in a radio contest on "What makes Jolson one of the greatest entertainers of all time?" A leading radio station plugged the contest and the picture's engagement at the Victoria for a full week before the opening date and for the week following. Writers of the best 50 answers to the question in 50 words or less were given the Jolson Decca record album as prizes. Decca distributed heralds on the contest, which also received newspaper mention and was heralded from the Victoria lobby on a 40x60 display card, with the result that hundreds of replies were received during the first day.

Windows of all the various kinds of shops, restaurants, etc., in the Times Square area carried window displays on the film's repeat visit. Radio stations carried the news to millions of listeners. Ann Miller, Columbia actress, gave the film an in-person plug on her appearance on an air show.

A promoted phonograph played promoted Jolson song records in the lobby of the Victoria constantly during the film's playdate, the loudspeaker giving passers by a chance to hear the voice of the "world's greatest entertainer."



COUNTER DISPLAY PLUGS COLORING CONTEST. In a coloring contest arranged for the showing of RKO Radio's "Trail Street" at the RKO Albee, Providence, Publicity Manager Bill Morton enlisted the cooperation of the W. T. Grant store which gave the contest this counter display (above) as well as a window layout. The store also placed entry blanks in packages. Cap pistol display under the "Trail Street" poster resulted in a brisk sale of the toys.

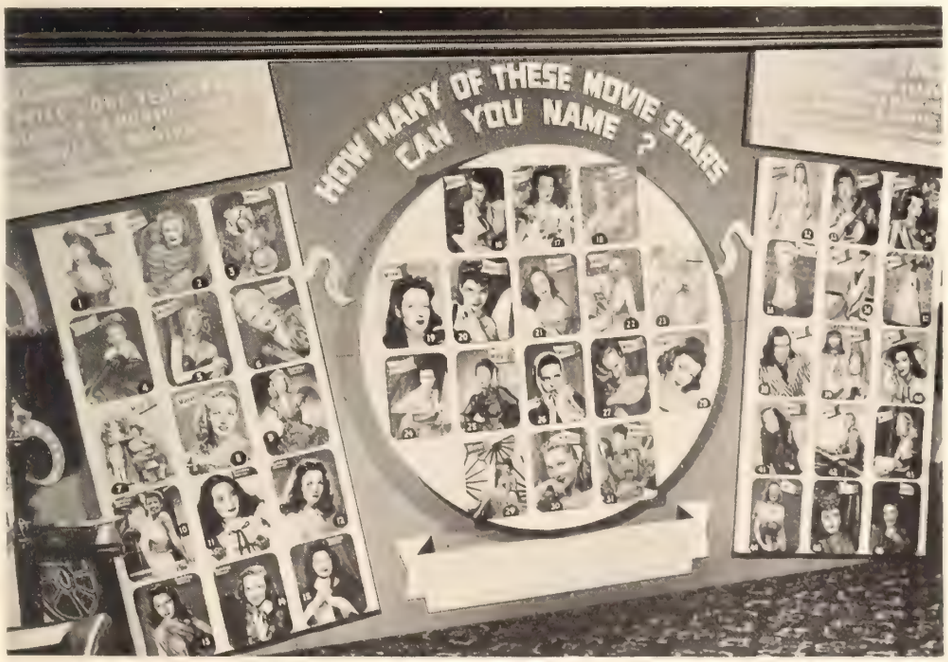
Providence Downtown Store Ties Up On 'Trail Street' Coloring Contest

A coloring contest to exploit a motion picture is not new, but getting a downtown store to plug it through a window and a counter display, distributing entry blanks and collecting them is out of the ordinary. The stunt was worked for RKO Radio's "Trail Street" by Bill Morton, publicity director of the Keith Albee Theatre, Providence, R. I., with the downtown W. T. Grant store virtually sponsoring the contest. The store distributed the heralds announcing the contest and inserted entry blanks in every package that went out of the store.

The counter display in the toy department consisted of a large "Trail Street" poster surmounted with a sign, "Put your coloring contest entry blanks in this box" (see cut). Principal display for the store, under the poster, was devoted to cap pistols, which the management stated, sold very briskly as a result of the "Trail Street" display.

An extensive program of spot radio announcements was spotted on three Providence stations. WHIM gave a free broadcasting of the 15-minute transcribed radio version of "Trail Street" the day before the opening.

The Providence *Journal* carried a five-column pictorial layout with copy on the picture. Five leading downtown restaurants used picture, playdate and theatre copy on the bottom of their menus. More than 500 double-size cards were used in street cars and busses running throughout the state of Rhode Island.



WANT A YEAR'S PASS? JUST NAME THE STARS! One of the surest ways of getting fans interested in a contest, according to Monty Salmon, managing director of New York's Rivoli Theatre, is to have them name unidentified motion picture stars. Putting the idea into execution, he has placed in the lobby of the Rivoli a large display board featuring the photos of 46 stars, stills being numbered. It makes a colorful display and has attracted a large amount of attention. The person identifying the largest number of stars will receive a one-year pass to the Rivoli. Second prize will be a six-month pass; third, a three-month pass; fourth to tenth prizes a month's pass. Consolation prizes will be awarded other contestant who name 80 per cent or more of the stars.

Unscramble RKO Stars Theme of RKO Contest

A $2,500 Scrambled Stars Contest [illegible] RKO Theatres in Greater New York and Westchester, started on May 28 and will continue through July 30. Stockholders' Theatres [illegible] program during spring and summer. RKO's "double value-double feature shows" serve as the basis for the city-wide scrambled stars contest.

A total of 109 cash prizes will be awarded with a grand prize of $1,000 going to the first prize winner. Entrants will be required to identify correctly a list of stars with the pictures in which they will be seen on RKO screens.

The BOXOFFICE o

"Sock BOXOFFICE

—VARI

"Top BOXOFFICE!"

—DAILY VARIETY

"Solid BOXOFFIC

THE BIGGEST BOXOFFICE* HITS ARE MADE

MIRACLE ON 34th STREET • MOSS ROSE • BOB, SON OF BATTL
KISSING HER NOW *in Technicolor* **• MOTHER WORE TIGHTS** *in Te*
NIGHTMARE ALLEY • FOREVER AMBER *in Technicolor* **• DAISY KENY**

...d Mrs. Muir!

"

GENE TIERNEY · REX HARRISON · GEORGE SANDERS



The Ghost and Mrs. Muir

with EDNA BEST · VANESSA BROWN
Anna Lee · Robert Coote · Natalie Wood · Isobel Elsom · Victoria Horne
Directed by JOSEPH L. MANKIEWICZ · Produced by FRED KOHLMAR
Screen Play by Philip Dunne · From the Novel by R. A. Dick



"

—FILM DAILY

*And These Boxoffice Names Are In Them...

"Miracle on 34th Street"—MAUREEN O'HARA, JOHN PAYNE • "Moss Rose"—PEGGY CUMMINS, VICTOR MATURE, ETHEL BARRYMORE • "Bob, Son of Battle"—LON McCALLISTER, PEGGY ANN GARNER, EDMUND GWENN • "I Wonder Who's Kissing Her Now"—JUNE HAVER, MARK STEVENS • "Mother Wore Tights"—BETTY GRABLE, DAN DAILEY • "Foxes of Harrow"—REX HARRISON, MAUREEN O'HARA • "Nightmare Alley"—TYRONE POWER, JOAN BLONDELL, HELEN WALKER • "Forever Amber"—LINDA DARNELL, COLEEN GRAY • "Gentleman's Agreement"—GREGORY PECK, DOROTHY McGUIRE, JOHN GARFIELD, CORNEL WILDE, RICHARD GREENE, GEORGE SANDERS

20th CENTURY-FOX

...nicolor • I WONDER WHO'S ...r • FOXES OF HARROW ...GENTLEMAN'S AGREEMENT

THEATRE MANAGEMENT



The Brass Tacks of Efficient Picture Theatre Management*

HOLLYWOOD CAN TAKE CUE FROM RANK

By Jack Jackson

A few episodes ago I complimented one of King George's subjects, J. Arthur Rank, for his astuteness in forcing England's film business into center position at the big end of the economic telescope through which British business men gaze at the future. At the same time I pitched a few horseshoes (with nails) at our own industry heads for not making full use of the immense store of similar pyrotechnics that, for some unknown and unfathomable reason, remain for the most part untested and untried among our "resource reserves."

I said then and repeat now that had Hollywood been setting off the "economic trade rockets" that are an indispensable part of our product throughout the past couple of decades, J. Arthur's current effort in behalf of British wares would be getting about as much attention as a burning blade of grass in the midst of a forest fire.

In pushing my point I offered a couple of illustrations as to how you little fellas who read these articles could take advantage of the Midas hoard that the industry heads had, in most instances, overlooked. Well, I very evidently didn't make the setup very clear because I've been getting a few of those horseshoes (with nails) in almost every mail since the article appeared. Most of the paper missiles coming my way are in the nature of complaint about the inclusion of what most of them want to view as "advertising" in the features they buy. They seem to feel that I was encouraging the use of more footage to extoll the virtues of this or that brand of merchandise in pictures.

Averse to Closeups of National Brands of Goods

Well let me hurry to correct the impression. Nothing was further from my mind. I'm every bit as averse to the closeups of national brands of goods or any other obvious attempt to cram commercial messages into the minds of our audiences under the guise of entertainment as any of you. At the same time I am in sympathy with the dilemma of a producer making any scene calling for the expression of the normal—or abnormal—habits of the masses without making use of some particular automobile, soup can, milk bottle, etc., etc. In short, "it just can't be done," and you fellows who want it done are asking for the impossible. I'm agin the closeups of brand names or trade marks but when such appear as the natural background of a scene in a grocery store or in the family kitchen then I approve, because they are necessary and essential to the authenticity of the scene or sequence.

Like you, I can look back at many pictures where the manufacturers of the units of merchandise dominant in one or more scenes should have paid for the shooting of the picture and given every exhibitor full screen advertising rates when it was exhibited. Taking money for that kind of product is to say the least "off color" business practice on the part of distributors. But, on the other hand, the presence of a Ford auto as the location of a juvenile petting party or a Cadillac as the getaway car in a gangster film really "belongs" and the picture would suffer in entertainment value if attempts were made to substitute some unrecognizable abortion of make-believe in their stead. Pictures of contemporary life require the exhibition of the requisite units of background and appurtenances that go to make up the manner of scene or sequence—and dialogue, too—being enacted. Without such the film lacks honesty and is patently insincere in detail needed to properly impress the spectator.

The line of demarkation between legitimate use of such merchandise for purposes of authenticity and the obvious flaunting which constitutes "screen advertising" is clearly marked by common sense and good taste. Every film producer is well aware the instant the barrier is crossed, and the knowledge mounts as the "shots" pass through the process of cutting, editing, etc. right on to the exchange distributing and the theatre owner exhibiting. But, unfortunately, it is the latter who invariably takes the brunt of complaint. These complaints come from local merchants handling competitive brands, as well as patrons who resent any and every commercial encroachment on the time they pay for entertainment. To be broad in describing the difference let me say that a soda fountain without a Coca-Cola or some other nationally known brand of beverage display in evidence "just ain't real," but when the camera swings up to give the audience a closeup of the Coca-Cola ad instead of holding its lens on the players at the fountain or table it "just ain't art" but it is advertising.

To get back into the groove about what Rank (that's a noun, fellas, and not an adjective) is doing that his contemporaries in Hollywood could and should be doing—and for long years have been doing in a bigger and better way—let me explain:

Forceful Advertisements

He does not bother about running down the makers of "class-fit" or "snug-hug" brand of men's clothing in instances where his principals happen to be wearing those particular brands of clothing. Instead he goes after the manufacturers of woolens or other fabrics as a whole and makes them understand that the grace with which his personalities display British-made suits is a forceful advertisement to the men of their own and other lands. He points up the fact that films are entitled to the "all out" support of fabric or textile industry because they really do the work of a personal advance man for the tailoring concerns. On this premise he asks for—and gets—the leaders of that industry to lend their every effort and facility to the furtherance of film production, distribution and exhibition.

Mr. Rank is going after the men at the control switches and leaving to them the job of setting the impulses going that will pass along to regional jobber, metropolitan wholesaler and to the retailer in the small town the details of how they can "help themselves by helping the exhibitors pack theatres when particular films are shown." By using his competent organization—which I understand has attained a total of some 30,000—to hit at every possible angle of the "Tight Little Isie's" staggering economy, Mr. Rank has acquired an imposing bulwark of supporting influence of such prominence and dominance that the English governing bodies would sooner separate Churchill from his

(*Continued on Page* 31)

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Best Safety Record

The Randforce Amusement Co. has been awarded first prize by the State Insurance Fund for the best accident and safety record in the Theatres Division.

The citation, as well as the presentation of a bronze trophy to Randforce, was made at a dinner given by the State Insurance Fund at the Hotel Commodore last Thursday evening as a climax to its Statewide Reduction Contest.

THEATRE MANAGEMENT

Visual Education Trial Completed by Century

Century Theatres' visual education experiment, conducted in direct collaboration with the Board of Education, was completed last week with the showing of Warners' "The Adventures of Mark Twain" to 1000 Brooklyn schoolchildren at the Rialto Theatre. The final showing was the fourth in a monthly series which began in February, with Century absorbing all costs connected with the program.

Representatives of the Board of Education now are preparing an evaluating report which will determine whether the experiment has proved valuable enough to be continued and enlarged.

Speaking on behalf of Century, Vice-president Fred J. Schwartz expressed the hope that the Board's report would indicate a desire to "broaden the base of the program by increasing the number of schools and the number of children participating."

"We are convinced," Schwartz declared, "that there exists a deep reservoir of regular entertainment films which can be tapped for educational purposes. It seems to me that the children who saw 'Tom Sawyer' and the other films used in the experiment, will have a greater appreciation for the books from which they were adapted. And what is true of the study of literature can be true for history, or other subjects.

"The value of this experiment in public relations for the industry seems beyond question. There is nothing more important than the instruction of the young, and if there is public acceptance of films and theatres as contributing factors to this instruction, much of the criticism now leveled at the industry from outside sources can be dissipated."

Brennan Plan Boon to Youngsters of Laramie

With summer vacations for school children getting under way, theatre managers have an opportunity for building goodwill and profitable business by putting forth special effort on children's shows. Summer cartoon clubs, special morning shows and other attractions for the kiddies will be welcomed by parents and authorities alike if programs are properly arranged and promoted. "What to do" is a great problem for youngsters in the summer months, and their adults will approve and cooperate in programs which keep them occupied and give them worthwhile entertainment.

Typical of showmen who are active in this regard is Tom Brennan, manager of the Fox Theatre, Laramie, Wyo., who has the solid backing of local juvenile authorities, Parent-Teacher Association and other civic organizations for his plan of special showings of approved films for the younger set. Brennan's work may well serve as a pattern for other com-

(Continued on Page 42)

Anniversary Award

In celebration of the 20th anniversary of Grauman's Chinese Theatre, Hollywood, Sid Grauman last Friday (23) presented to the buyer of the 24 millionth ticket a watch and an invitation to visit a famed Hollywood night club as guest of a film star.

Lippert Oregon House Reopens

Through the efforts of City Manager Jameson Sellick and House Manager Gordon Gately, the re-opening of the Lithia Theatre in Ashland, Ore., one of Robert L. Lippert's Oregon-California circuit houses, received front-page, second-section coverage in the Ashland Daily Tidings. The entire page was devoted to the newly remodeled, redecorated and reequipped theatre, including photographs.

Guests for the reopening (the attraction was Columbia's "The Jolson Story") included Prof. I. E. Vining who, with his brother, built the theatre in 1914; all those still living who attended the original opening that year when "Faust" was performed, and executives of the Lippert circuit. One of the stories recounted the "Horatio Alger rise" of Lippert, who is also an executive of Screen Guild Productions.

Jackson on Hollywood vs. J. A. Rank

(Continued from Page 30)

cheroots than enact legislation inimicable to Mr. Rank and his numerous and varied photoplay interests.

J. Arthur deserves every benefit of the prestige he has so adroitly and effectively established for the British motion picture. He grabbed a scintillating facet of motion picture glamor to win world trade and is scoring goal after goal. My beef is that this same facet has been shimmering just as brightly for such a long period in our own Hollywood. Our own mighty minds seem to have been blinded by the brightness of the prospects and—except in very few instances—either have fumbled opportunity entirely or at best gained only a couple of yards on sporadic attempts to turn the potential scoring play to the profit of the industry as a whole.

Mr. Rank has, in a few short years of aggressive business practices, lifted the motion picture from 35th to 7th position on the English list of revenue enterprises. And—while I may be wrong and have been that way many times before—it pleases mightily to conjecture on the part played by Britain's economy experts once he convinced them of the value of films as salesmen in Rank's march to eminence in motion picture production and distribution.

What a super job Hollywood could do along these lines if it only would! What a high place we, of all branches of the industry, could attain in our respective communities if Hollywood would just get busy and capitalize to the fullest on this outstanding potential of our business!

I can feel the "pats on the back" from the grateful neighboring merchants for the help I and my screen give their business. Yes, I can even hear the jingle of the dollars tossed on the cashier's slab by the customers they send. It's a swell dream that can only come true if Hollywood wakes up and goes about the all-important job of public relations the way it should.

I hope I've explained the matter of my praising Rank satisfactorily and that I'm forgiven for leaving any impression that I was condoning the presence of open advertising in film features. However, I still want to hold my ground on the point that each and every exhibitor should do his best to capitalize on the potential that Hollywood overlooks or neglects. Try to attend screenings of pictures you intend playing. It will pay times over to arrange for advance screenings for you and the staff with each member asked to look for details that will help "sell" the picture in your locality. Every theatre situation is distinctive and different in some way or other, and there is no telling when you will happen upon some instance in production that is particularly suited to the exciting of unusual interest—and consequently unusual attendance—to your patronage. After the screening hold a meeting and watch how the ideas pop up from places where you least expect them. Select what are good and offer prizes—cash—to the employe turning in the best job of executing the ideas advanced.

Practically every merchant in your vicinity has a list of sales prospects and if you just go to the trouble of informing him when his wares are to be seen to advantage in pictures you intend exhibiting, he'll go for the expense of notifying the folks and asking—even sometimes providing them with tickets—to attend the show. In addition to the merchandise angles there will be much more of interest to your patronage discovered by previewing what you intend showing. There will be lodge and organization activities and much more that you or your staff will discover and on which you will be able to capitalize with the assistance of the employes.

Just because Hollywood neglects to get you the kind of support that Rank is building for British exhibitors is no reason why you should neglect any opportunity to do it for yourself.

I hope I've explained myself better than in the previous article and I want to take this opportunity to emphatically assert that I'm not on J. Arthur's payroll. I just admire the way he's been going about things and if you have any doubts as to his "know-how" to push British pictures to the front just check the records of the past few months and take a conservative estimate of the admission dollars and exhibition minutes he's been grabbing in these United States. Remember that every one of these minutes and dollars were previously considered the personal property of Hollywood and that Mr. Rank and his organization of worthies has plucked them right out of the movie capital's back yard.

Again I repeat that Mr. Rank is very, very good for this business. Provided, of course, that his activities finally make so much world noise that they get our own makers of films to forsake the Red Ryder [illegible] tating Superman and Flash Gordon.

Refreshments for Service

Sale of refreshments in the theatre has an important future provided it is handled as an additional service to the patron and not crudely as a straight money-making proposition, veteran showman A. J. Balaban, executive general manager of the New York Roxy Theatre, told an STR representative at the press opening of the Roxy's new $25,000 Coca-Cola bar. Properly handled—as a service—the sale of refreshments can also be very profitable, Balaban went on.

REGIONAL NEWSREEL

OKLAHOMA CITY

The Brauntx Theatre at New Braunfels, Texas, a Griffith operation, has completed the entire repainting of the front of the building, the marquee and inner lobby and foyer as well as the rest rooms. Mac H. Wood, manager of the Brauntx, reports that C. F. Motley, Henry S. Griffing, C. R. Guthrie and C. O. Fulgham were in town May 4.

The Liberty Theatre at Holdenville, Okla., a Griffith operation, opened at 6 P.M. May 9, according to Horace Clark, manager. It will be a full-time operation for second-run pictures. The Liberty, closed for five years, was completed in time for the opening scheduled in connection with Holdenville's seventh annual Arkansas Day celebration.

Six hundred and four elementary school children attended the Tower Theatre at Drumwright last Saturday as guests of Manager Tom Kirkham for the assistance they gave in the recent American Cancer Society drive.

Abe Rosewall, manager of Griffith operations in Vinta, Okla., and president of the Chamber of Commerce there, spoke on the program of the high school junior-senior banquet held May 3.

Mrs. J. H. Cooper, 68, widow of J. H. Cooper senior, founder of Standard Theatres Corporation, died in New York recently. Ten theatres are included in the chain. Cooper died March 19, 1946. J. H. Cooper, Jr., 18, heir to the business built by his father is attending school in Baltimore, Md.

Monty Woolley passed through Oklahoma City May 17 on his way to his home at Saratoga Springs, N. Y.

The new 1,000-seat Tower Theatre which has been under construction at Wichita, Kan., for the past several months is expected to open June 30, George Laham, one of the operators, stated. The auditorium is being designed with an inclined bowl-shaped floor to give clear vision from any place in the house. Laham said neon tubing more than a mile in length will make up the new third dimensional letters on the marquee. Parking facilities have been provided for 500 automobiles.

LOS ANGELES

The University of California at Los Angeles has added its endorsement to the Coordinating Council of Van Nuys to curb allegedly objectionable films in neighborhood theatres on Saturday matinees.

Paramount and Fanchon & Marco have patched up their squabble. A deal was worked out to screen "Suddenly It's Spring" and "Calcutta." This will not, however, affect the suit filed by Paramount against F. & M. for the return of the two Paramount Theatres in downtown Los Angeles and Hollywood. "Spring" started May 29, following an unprecedented succession of Republic pictures at the two houses.

Jack Valpey and Ed Urschel returned to the local MGM office from Denver, where they attended an office managers' convention.

Because of the extended illness of Marty Solomon, he has resigned his post as Monogram's branch manager; M. J. E. "Mac" McCarthy, sales representative, succeeds him.

The Motion Picture Operators, International Alliance of Theatrical Stage Employes, this week opened talks with local major theatre circuits for an increase of 32 per cent in wages and improved working conditions. Best offer reported by management was an increase of 12 cents an hour, which is only four per cent instead of the 32 per cent asked.

Gus Acosta, who heads Azteca Films in Los Angeles, has expanded his quarters, taking over completely the old office occupied by the West Coast Concession Company. Gus is a mighty busy guy, dashing down below the border one day to check a delayed shipment; and pinchhitting in the shipping room the next day because of lack of suitable help.

Harry Hollander, who has operated and booked a group of theatres in California for several years, has been appointed special sales representative by Monogram, working out of the Los Angeles exchange, headed by Howard Stubbins.

Seen on film row, visiting many old friends originally from back east, was Lee L. Goldberg, owner of Popular Pictures exchange of Cincinnati, and interested in theatres in Anderson, Ind. He and Mrs. Goldberg were part of the Cincinnati Tent's delegation at the Variety Club convention, and visited their son, Jay, and his wife.

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A Boston 'First'

The first time that a "popular price" engagement has immediately followed a picture's roadshow engagement in Boston took place there when "The Best Years of Our Lives," which had just concluded at eight-month run at a top price of $2.40 at the Esquire Theatre, was moved over to the Keith Memorial with prices starting at 74 cents and rising to $1.25 for this one-week engagement only.

LOUISVILLE

Guthrie Crowe, president of the Kentucky Association of Theatre Owners, is back in town following a circuit trip through hte state. He advises that quite a number of new members have been added to the fast-growing organization.

The Falls City Theatre Equipment Co., Louisville, Ky., headed by W. E. Carrell reports good business and recent installations of Motiograph projection equipment as follows: St. Clair Theatre, Lebanon Junction, Ky.; Ace Theatre, Cave City, Ky.; Hart Theatre, Munfordville, Ky.; Dixie Theatre, Williamsburg, Ky.; Lyric Theatre, Scottsville, Ky.; Strand, Skyway, Down and Savoy Theatres, Louisville, Ky.; Manchester Theatre, Manchester, Ky.; New Harlan Theatre, Harlan, Ky.; New Ace Theatre, Taylorsville, Ky.; Shelby Theatre, Shelbyville, Ky.; Arista Theatre, Lebanon, Ky.; Bailey's Theatre, Crab Orchard, Ky.; Dream Theatre, French Lick, Ind.; St. Meinrad Seminary, St. Meinrad, Ind.; Columbian Theatre, Columbia, Ky.; Franklin Theatre, Greensburg, Ky.; Bonnieville Theatre, Bonnieville, Ky.

Recent installations of Motiograph-Mirrophonic sound equipment; Savoy, Skyway, Palace and Lyric Theatres, Louisville, Ky.; St. Clair Theatre, Lebanon Junction, Ky.; New Ace Theatre, Taylorsville, Ky.; Bailey Theatre, Crab Orchard, Ky.; Dream Theatre, French Lick, Ind.; St. Meinrad Seminary, St. Meinrad, Ind.; Columbian Theatre, Columbia, Ky.; Franklin Theatre, Greensburg, Ky.; Bonnieville Theatre, Bonnieville, Ky.; Arista Theatre, Lebanon, Ky.; New Harlan Theatre, Harlan, Ky.

A new 80-ton Carrier cooling system has been installed in the Vogue Theatre, St. Matthews, Ky. The Vogue is owned by the William Rosenthal Enterprises of Indianapolis and is managed by Ira Allen.

Harry Woodson of the Falls City Theatre Equipment Co., staff is back on the job following a siege of the flu.

Recent visitors to Louisville included the following: Luther Knifley, Art Theatre, Knifley, Ky.; L. R. Smith, Pekin Theatre, Pekin, Ind.; Sam Giltner, New Washington Theatre, New Washington, Ind.; Robert Enoch, Elizabethtown Amusement Co., Elizabethtown, Ky.; Bruce Aspley, Trigg and Plaza Theatres, Glasgow, Ky.; Paul Sanders, Alhambra and Cozy Theatres, Campbellsville, Ky.; F. X. Merkley, Rialto Theatre, Columbia, Ky.; M. H. Sparks, Strand Theatre, Edmonton, Ky.; Morris Smith, New Ace Theatre, Taylorsville, Ky.

C. D. Arnold, part owner and general manager of the Arco and Crystal Theatres, Bardstown, Ky., has turned over his interests to his son, C. K. Arnold, and has moved his residence to Florida.

The New Drive-In Theatre built in Florence, Kentucky by the Broadway Amusement Co., Covington, Ky., was opened May 22.

Kenneth Halsted is the new manager of the Crescent Theatre, Louisville, owned by S. D. Weinburg. Halsted replaces Jack Powell who

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resigned to accept a similar position at the Airway Theatre, Louisville.

Otto Marcum reports that the construction of his new St. Clair Theatre, Lebanon Junction, Ky., is progressing according to schedule and from all indications the July 1st opening date can be made.

A Fourth Street real estate transaction involving more than $2 million in rentals over a 25-year period has been announced by the S. S. Kresge Company to replace a Louisville landmark, the Rex Theatre, formerly the Novelty Theatre, which the old-timers say has been on the site since about 1910. The Rex is owned and operated by the Fourth Avenue Amusement Co., of Louisville and is managed by Wilbur Metzger. Located in the building are the screening room for the Fourth Avenue Amusement Co., also the offices of the Amusement Enterprises which operates a number of Louisville theatres.



AIMS OF MOTION PICTURE FOUNDATION OUTLINED. One hundred and thirty-eight representatives of all branches of the industry in the Minneapolis territory last week heard John Balaban, Balaban & Katz circuit executive, outline the aims of the Motion Picture Foundation, and unanimously voted to participate in the humanitarian endeavor. Shown above are Stan Kane, Allied Theatres; Ben Berger, Berger Amusement Co.; Balaban and Harry B. French, president of the Minnesota Amusement Co.

HARRISBURG

The Eastern Pennsylvania section of the Allied Theatre Owners held its annual meeting and a film buyers conference on May 22 at the Hershey Hotel, Hershey.

With the exception of the Senate none of the downtown movie houses held a Memorial Day Eve midnight show. Exhibitors felt there would be little trade, for many persons went to resorts for the long weekend.

Harry James and his Music Makers, the orchestra which broke the all-time attendance record of 6104 on July 8, 1941, at the Hershey Park Ballroom, returned Saturday night, played to a huge crowd, but failed to touch their own record. James, incidentally, who has just completed two movies in Hollywood, remained over Sunday to play a round of golf at Hershey.

Two movie houses booked stage shows. At the Rio, Tex Terry, badman of the western films, is to head a full-length show June 2, featuring the Sons of the Purple Sage and Dorothy Peters. At the recently-opened Elton in Steelton, a company of entertainers headed by Zavar, magician, presented an evening's show. Assisting was Tetina in the disappearing act. Robert H. Miller, manager of the two Steelton houses, brought in that show, while Francis Deverter, Rio manager, arranged for the Terry program which was booked with a movie.

Vacations have started, and the first to leave was Clarence Carr, operator at the Colonial, who went to Cleveland. John Owens, Colonial doorman, followed. Three usherettes who left Colonial employ are Carol Bender, Gladys Urquhart and June Ricker.

Downton houses will benefit by the new radio show which has Red McCarthy, orchestra leader, as the disc jockey. McCarthy will plug each of the principal theatres, starting with "Great Waltz" at Loew's Regent.

Returned from a trip to Altoona and Johnstown are, Gerry Wollaston, State manager, and Edgar Goth, Fabian publicity director. They accompanied Lou Golding, New York manager, for the local Fabian circuit.

New to the O'Rear family (Jack is Colonial manager) is a large collie dog which followed them home from the theatre one night and has remained.

BOSTON

The rebuilding and modernization of Boston's Tremont Theatre will cost more than $250,000, it is reported. The house, which for the past five years played only pictures that had proved successful, will enter the first-run field and will feature foreign-language films. For years the house was a Klaw & Erlanger legitimate house, and was noted for its handsome lobbies which were divided into shops.

United Artists Eastern Sales Manager Edward N. Schnitzer is here conferring with District Manager Clayton Eastman and John Derwin on forthcoming releases.

Harry Gold, representing Selznick Releasing Organization, is conferring here with exhibitors on a showing for "The Outlaw."

Sixteen circus acts including many clowns and Merle Evans famous circus band appeared at a performance at the Children's Hospital here on May 16. Attractions were arranged for by Floyd L. Bell, local publicist formerly with the Ringling-Barnum circus. It was the 24th consecutive year that Bell had arranged for the performance for inmates of the hospital.

Interstate Theatre Corporation President E. Harold Stoneman, and Allard M. Graves of White River Junction, Vt., have acquired the Coniston Theatre at Newport, N. H., from Arthur E. Chadwick who had owned and operated the theatre for the past 25 years. The new owners plan to reseat and completely renovate the house as soon as possible.

MINNEAPOLIS

William Mussman has been named new sales manager of Paramount, replacing Joe Loeffler, who left the exchange to become branch manager of Republic.

Monogram has designated July as "Morrie Steinman Month" in honor of the exchange's branch manager's tenth anniversary in film business. The exchange will try to set a new record in sales, playdates and collections for a single month.

John Fred Abelson, former salesman with Universal, has been named branch manager of Film Classics in San Francisco.

John Farley has resigned as head booker of Republic to join Theatre Associates, buying combine.

Warner Bros. new exchange building being built on film row is expected to be ready for opening late in July, Art Anderson, branch manager, has disclosed. Herman Goldberg, supervisor of maintenance from the home office, was in town to look over the new structure.

Robert Zielke has opened his new Bruce Theatre at Bruce, Wis. Clarence Holtze is managing the new Erwin, Swirnoff and Marcus house, at Tomah, Wis., which opened May 8.

Bob Hunerberg has been named manager of

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20-Cent Wage Hike

Projectionists Local 348 at a recent meeting in Vancouver, B. C., accepted Famous Players Canadian's counter-offer in the wage and working conditions dispute. New pact provides for 20 cents an hour increase, in force to August 1949, two weeks' holiday with pay after three years of employment, time and a half after 36 hours in downtown houses and after 32 hours in suburbans. The increase is retroactive at 15 cents per hour from Jan. 13, 1947. The Odeon circuit and independents have accepted the same terms. IATSE officials said the new contract gives projectionists the best working agreement on the Pacific coast.

3 Changes a Week

Extension of its policy of three changes a week to bolster sagging weekday grosses and to absorb the constantly-growing backlog of product, was announced in Minneapolis by the Minnesota Amusement Co. The circuit plans, however, for a flexible schedule for pictures that deserve longer playing time. Not yet affected by the policy of three weekly changes are theatres in the Twin Cities, Duluth, Rochester in Minnesota, Superior, Wis., Fargo, N. D., and Sioux Falls S. D., which are able to hold back a release jam with attendance showing a smaller drop than in cities where the new policy will prevail.

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LONDON OBSERVATIONS

Fostering Intelligent Filmgoing Among Children, Rank Junior Clubs Experiment With 2 Age Groups

By JOCK MacGREGOR

While J. Arthur Rank has produced many "adult" pictures, he has never overlooked the important part the cinema plays in young lives. His Junior Clubs are famous and now an experiment is being tried to divide them into two age groups: 7-11 and 11-15.



MacGregor

Among the objects of the clubs is to foster intelligent filmgoing so that when members grow up they will appreciate better pictures. It is believed that this can be achieved by showing only films that juveniles can fully understand and grasp.

An excellent booklet, "Entertainment Films for Children," has been compiled on the subjects which Rank has specially made under the guidance of an Advisory Council comprising educational, church, welfare and youth organizations representatives. These cover travel, nature, zoo films, cartoons, serials and a monthly club magazine which is virtually a newsreel of members' activities. During 1947 eight features are planned.

Recently previewed was "Bush Christmas," a seventy-minute adventure concerning some kids who track down the horse thieves in the Australian mountains. It is a charming child study and worthy of a place in the adult cinema. Combining comedy with thrills, it never plugs its moral and while the development is simple, a narrator stresses any point which is the least vague.

Another feature is "The Boy Who Stopped Niagara," the sneak preview of which I caught when I took an American friend to see a typical matinee at the Edgware Road Odeon. The manager introduced it with due ceremony and offered the kids prizes for the best written comments. It is a dream fantasy about a disobedient boy and presents in a hilarious manner the many uses for electricity.

Topping the bill was Hopalong Cassidy's "Bar 20" and the cheers which greeted it would have gladdened "Pop" Sherman's heart. This series is the most popular of all with Junior Clubs.

Ironically, Rank is severely handicapped in making these films as an age-old factory act forbids the employment of children under 12. Consequently several features are being made in the Dominions where the law is less stringent on this point.

These constructive chidren's matinees with their well balanced programs of entertainment and subtle uplift are obviously something all cinemanagers must consider seriously. They are a definite service to the community.

* * *

Associated British are celebrating their 20th Anniversary by commencing their 250th production, "My Brother Jonathan." Launching it at a Savoy reception, Chairman Sir Philip Water reminded the press that when the Army took over the Elstree studios as a wartime stores depot they had to retreat to the smaller Welwyn lot.

Now Elstree is being redesigned and their recent purchase of Anglo-American gives them an interest in British National studios. Their close alliance with Warner Bros. gives them a lien on the Teddington stages.

To operate these studios they need stars and, realizing the shortage, they plan to groom their own. Already under contract are Michael Dennison, a likable recruit from the stage; David Farr, Helen Shingler, Joan Dowling and Stephen Murray. To this list is now added Beatrice Campbell whom I recently noticed in "Ghosts of Berkeley Square."

* * *

An important development in the ever increasing efficiency of the Rank publicity setup is the opening of a central newsroom under Captain R. J. B. Kenderdine (RN. retired) former Deputy Director of Naval Information, with Fred Pullin as news editor and David Chancellor in charge of features.

* * *

At Pinewood Studios I had a pleasant session with Joy Raymond who is publicizing Wessex's "Woman in the Hall." She has worked an ingenious tieup with Amalgamated Press, publishers of, among other things, knitting books. They have designed a simple sweater for Jean Simmons to wear in the film and are issuing instructions on how to knit it in one of their publications.

* * *

Bill Luckwell, former GB exploiteer and now Maurice Ostrer's publicist for Premier Productions, has suffered too often from last-minute shortages of showmanship ideas to be caught on his first picture. Two months ahead of shooting Michael Rennie's "Queen of Love," he has influenced a firm to manufacture a "Michael Rennie" shoe. Not only will every delivery box carry plugs for the production but when the film plays locally the shoe people will take advertising space and provide their agents with window displays, gratis, free and for nothing.

* * *

Hal Wallis has now moved into Denham Studios for "So Evil My Love." So well planned has this Ray Milland-Ann Todd starrer been that he was able to take advantage of the recent fine weather and shoot many scenes outside which should have been done in the studio, thereby cutting schedules and subsequent budgets. This is as well, for the previous tenants of the stage are reluctant to complete their picture.

* * *

The customary socialite audience at the London premiere of David O. Selznick's "Duel in the Sun" gave way to film fans who wrote the best letters on "Why I Like Films." The two top winners were invited up on the stage to receive special prizes. One of them shyly explained that his brother gave him the ticket to the premiere. Asked about his brother's film preferences, the man described him as "choosey." "Is that why he is not here?" queried the compere. "Yes," came the rather embarrassed reply.

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the Corydon Theatre, Corydon, Iowa, by the Garbett circuit. Carl H. Wieck has been named manager of the Temple and Vernon, Viroqua, Wis. Katherine Mueller Falk has been named manager of the remodeled Dale, Annandale, Minn.

William Payne is completely remodeling the Verndale, Verndale, Minn. The house will be closed four weeks. D. G. Rauenhorst is redecorating the lobby, foyer and canopy and carpeting the Murray, Slayton, Minn.

Barney Rosenthal has purchased the Iowa Theatre building at Waterloo, Iowa, for $18,000. He had been leasing the theatre from the owners.

Minneapolis' Tent No. 12 won the International Variety Clubs' Heart Award for raising $300,000 to establish a 100-bed heart hospital on the campus of the University of Minnesota, it was announced in Hollywood.

CLEVELAND

The Vogue, Warner Bros.' new 1,565-seat de luxe theatre, the first complete in Cleveland since the wartime building restrictions, was opened Thursday, May 29. House is of colonial design and situated in a newly-developed restricted residential section. Its name was selected in a citywide contest. A 300-car free parking space is provided as well as bicycle racks for youngsters.

Howard Rutherford, recently discharged from the army, is the new manager of Loew's Park here, succeeding Abe Ludacer who has been transferred to Loew's Valentine in Toledo where he, in turn, succeeds Theodore Teschner who is no longer with the company.

Local Variety Club's moving days are over. Harry Schreiber, chief barker, has announced the club's purchase of Greystone Mansion, a 20-room three story house at 3730 Euclid Ave. for approximately $60,000. Price includes furnishings valued at $45,000. Restaurant with bar, game rooms and ballroom will be available for members and club functions. At last count, the Variety Club, recently reorganized under Schreiber, has 125 active and 15 associate members.

"Duel in the Sun" breaks in this territory on June 12. Simultaneous opening dates have been set by the Loew circuit at the Stillman, Cleveland; Valentine, Toledo; Loew's Akron, and Loew's Canton. An extensive advertising and publicity campaign is under the direction of Paul Blaufox of Selznick Releasing Organization.

Don Gregory, RKO exploiteer in Cleveland and Jack Tucker, doing work in Buffalo, have exchanged territories for a 10-week period.

Howard Roth, Paramount head booker, is back from a two-week vacation trip to Texas where he visited Duke Clark, Paramount district manager and with Harry Sachs, formerly

Free Coffee a Hit

The free service of hot coffee to patrons recently put into effect by the management of the Indiana Theatre in Indianapolis, has proved quite a hit with patrons. It's refreshing and not so noisy as popcorn, says Manager Ken Collins, who adds that the arrangement is a temporary one.

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with Warner Bros. in Cleveland, later with Interstate in Dallas and now operating his own theatre circuit in Texas.

Marton Van Praag of All American News, producers of Negro features, shorts and news reels, was in town calling on local distributors. His "High-dee-ho" starring Cab Calloway is booked into the Globe, a Washington Circuit house owned by M. B. Horwitz.

New 998-seat Lyn Theatre being built by Guido Spayne on the outskirts of Akron is nearing completion, with opening plans being made for June 7. Novelty feature of the house, said to cost $225,000, will be a soda bar.

Herbert Ochs, head of a large Drive-In Theatre company, operating Drive-Ins in Ohio, Michigan, Pennsylvania and New York, became a "grandfather" last week when a son, named Michael Peter, was born to his daughter, Pat, wife of Peter Hill, an ex-serviceman attending M.I.T. He became a grandfather a second time when another daughter, Mrs. Marilyn Scherfius, presented him with a granddaughter.

Ridge Theatre, Cleveland, changed hands last week. Mrs. Helen Fanchley purchased the house from Bernard Cole.

Richard Rieger, assistant manager at the Embassy, a downtown subsequent-run theatre operated by the Community Circuit, has been promoted to manager of the house. He succeeds Eugene Frank, resigned.

George Aylesworth has turned the management of the Windamere Theatre over to Sheldon Silverman, son of the late Si Silverman for the summer while he takes personal charge of his Aylesworth Gift Shop in Mackinaw City, Mich. He will return in the fall when the tourist season is over.

OMAHA

Frank E. Goff, who ran the first five-cent theatre in town—the Franklin—was feted at his 100th birthday here. He came to Omaha 78 years ago to enter the carnival business. He later invested in the early-day movies and almost 40 years ago he built two outdoor theatres, the Airdrome and another at Fortieth and Hamilton. He also managed the Alhambra during his long span in the business.

C. L. Knudsen has sold the State Theatre, Hastings, Neb., to G. H. Downey and A. L. Stoeck.

Dorothy Pratt, Columbia secretary, will wed Joe Linn.

United Artists District Manager Ching Allen from Kansas City arrived in Omaha.

R. D. Goldberg, owner of the Goldberg Theatres, is in New York City.

Columbia Branch Manager Joe Jacobs will attend a [illegible] June 2.

M. E. Lee, booker-buyer for Central States Theatres, stopped here en route to Fremont from Des Moines.

W. E. Wuest, a newcomer, has bought the Okey Theatre, Lake Andes, S. D., from Roy Mundin, 27 years in the business.

Phillip Lees, Selznick representative, spent several days here on "Duel in the Sun" which will open at the Omaha June 12.

R. E. Bradshaw, who sold the Clay at Clay Center, Neb., is continuing to book for the theatre.

Carol Bisson moves from the booking to the ledger department at Warner Bros. with Vivian Thompson, a former employe, taking her old position.

Ruth Kruger, after four weeks of illness, is back at work with Warners.

Storm Lake, Ia., will have three Pioneer Circuit houses with the reopening after remodeling of the old Tracy Theatre. It has been closed for three years.

John Spencer, former manager of the Rivoli at Hastings, Neb., has been promoted to manager of the Strand, Tri-States Theatres, District Manager William Miskell reports. Ray Johnson, former manager of the Strand, recently resigned to run a theatre of his own.

Sid Meyer, one of the builders of the new Miami Theatre, managed a theatre for Fox here in the 20's.

WASHINGTON

Members of the motion picture industry and friends of J. E. Fontaine, honored the veteran showman with a stag testimonial on May 26 in the Variety club rooms. John J. Payette, Warner Bros. general zone manager, and Sam Galanty, Columbia mid-east division manager, were co-chairmen for the affair, honoring Fontaine's appointment as mid-Atlantic division manager for Selznick Releasing Organization. Committee members included: Frank Boucher, tickets; George Crouch, Joe Kronman, Sam Epstein, door prizes; Carter F. Barron and Gene Ford, entertainment and music; Robert Denton and Al Benson, guest committee; Harry Lohmeyer, decorations; Frank La Falce, George Crouch, Frank Boucher, menu; Frank La Falce, publicity; and Sidney Lust, A. E. Lichtman, Fred Kogod, arrangements.

Alexandria, Va., has a new theatre, the Virginia, on the Mount Vernon Highway and First St., another in the chain of the Alexandria Amusement Co.

George Guernsey of the research and education department of the CIO spoke on "Using Film-Strips to Promote Discussion" at the Film Council luncheon on May 21.

Eddie Bracken, United Artists and Paramount star, was the star of the Advertising Club Jamboree at the Statler Hotel on May 24. Others who appeared were Hildegarde, Walter

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Movie Sleeper

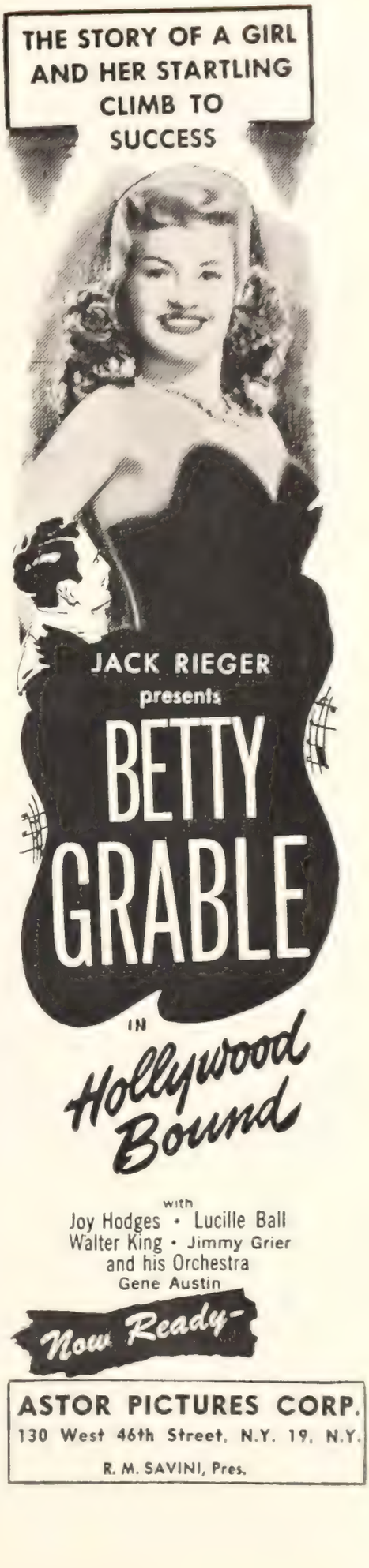
Joseph Schneider, 37, awoke in pitch blackness in the Erlen Theatre, Philadelphia, about 4:30 a.m. one day recently and for a moment he didn't know where he was. He couldn't be in his bed at home because his bed had no arms on it. Gradually he realized that "The Mighty McGurk" had lost its grip on him some time around 10:30 and he had fallen asleep, and was locked in the dark theatre. Schneider groped his way out to the foyer where he discovered a pay telephone and called police.

"Did you try the doors?" asked the house sergeant.

"All I could find," came the reply.

"Well stay there," murmured the sergeant—an unnecessary admonition. "I'll send a man over."

A street sergeant came along presently and by his shouting led Schneider to one of the exit doors and sent him on his way.



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O'Keefe and Lanny Ross. Frank Boucher, of K-B Theatres, headed the entertainment committee for the affair.

Pat Jones of the Warner advertising department will be married on June 21.

Joe Kronman, office manager at the local MGM exchange, recently celebrated 19 years with the company.

Loew's-MGM has bought property on 17th and DeSalles, in Washington, and plans to erect a 4-story building in the near future.

Anita Colby, assistant to Paramount's production head, Henry Ginsberg, was honored in Washington, for her work in obtaining the cooperation of the motion picture industry for the Catholic University playwriting festival. Present at the luncheon in her honor were: Carter Barron, Loew's; Albert Benson, Paramount; John Byram, play editor of Paramount; Robert Denton, Paramount; George Dorsey, RKO; Rev. Gilbert Hartke, head of the Catholic University's speech and drama department; Eric Johnston, president of the Motion Picture Association of America; J. Maxwell Joice, special representative Paramount Pictures; Anthony Muto, 20th Century-Fox, and John Payette, zone manager Warner Bros.

MGM Branch Manager Jerry Adams was presented with an electric toaster by his office staff, as a wedding gift.

Columbia Mid-East Division Manager Sam Galanty and Washington Branch Manager Ben Caplon will attend the division and branch managers' meeting in Chicago, week of June 2. Meeting is being conducted by General Sales Manager Abe Montague. Branch managers, representing the Galanty division, who will attend the meeting are: Arthur Levy, Pittsburgh; Oscar Ruby, Cleveland; Alan Moritz, Cincinnati.

Children's Hour

The Philadelphia Trans-Lux Theatre inaugurated a special children's hour of short subjects at a Sunday matinee. The new feature proved so successful that the extra hour's show will be continue indefinitely, it is said by Tom Speck, manager of the newsreel house.

COLUMBUS

Richard Basehart, accompanied by his wife, stopped off in Columbus on his way to his native Zanesville to attend the premiere of Eagle-Lion's "Repeat Performance," in which he has a leading role. Benny Rubin, Frances Rafferty and Chilli Williams, members of the cast, also paid Columbus a visit. Local film critics who attended the premiere were Bud Kissel of the *Citizen*, Mary McGavran of the *Journal*, and Dayle Frazier, *Dispatch* news editor.

Columbus Variety Club Tent No. 2 will close its clubrooms on Sundays for the summer season, Chief Barker George Anagnost announced. Barker Bill Pullin attended the international convention in Los Angeles and was heard here on Tom Breneman's "Breakfast in Hollywood" radio program. While there Pullin visited Barker Byron Stouder who is attending the aircraft school in Hawthorne, Calif.

The Academy circuit's Cleve Theatre has been redecorated.

E. C. "Bud" Benjamin was in town in advance of United Artists "Dishonored Lady."

Mrs. Bertha Ochs, mother of Herbert, Albert and Vincent Ochs who are interested in various Ohio theatres, and of Mrs. Amelia Deshetler of Columbus, died in Cleveland. Burial was in Fremont.

Two downtown theatres played reissues last week—"Boom Town" at the Broad and the dual "Sea Hawk"-"Sea Wolf" bill at the Grand.

Lee Hofheimer and Al Sugarman were given fine editorial mention in the Columbus *Citizen* on the opening of their World Theatre which will show foreign-language films exclusively.

DES MOINES

A newsreel of happenings in Wilton Junction, Ia., taken by himself, is shown every month by Ken Waggoner, exhibitor in that community. The reel has aroused much local interest.

Julius Geertz, well-known exhibitor in Davenport, Ia., is in St. Luke's Hospital in that city, recovering from a major operation.

Exhibitor John Koletis of Rock Island is vacationing in Hot Springs, Ark.

Mrs. W. H. Eddy, whose husband operates a motion picture theatre in Indianola, Ia., is in the Lutheran Hospital here as the result of a fall in which she broke a hip.

Charged with violating a law covering resistance to a police officer in the discharge of his duty, Edgar T. Horn, exhibitor, was fined $10 in the Dubuque police court, and forfeited the bond instead of appearing personally. According to the report on the affair, when police appeared at the theatre in search of a boy, Horn told the officers he did not know the boy and that he did not work at the theatre. Police nabbed the boy as he was slipping out by another door, and when they learned he was employed by the theatre, placed the charge against Horn.

ATLANTA

Will Brown, former manager Capital, St. Petersburg, Fla., has been transferred to the Seminole in Miami. The Capital has closed for the summer months.

Lester M. Neely, head of the Neely Theatre circuit of theatres in Alabama, is acting Mayor of Marion, Ala.

Grover Parson, PRC and Eagle-Lion division manager here, and Ralph McCoy, Eagle-Lion special representative, have returned to Atlanta after a sales meeting in Charlotte, N. C. with Elmer Hollander, New York sales representative.

The Scenic Theatre, Lake Wales, Fla., has closed for the summer months.

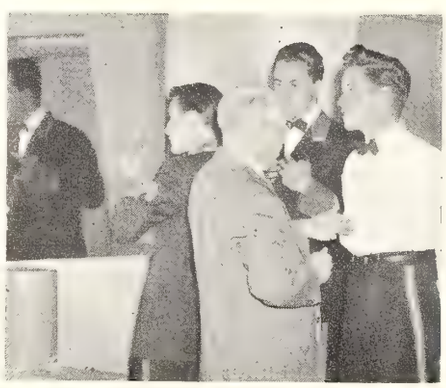
Jimmie Dickson has been appointed Florida sales representative for Warner Bros. He will make his headquarters in Eustic, Fla.

The Stein and Floyd theatre circuit has announced the opening of the theatre in Ashburn, Ga., and says just as soon as they can they will build a new theatre there.

Mrs. Kate Wright, for the past 20 years with Monogram Southern Exchanges, has left for

CENTURY CIRCUIT ADDS NEW LINK TO CHAIN





Residents of New Hyde Park, Long Island, can now boast of a new entertainment center in their vicinity, for the Century Circuit opened its new Alan Theatre there recently. Two pictorial views of the opening night of the 598-seat house are shown here. In the photo above are a number of home office executives. From left to right: Film Buyer Sam Goodman, Comptroller Martin H. Newman, M. Eisenberg, RKO's Phil Hodes, Century Vice-President Fred J. Schwartz and wife, and General Theatre Manager J. R. Springer. The photo at right shows a part of the pre-opening preparations as Queens District Manager William Applegate inspects four ushers to see that they're properly dressed for the occasion.

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an extended tour of Europe and will end up in her old home town in County Cork, Ireland.

Mrs. Danny Etheridge of Monogram is spending her vacation in Savannah, Ga.

New theatres opening are Preston D. Sawell's Cottondale, Cottondale, Fla.; and J. D. Wynn's Ohatchee, Ohatchee, Ala.

William Richardson, president of Astor Pictures of Georgia, is back from Florida.

Howard Wallace, local branch manager for Sack Amusement Enterprises, has returned to his desk after visiting North and South Carolina.

The Benton Bros., owners of the Benton Film Express Co., will soon start work on their new exchange building in Jacksonville to handle film shipments for all exchanges that will not open in Florida.

Jesse Cox, formerly with the Bailey theatres in Atlanta, will open his new theatre in Rock Hill, S. C., June 1.

The Paramount Peo Club will entertain its members and friends at a big party soon to honor members who will depart for their new exchange in Jacksonville.

C. T. Kentor, general manager of Bach Theatres, is taking a trip to Florida for several months on account of his health.

Henry G. Krumm, southern sales manager for Selznick Releasing Organization, has opened offices in the Grant building about two blocks from film row.

Mrs. Mozele Baldwin, formerly with MGM as Branch Manager Tom Lucy's secretary in Atlanta, is visiting friends and family here.

Ralph McCoy, southern special sales representative for Eagle-Lion has returned from a trip to Memphis and New Orleans.

Babe Cohen, branch manager of Monogram Southern Exchanges, and Mrs. Cohen are back after a short stay in Jacksonville and Miami.

Arthur C. Bromberg, president of Monogram Southern Exchanges, visited Savannah where he called on the owners of the Wies Theatre circuit.

Fred Jacks, southern district manager for United Artists, has returned to Dallas after visiting the local office. Ben Hill, southern publicity director for the same company, is on a trip to New Orleans.

N. E. Creek, owner of the Casino Theatre, Ybor City, announces that he has taken over the Royal in West Tampa.

Miss Grace Wolley, secretary to R. J. Ingram, Columbia Pictures, is back at her desk after a business trip to Key West, Fla.

A new theatre in Montezuma, Ga., has been opened by J. E. Martin, replacing the old Grand.

Nash Weil, vice-president Wil-Kin Theatre Supply, Inc. back at his desk after spending a few days in Dallas, Texas, with his mother and on business.

Another Negro theatre for Savannah, Ga., was recently opened by Ruben Seigel, seating 400.

PRC has two new employes recently with Columbia Pictures [illegible] Tumlin.

Paramount Pictures [illegible] special sales representative in Eddie Fitzgerald who was transferred from the Boston Office.

PITTSBURGH

Mrs. George E. [illegible], wife of the veteran 20th Century Fox [illegible] reported making splendid progress after undergoing a serious abdominal operation in the Magee Hospital here last week.

According to the reservations pouring in, there will be a record attendance at the testimonial dinner to be given in honor of Mr. and Mrs. Fred Herrington, in honor of their 50th wedding anniversary, in the Urban Room of the Hotel William Penn here on June 4. Herrington has been in the motion picture industry more than 40 years and has been secretary of the Allied Motion Picture Theatre Owners of Western Pennsylvania since it was organized 25 years ago.

Catherine Del Tondo, Warner booker here, has taken leave of absence to join the chorus of the Civic Opera for the season, as she did last summer.

James H. Alexander, Sr., head of the Alexander Theatre Supply Company (formerly the S & S Theatre Supply Company) which he recently took over, has announced that his son, James Alexander, Jr., will assist him in the operation of this concern, effective June 1.

Producers Releasing Corporation has moved from Van Braam Street to its new quarters at 1623 Boulevard of the Allies, formerly occupied by the RKO Radio exchange before moving into its new building last month.

Melvin Mann, booker for RKO Radio before entering the service, has returned to the local exchange in the same capacity.

DENVER

The principal social functions of the Rocky Mountain Screen Club have been set for the summer. They will start off with a Calcutta Golf Auction at the clubrooms June 6, with Walter Ibold as chairman. The tournament is set for Lakewood Country Club June 17. President Milt Hossfeld will head the Gold Rush Days committee, with that event set for June 28. Summer Roundup, with Fred Knill as chairman, will be July 18, and the annual picnic will be held at Eldorado Springs August 14.

Jay Golden, recently named district manager for RKO theatres, was in Denver on his first visit, accompanied by William Howard, assistant general manager of RKO houses. Howard returned to Chicago after being here one day, while Golden stayed on, and was the guest of honor at a luncheon before going on to his San Francisco headquarters. The luncheon given by William Hastings, RKO Orpheum manager, was attended by newspaper, radio and theatremen, as well as Gov. Lee Knous.

Civic Theatres President A. P. Archer is back at work after a fast recovery from a broken collar bone and three broken ribs, incurred in an auto accident.

Lucille King, stenographer at the Warner Bros. exchange, has resigned and will be married to George Langdon.

(Continued on Page 38)

Boycott Theatre

The new Hollywood Theatre at Eau Claire, Wis., recently opened by Sheldon Grengs, was under a citywide boycott last week following its showing of "The Outlaw." Grengs ran the film despite the criticism of it by the city's ministers who attended a preview.



REGIONAL NEWSREEL

(*Continued from Page 37*)

The sales force at the RKO exchange is making plans to attend the company sales meeting in New York July 7-9. Going will be District Manager Albert Kolitz, Branch Manager Tom Bailey, Bidwell McCormick, publicity, and Salesmen Frank Childs, Merle Gwinn, Joe Emerson and Ed Greene.

Word received in Denver is that Jerry Safron, Columbia district manager, has married.

Ed Mapel, owner of the Gem, gathered a large majority to be reelected to the city council.

Jack Blosser, Charles City, Ia., has been added to the Paramount exchange as assistant booker.

Tom Knight, Riverton, Wyo., flies his own plane to Denver when he has some booking or other business to look after.

Oscar A. Morgan, Paramount newsreel and shorts chief, conferred here with Branch Manager C. J. Bell. Morgan says Paramount is experimenting with improved feature coverage in its shorts so as to be able to compete more effectively with television. Also in Denver were District Manager Hugh Brady, and his assistant, Harold Wirthwein. Braly and Wirthwein were here for sales talks and to prepare for the forthcoming Paramount drive, of which Wirthwein is captain.

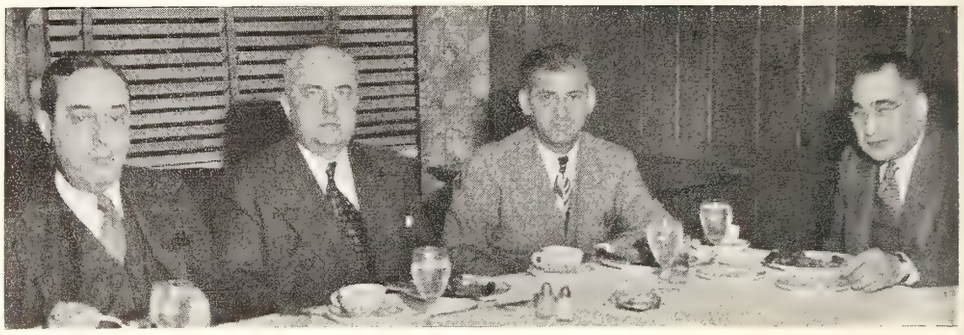
S. J. Gardner, assistant sales manager of MGM western division, was in Denver as a part of his inspection trip covering exchanges in his territory. He discussed company product and sales policies. While here he conferred with District Manager Henry Friedel, Denver Sales Manager Mike Cramer and heads of theatres using MGM product.

RKO District Manager Al Kolitz returned to Cleveland, where he was previously branch manager. He will bring his family to Denver, having accomplished what was seemingly impossible—he found a house to rent.

Robert Davis of Theatre Enterprises, Dallas, was in town after taking over from the government the theatre at Las Alamos, N. M. The theatre has been renamed the Hill.

National Theatre Supply Branch Manager Joe Stone wanted to see how things are done in other branches, so he took a trip to their stores in Dallas and Memphis.

Theatre folks from out of town seen on film row included R. D. Ervin, Kremmling, Colo.; C. E. McLaughlin, Las Animas, Colo.; George Allan, Jr., North Platte, Neb.; Herbert Gumper, Center, Colo.; Kenneth Powell, Wray, Colo.; Lynn Zorn, Julesburg, Colo.; A. N. Beezley, Burlington, Colo.; George Nescher, Springfield, Colo.; Mrs. Esther Cleveland, Newcastle, Wyo.; Mrs. John Steele, Limon, Colo.; Chick Kelloff, Aguilar, Colo.; Chuck Flower, Estes Park, Colo.; Mr. and Mrs. Tom Vilnave and Sam Rosenthal, Buffalo, Wyo.; F. O. Anderson, Eaton, Colo.; Larry Starsmore, Colorado Springs, Colo.; F. A. Weiss, Mesilla Park.



GOLDEN TENDERED FAREWELL LUNCHEON. Before leaving for the coast to take over his new post as RKO Theatres west coast division manager, Jay Golden (extreme right) was tendered a farewell luncheon by his associates in the Pine Room of New York's Warwick Hotel. RKO Theatres executives pictured here with Golden are (l-r) Malcolm Kingsberg, president; Alvin W. Dawson, treasurer, and Sol A. Schwartz, general manager.

HARTFORD

Certificates of organization have been filed with the Secretary of State's office for The People's Drive-In Theatre Corp., Winsted; D. & M. Amusement Corp., New Haven; Lou Phillips Theatre Supplies, Inc., New Haven; and Conn. Amusement Corp., Bridgeport.

A. M. Schuman of Hartford Theatres Circuit, Hartford, and Mrs. Schuman have left on a California vacation. Lou Cohen, manager of Loew's Poli, Hartford, and Mrs. Cohen are back from a one-week vacation.

Pat Bucherri, manager of the Rialto, Hartford, and Mrs. Bucherri have returned from a honeymoon trip to New York.

Stanton Griffis, the industry executive, and newly-named Ambassador to Poland, was scheduled to address a Conn. Chapter, American Relief for Poland, meeting at Bushnell Memorial, Hartford, Wednesday night (28).

"Voice of Theatre Speakers"
JOE HORNSTEIN has it!

PHILADELPHIA

Stanley Smithers, head of the Stanley-Warner short subject department for the Philadelphia area, has just celebrated his 22nd year with the company. Stanley started as a clerk with the old Stanley Company when the offices were at 1916 Race Street. He has been in charge of the shorts department for over 15 years.

Benn "American" Harris was presented with a unique gift from his family. It is a watch which gives the day, month and date in addition to the time. The present was for a birthday which he recently celebrated.

June Corson, lovely daughter of Dave Corson, Columbia salesman, will be married to Marshall J. Seidman, a non-industryite, on June 15. His son, Roy, has just received his M.D. degree from Jefferson Medical College. Roy, incidentally won a gold medal as an honor student in his class.

It is rumored that Frank McNamee has tendered his resignation as region director of the War Assets Administration, a post he has held since 1946. It is believed that McNamee will return to his film interests.

Harry Dressler, city salesman for PRC, has resigned his post.

Sylvan Katz, 20th Century-Fox booker who has been very ill, visited the street last week for the first time since his set-back.

Frances Burke Kennedy (Miss America of 1940), the head of Oscar Neufeld's Models Bureau School, became the mother of a baby girl at Misercordia Hospital last week. She weighed in at six-and-one-half pounds.

C. Peppiatt, Jr., son of the district manager at 20th Century-Fox, is hoping to bring home honors when he rides his Lady Hamilton at the Devon Horse Show. Lady Hamilton is one of the prize horses in the Peppiatt stable.

Rumors have it that the Stanley-Warner Earle will discontinue stage shows for the rest of the summer months after June 26. Louis Jordan, therefore, will be the last live show in the house until the fall.

An extension of a year at least has been given occupants of buildings on the south side of Vine Street west of 12th in that street widening project. This means that the film colony will remain undisturbed for that length of time.

Dave Stadler, assistant to Ellis Shipmen, Stanley-Warner contact manager, celebrated a birthday last Friday.

Eyebrow Lifter

Patrons of the staid, conservative Exeter Theatre, Boston, which attracts the limousine trade from Beacon Hill and Back Bay, and even the passers-by were startled when they were confronted by this marquee sign:

"The Woman Surrenders—first time in Boston."

INDIANAPOLIS

Mrs. Eva Harris, operator of the Zionsville Theatre, Zionsville, Ind., and Christian Harin, Indianapolis, were married May 9.

Don S. MacLeod, MGM branch office manager, attended the eastern office managers' convention at the Netherlands Plaza Hotel, Cincinnati, O. Wednesday through Friday.

James Keefe, exploiteer, 20th-Fox, was at the local branch Tuesday on business.

Mary Wehrling, secretary to manager George T. Landis, 20th-Fox, is on leave of absence.

Mrs. Norma Lattimore, MGM office staff, has returned to her post after an appendectomy.

Hobart Hart, who operates the Court Theatre, Auburn, Ind., is planning his annual fishing trip in northern Michigan and southern Canada. He will return to his duties about Sept. 1.

George Mallers of the Mallers Circuit, Ft. Wayne, Ind., has gone to California and points of interest on the west coast for a brief vacation.

Prestige Pictures Sales Manager L. J. Mc-

REGIONAL NEWSREEL

Ginley and L. Audrayn, exploiteer, spent Thursday in the city on business.

Gerald Haugh is a new addition to the sales organization of Film Classics.

J. B. Stine, operator of the Garfield Theatre, Terre Haute, Ind., has gone to northern Wisconsin on a fishing trip vacation.

Sol Greenberg, Film Classics, and Carl Niesse, operator of the Vogue Theatre here, returned to the city after attending the Variety Club convention by plane.

Eagle-Lion-PRC Branch Manager Sam H. Abrams visited exhibitors in Memphis, Tenn., during the week.

Joe Schilling, Connersville, Ind., exhibitor, celebrated his birthday with his son and grandchildren in Lima, O.

Warner Bros. Branch Manager Claude McKean was one of the judges in the Miss Indiana Pageant held May 23 at the Indiana Teachers College, Terre Haute, Ind.

Roy Rogers, Republic star, will make personal appearances June 27 through July 3, at the State Fair Coliseum building with his Thrill Circus, sponsored by Republic Pictures.

Film Classics has opened a 10-week sales drive beginning May 17

The Daisy Theatre, 2540 West Michigan Street, has installed Altec-Lansing Voice of the Theatre speakers and new Motiograph-AA-projection and sound equipment. Glenn Schnarr operates the house.

NEW HAVEN

Local MGM branch office is undergoing redecorating and will have air conditioning installed.

Morris Rosenthal, manager Loew's Poli Theatre, and Mrs. Rosenthal spent two days in New York celebrating their 27th wedding anniversary.

Howard Rickle, engineer at Loew's Poli, Bridgeport, is hospitalized as the result of an automobile accident.

Ella Fleicher, candy girl at the Black Rock Theatre, Bridgeport, becomes cashier at that theatre succeeding June Stevens, resigned.

Lloyd Halpert, student assistant at the Majestic, Bridgeport, is resigning.

Extensive back stage improvements are to be made at the Loew Poli, Bridgeport, when the theatre closes for the summer.

The E. M. Loew's Drive-In Theatre on the Post Road bewteen New Haven and Bridgeport has reopened. Major changes for greater patron comfort have been made since last season.

Tom Donaldson, PRC-Eagle-Lion division maanger of the Boston-New Haven territory was in town for conferences with Max Salzburg, local branch manager, also renewing acquaintances.

CHICAGO

The booking department of the Selznick exchange has been moved to the central division head office at 33 North LaSalle Street. Walter Dorff is head booker.

Herb Jennings and Bill Bowes have returned to their offices in Kansas City, Mo., following a conference here on "Duel in the Sun." They will prepare for a 60-theatre, day-and-date opening of the Selznick picture in their territory early in June. George Wood, who was here for opening of "Duel," has returned to his Texas territory.

Bill Young has joined the exploitation department of the Selznick Releasing Organization and will cover the Wisconsin territory.

Details are being arranged for a dinner to Jack Flynn, who is retiring as MGM's western division manager, to be held at the Variety Club.

Chicago run of "The Best Years of Our Lives," which will end next month, is expected to show a gross of more than $1,000,000, "Best Years" will be succeeded at the Wood Theatre by "Miracle on 34th Street."

Will McFetridge, international president of the Building Service Employes Union, has returned from Hollywood where he conferred with labor executives at the studios.

Illinois Women's Clubs named Mrs. William Clark Wilkinson of Elmwood Park, Ill., as chairman of its motion picture division, at the annual meeting here.

United Artists Exchange Manager Sid Rose is a patient at St. Luke's Hospital, recovering from a heart attack.

"Carnegie Hall" will not premiere here at the Chicago Opera House, negotiations having

Barker Promoted

Ted Barker, publicist for Loew's State and Orpheum Theatres in St. Louis, has been promoted to take over the publicity and advertising management of the five Loew's Theatres in Cleveland, Ernest Emerling, advertising director for Loew's Theatres, announced this week. Barker, who will come to New York before taking over the Cleveland post, succeeding Ed Fisher, resigned, will have charge of the advertising and publicity for the State, Stillman, Grenada, Ohio and the Park. He expects to assume his duties about June 16.

KANSAS CITY

Christine Cantrell, head cashier at the Midland Theatre, Pittsburg, Kans., has been selected for the fourth time Queen of the Campus at Pittsburg State Teachers College where she is a senior.

The Tampico Theatre of the Dickinson circuit has returned to the showing of Mexican-language films. For several weeks the house tried first-run foreign films but its west side location did not favor this type of attraction. Manager of the house is Sam Haldeman.

Jack Tiernan, assistant to Manager Lawrence Lehman at the Orpheum, is due for a three-week vacation early in June. He plans to visit the home folks around Cincinnati.

Eldon Peek of the Missouri Theatre Supply has purchased the 350-seat Roxy Theatre, Wichita, Kans., from the Dickinson circuit. The house had been showing foreign product first-run. Peek will return it to showing American films subsequent-run. O. R. Karr handled the theatre for the circuit. Dickinson continues to operate the Dunbar, colored house, in Wichita.

Elmer Rhoden, Lon Cox, and other Fox midwest officials spent last week in a series of meetings with managers throughout the five districts in preparation for the annual Rhoden Week drive coming up soon for all theatres of the circuit.

"Best Years of Our Lives" will get its second showing in town with day-and-date bookings

(Continued on Page 40)

Boston Movie Also a Church

If an honest citizens from Boston, with his best lady friend on his arm tells you he's going to church at an hour and a day when you know there are no religious services, don't jump to a hasty conclusion and think he's a liar.

He may be telling the scrupulous truth. Especially if you meet him on Exeter Street just off Commonwealth Avenue. For in Boston where almost all things are possible and two types of censorship exist, one for weekdays and one for Sundays, you can go to the movies and still be going to church.

If this sound as involved as the difference in the recipe between Mrs. Winthrop's clam chowder and that of Mme. Cabot's don't be discouraged.

For it just so happens that the 1300-seat Exeter Theatre, which has been doing such sensational business as an "art" theatre, not only was built as a church, but still is a church, with regular services conducted in the basement.

But on the first floor of the Tudor Gothic pile instead of pews and an altar, there are theatre seats and a screen, and instead of a sermon the customers may take in the humanities as preached by "The Well Digger's Daughter" or the stern sadness when morals and feelings conflict as they do in "Brief Encounter."

The building was constructed by the First Spiritual Church of Boston, is still owned by that denomination and is used by them as a place of worship. But the main ffoor was built to serve as a theatre, and under the operation of Miss Viola Berlin, a trustee for the church group and its theatre representative, it has carved a firm place for itself in the affections of Boston's motion-picture-going public.

It draws the carriage trade since its offerings are strictly in the quality line and it is nothing unusual to find the limousines of Boston's Back Bay and Beacon Hill socialites, lined up at the curb waiting for their masters to come out from a theatre.

Admissions run from 44 cents for balcony through 65 cents for orchestra seats. Attendance is usually heavy and the 1300-seat house is considered an important factor in Boston's show business.

Miss Berlin, whose house policies are the prime factor for the Exeter's success, runs the theatre with dignified publicity. She knows the value of a plug for a picture but won't take one for herself and eschews all personal publicity. Her buying principles are based on the theory that her trade comes for quality pictures and that they will patronize anything that is good, despite the fact that it may not speak English.

REGIONAL NEWSREEL

(*Continued from Page 39*)

in the Apollo, Waldo and Circus theatres, subsequent of the Fox midwest string. The picture will also play the Midway Theatre, Kansas City, Kansas, June 3, 4, 5 at the same advanced prices—75 cents for matinees, $1.20 for nights.

Babe Cohn, manager of the Newman Theatre, took a few days to trek to Chicago for convention of concessionaires.

The Newman Theatre will hold a special preview with tickets selling at $10 per on a night in mid-June. Proceeds from the affair will be given to the Jackson County Cancer Fund. Drive Chairman A. B. Eisenhower, is working out the details with Babe Cohn, theatre manager. The occasion also will mark the change in name of the house to the Paramount Theatre.

PRC President Harry Thomas, Jerry Thomas, producer, and Eddie Dean, cowboy star, will head a party which will come from Hollywood to attend the Santa Fe Trail Diamond Jubilee Rodeo to be held in Topeka, Kans., July 4, 5, 6.

Ready for Singles

A film wag in Los Angeles words it this way: "The honeymoon is over, all the feeling and the tingles, when the theatre is crowded. Sure, we'll take singles."

ST. LOUIS

A permit has been issued for alterations and improvements to the extent of $5,000 in the vacant Lee Theatre, St. Louis.

The Housing Expediter has granted The Exhibitors Supply Company request for repairs to its one-story building at 3238 Olive Street. Repairs will cost $4,500.

Opposition in the form of miniature golf courses is reappearing in the South St. Louis area. Latest is the Chip-Away Miniature Golf Course at Chippewa Street and Kings Highway.

Motion picture theatre equipment companies are pleased with a statement from the Congressional Committee on Small Business, that that body is doing everything in its power to provide an adequate supply of steel at reasonable prices for small business concerns. Ray Colvin, president of Theatre Equipment Dealers Protective Assn., received the assurance from U. S. Senator Edward Martin.

Republic opened for business at its new offices at 3320 Olive Street on May 26. Prairie District Manager Nat Steinberg and St. Louis Manager John Houlihan supervised the moving of equipment from the former offices. Republic's new home here is reported among the best in the country.

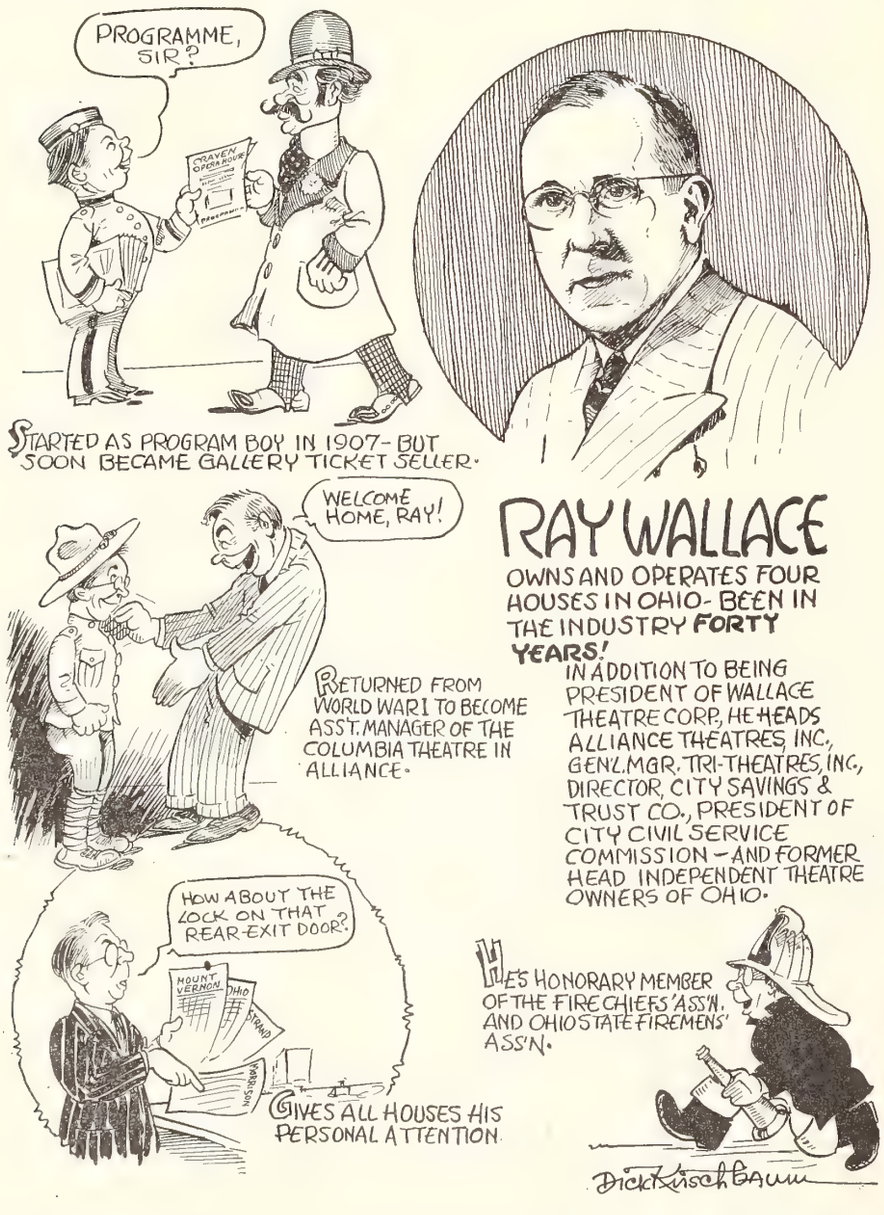
Noah Bloomer, onetime film exchange owner here and who operated theatres in the Belleville, Ill., sector, and is now a Los Angeles real estate operator, is coming here, accompanied by his wife, for several weeks' visit. His sons are now in charge of the Bloomer Amusement Co. houses in Belleville.

Republic Manager John Houlihan and Jack Martin, southern Illinois salesman, paid business calls last week on exhibitors of Villa Grove, Vandalia, Sullivan, Mattoon and Windsor, Ill.

Fred Wehrenberg, president of the Motion Picture Theatre Owners of America, attended last week's White House conference in Washington on matters pertaining to the general public welfare.

The Rialto Theatre, Paducah, Ky. has reopened after a brief closing for repairs and redecoration.

SHOWMEN'S SILHOUETTES by Dick•Kirschbaum



Next Week ..... **JOHN J. PAYETTE**

TORONTO

A business development in connection with J. Arthur Rank's Canadian visit was the announcement of Theatre Properties (Hamilton) Liimted, an affiliate operating theatres in Hamilton, Ont., of the redemption of a group of five per cent bonds of 1959 on Aug. 21. The bonds are to be deposited with the Royal Bank of Canada at Toronto or Montreal.

Mr. and Mrs. Rank, with Mr. and Mrs. John Davis, had a busy social program during their Toronto visit. They were guests of Mrs. J. E. Lawson, wife of the Canadian Odeon president, at an afternoon tea in the Lawson residence, and attended the Ontario Jockey Club races at the Woodbine. Rank was the speaker at the season's last luncheon of the Empire Club, Toronto, for his first public address in Canada, and gave an address before the Century Bible Class at the Timothy Eaton Memorial Church. He told the Empire Club that the British film industry was suffering a great shortage in equipment, materials and technical labor. "We hope soon to get ahead of Hollywood in equipment," he said, adding, however, it might be a year before all studios were on full schedule.

Another Toronto visitor was Sir Robert Wat-

"Voice of Theatre Speakers"
JOE HORNSTEIN *has it!*

REGIONAL NEWSREEL

son-Watt, British inventor of radar, who said that, as a consultant of J. Arthur Rank, he was developing new projection technique but it would probably be two years before the results would be apparent to theatre patrons.

Odeon theatres in Canada is to be equipped with the latest Gaumont-Kalee projection machines which are to be handled through Gaumont-Kalee Limited, Toronto, Rank's theatre-equipment distributor in the Dominion of which E. J. Harris, brother-in-law of the late N. L. Nathanson, is general manager.

Following the statement of Rank at Toronto that he would start production of religious pictures at a British studio in June, it was declared that the product would be released to churches and religious organizations. Such films would not be available to theatres which bring entertainment to the public.

Among those attending the Woodbine races at Toronto were Mrs. Leslie Howard, widow of the screen star, and her daughter and son-in-law, Mr. and Mrs. R. Dale-Harris, whom she is visiting before going to Beverly Hills, Calif., to live.

Famous Players Canadian Corp., Toronto, has declared a special dividend of five cents in addition to the regular dividend of 20 cents for the second quarter of 1947, payment to be made to common shareholders June 21.

Canada will also have the new Warner Bros. newsreel when it is released in the United States next fall, it has been intimated at the Toronto head office of Warner Bros.

A holiday visitor in Eastern Canada over the Victoria Day weekend was Bing Crosby who, after a stop at Montreal, indulged in golf at Laval-sur-le-Lac and the Seigniory Club, returning to the States for broadcasting commitments.

VANCOUVER

RKO Canadian Sales Manager Leo Devaney spent four days here this week and is happy about business conditions across the Dominion. He has four new branch managers who, he said are hitting the ball. The three leaders in the recent Depinet drive in Canada are all rookies; Jim Davie, Vancouver; Myer Devaney, Montreal, and Myer Natkinson, Winnipeg. Devaney also confirmed the appointment of Jack Bernstein as manager of the Toronto office, effective May 17.

The father of Cecil Neville, F-P district booker, died in Leeds, England. He was 91 years of age. Neville is on a visit to England at present.

Made possible through a mining company, Saturday night movie entertainment will be provided at the up-coast town of Van Anda, B. C.

In an address before the Board of Trade "Headline Huntters," Ross Beesley said that through the medium of the newsreel camera, current events in British Columbia are now seen almost every week by several million persons in 53 countries. Beesley, cameraman for Associated Screen News, in the past year has made 51 newsreels in British Columbia for international distribution.

Amusement business is planning a Salmon Derby to be held in the Gulf of Georgia where there are plenty of fish. A good prize list for the lucky fishermen is being lined up by Lou Karp of Famous Players and Max Sheine of Monogram Pictures.

Dan Parnell, a partner in the Parnell circuit in the Crows Nest Pass, Alberta, was seriously injured in a car smash-up and is in a Calgary hospital.

Phyllis McLeod, Paradise Theatre cashier, was married to Gerry Ross, and Edith Pahl of the Orpheum staff married Jerry Williams. Both girls will continue at the theatres after the honeymoon.

Visitor in Vancouver was Jack Reeves, RKO field representative from New York. Lloyd Muir, western Canada exploiteer for RKO, introduced Jack to theatres and newspapers as part of his break-in schedule.

Bill Forward, manager of General Theatre Supply Co., is installing projectors, sound system and theatre chairs in the Roxy at Grand Forks and the Woods at Mallardville, British Columbia. Both spots will open in July.

NEW YORK

[illegible] long weekend this week with Memorial Day coming in as a holiday Friday. This anticipated holiday was about the only thing stirring along the row this week, with things unusually quiet

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NEW THEATRES

Denver — Gibraltar Theatres will build at least nine theatres as soon as conditions permit. However, Charles Gilmour, president and general manager, says CPA approval has been obtained for one of the projects, which will get under way at once. This is the new 1,000-seat, $150,000 theatre to be built in Santa Fe, N. M., where the company will also build another later. Other spots to get one of the new houses, together with their seating capacity and cost, are: Craig, Colo., 600, $70,000; Silver City, N. M., 550, $70,000; Ordway, Colo., 780, $85,000; Loveland, Colo., 780, $85,000; Socorro, N. M., 550, $70,000; Raton, N. M., 800, $125,000; Alamosa, Colo., 800, $125,000. The Craig job is to replace the Craig, destroyed a few weeks ago by fire. Gibraltar Theatres is made up of several of the well known exhibitors of the territory.

St. Louis — Tom Partain, owner of the 300-seat Ohio Theatre in Cave-in-Rock, Ill., and Carl Humm, a business associate, plan to erect a 500-seat theatre in that city. They hope to open it by Aug. 1.

St. Louis — Plans are under way for a new motion picture theatre in Freeburg, Ill.

St. Louis — Carl Christian, owner of the Tuckerman Theatre in Tuckerman, Ark., is constructing an open-air theatre on the city's main street.

St. Louis — The new 1,000-seat Rodgers Theatre in Poplar Bluff, Mo., will include an innovation in film theatres in that it will feature a roof garden over stores on the first floor front for the serving of refreshments. House is being built by Rodgers Theatres, Inc., of Cairo, Ill.

Des Moines — Fred Thacker, veteran Iowa theatre owner who recently bought the Blaylock building in Grand Junction, Ia., will remodel it into a film theatre. Plans provide living quarters for Thacker and his family in the building.

Des Moines — A building in Audubon, Ia., recently purchased by F. R. Thomson, owner of the Rose Theatre in that city, will be converted by him into a motion picture theatre to be named the Iris.

Newport, N. H. — Peter Latchis, owner of the Newport House, announces he will build a theatre here as soon as materials are available.

Hartford, Conn. — Brookie LeWitt, who operates the Glackin and LeWitt Theatres in New Britain, Plainville and Sound View, Conn., has announced that G. and L. will buy land in New Britain on which to erect a 2,000-seat theatre as soon as materials are available.

Atlanta — T. C. Frazier expects to start construction some time this month on a 400-seat theatre in Silver City, N. C.

Atlanta — Jacksonville, Fla., will have two new theatres when building restrictions are lifted — one to cost $175,000 to be in Jacksonville Beach, the other at Neptune Beach.

Louisville—The first drive-in near Louisville which will combine both space for motorists and stadium-type seats for persons without cars has been planned by Franklin L. Sieveking, Jr., of New Albany, Ind., for Preston Highway and Fern Valley Road, about seven miles from Louisville. Sieveking intends to call the open-air theatre, on which he will spend around $125,000, Southaway Movie Park, and hopes for a mid-July opening. There will be space for 725 cars, but the number of seats for those who prefer not to sit in cars has not been decided. In addition to loudspeaker for each car, hearing aids for the hard of hearing will also be installed.

Vancouver, B. C. — A call for contracts has been made for the erection of a Famous Player theatre at Kelowna by Frank Gow, company's district manager. Famous Players operates the Empress at Kelowna.

Vancouver, B. C.—Vancouver interests will build a suburban theatre at 16th and Main Streets here. Site is between the two Famous Players theatres, the Broadway and the Windsor.

Louisville—Silver Raley has had the blueprints drawn for a new theatre in Tell City, Ind., and expects to start construction in the near future. The house will be named the William Tell.

Louisville—Arthur Morris has selected a site in Dawson Springs, Ky., and has had the plans drawn for a new theatre.

New Mirrophonic Sound
JOE HORNSTEIN has it!

REGIONAL NEWSREEL

(*Continued from Page* 41)

and no exhibitors noted at all as visitors.

Over at 20th Century-Fox Louise Jackson had started off on her vacation, Mildred Landau was on leave of absence to feather the nest for the arrival of the stork, and Rita Cohen was denying that her recent birthday was her nineteenth. It's the twentieth, she said, thereby breaking a feminine tradition in arithmetic as far as birthdays are concerned.

The sick list also had its quota this week with Filmrowite Henrietta Barnes returning home from the hospital after a throat operation, Louis Pincus of 20th-Fox reported on the road to recovery after having suffered a stroke, and the father of United Artist's Joyce Langer said to be recovering from a heart attack.

United Artists is looking forward to the renovation job that is going to be done on its exchange. Included is a new paint job and an air conditioning which the staff thinks should be ready for the winter at any rate.

Harry (Monogram Salesman) LaVine's son is getting married soon; but Al Wartler's son Seymour beat him to the punch with a wedding on May 29.

United Artists Chief Booker Ben Levine's daughter Ronnie celebrated her fifth birthday this week.

Film row expressed its condolences this week over the passing of Mrs. Johanna Zeller, mother of Carl Clausen, in charge of Paramount's budgets for advertising, publicity and exploitation, and over the passing of Jacqueline Zweig's mother. Miss Zweig is a film row exchange worker.

The Gloria Theatre at Brooklyn, operated by Joe Mirosole, is now buying and booking through the Island Circuit.

Siritzky International Pictures this week announced removal of its offices to 250 West 57th St.

Two-Hobbied Sanders

Aside from being the owner and executive director of the Alhambra and Cozy Theatres in Camp Bellsville, Ky., Paul Sanders has two hobbies—he collects match book covers and the stills of attractions that play his two theatres. His collection of 20,000 match book covers is constantly being added to by contributions sent him from all over the globe. He has had them set on boards, varnished and set in panels in his office. His collection of 8x10 and 11x14 stills covers a 20-year-period. They are dated according to use and filed away in order.

Box-Office Slants

Living in a Big Way

(*Continued from Page* 20)

ing film fare for all types of audiences. For another, it has a rather good cast of familiar names, headed by Gene Kelly and Marie McDonald, and including Charles Winninger, Spring Byington, Jean Adair, Phyllis Thaxter, John Warburton, Clinton Sundberg and William "Bill" Phillips. Perhaps the best thing about the picture, however, is the appealing and refreshing personality of Gene Kelly who, gradually but most surely, is rising to a high plane in popularity. Wisely enough, Producer Pandro S. Berman and Director Gregory La Cava (he wrote the original story and collaborated with Irving Ravetch on the screenplay), have injected sequences into the film wherein Kelly is able to demonstrate his remarkable dancing technique. These sequences, by the way, are not dragged in by the heels; they fall right into the pattern of the plot, and they make what was already good even better. Audiences will delight in them. Those who have not yet discovered Miss McDonald should be readily impressed—and this refers especially to the men—with her beauty and eye-opening sex appeal. Outstanding in supporting roles are Miss Byington, Winninger, Miss Thaxter and Sundberg, with Sundberg scoring as an impertinent, wise-cracking, but likable, butler. Yet when all is said and done, it is Kelly himself who walks away with the picture (possible exception: men will be dazzled by Miss McDonald's physical charms while women will be jealously speculating what she's got that they haven't), and audiences will in all likelihood look forward eagerly to his next vehicle. Showmen who get behind this one with smart exploitation should be "living in a big way" long after its last box-office statement.

Gulistan Wilton Theatre Carpet
JOE HORNSTEIN has it!

PORTLAND

In spite of extra warm May weather box-offices at the first-runs held up well with "The Jolson Story" at the Music Box going into its eleventh downtown week.

Regrets from thousands were occasioned by the death of Chalmer D. Sinkey, pioneer newsreel cameraman.

M. W. and R. J. Mattacheck, operating the Mack, Lark Theatres and the Gaiety at McMinnville, Ore., celebrated their silver anniversary.

James Walsh has been appointed manager for Selznick Releasing Organization and Sara Franco named as secretary in Seattle.

L. A. Gillespie has sold his Caribou Theatre in Brewster, Wash. to Jerome B. Divis.

Sammy Siegel has been named coast supervisor of exploitation for Columbia, covering the Pacific Northwest key cities.

Helen Sullivan of Film Classic Offices was taken to a hospital for operation.

Dick Rector of Kennewick, Wash., advises work has started on city's first Drive-In Theatre. It will accommodate 800 cars. The Midstate Amusement Company is owner.

Everett Mika announces that work has finally been started on his theatre at Philomath, Oregon.

Jack Engerman of Sterling Circuit has been made assistant to city manager Zollie Volchok in addition to his duties as director of advertising and publicity.

MILWAUKEE

The Eastwood Theatre, Madison, Wis., has installed high intensity light projectors of the Brenkert "80" type, according to Manager Walter Brucken. He also reports the prospective installation of a new canopy as soon as the CPA permission can be had. Saturday matinees for children will be continued by the theatre "only as long as the attendance warrants it."

A new air conditioning system has been installed at the Crescent Theatre at Shawano, Wis. It took about ten months, the management says, to get it in complete, due to stoppage of work owing to lack of materials, etc.

On May 26 Louis Calhern and a company came to the Davidson Theatre, Milwaukee, for a four-day run of "The Magnificent Yankee," based on the life of Justice Oliver Wendell Holmes. The Davidson is the last of the legit show houses in Milwaukee.

Howard Henry, a farmer of Westhope, N. D., has purchased the Arcade Theatre in Westhope from Glen Jensen. The latter will remain as manager.

The village board of Ellsworth, Wis., at a monthly meeting, considered the purchase of a new sound system for the Ellsworth municipal theatre. The matter is to come up at a future meeting.

A Victor 16-mm. projector has been purchased by the Anchorage (Wis.) School District, the machine to be used for classroom instruction. The first movie, a sound film, was shown to parents and students the first week in May.

After a long delay, awaiting the arrival of material, construction work on the new theatre at Spring Valley, Wis., is now proceeding. Concrete is being poured for the lobby floor, seats have arrived and carpeting is also on hand. If the projection and sound equipment arrives on time, the opening may be held the latter part of June.

Brennan Plan Boon to Youngsters of Laramie

(*Continued from Page* 31)

munities both in its thoroughness and its workability.

His year-around plan is based on the choice of fifty films from the Children's Film Library. One is shown each Saturday morning, and each show is paid for by a different merchant, organization or group. An admission of five cents is charged each child, giving the theatre a normal operating profit, and from this has sprung the slogan "Nickel Shows" by which every child in Laramie knows the Brennan plan.

The campaign has been made more than a movie-going proposition, however, by several extras worked out by Brennan. One is a play room in the foyer where very young children not interested in movies may be entertained. Games and toys for this were donated by the stores and supervision is provided by teachers in the Laramie Recreation Program. Police and Boy Scouts handle safety program, house staff has been specially coached in handling the youngsters, and the plan has won praise from the press and school officials alike.—KANS.

New Art Show At Century's Vogue

The second in a series of contemporary American art shows, held in cooperation with the Associated American Artists, Inc., now is on exhibition at Century's Vogue Theatre, in Brooklyn, first motion picture theatre to establish a permanent art gallery to complement its foreign film policy.

Included in the current show are original paintings and reproductions by such artists as William Gropper, Arbit Blatas, Ernest Fiene and Howard Baer, among others.

HOLLYWOOD

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STUDIO ROUNDUP

More Pictures Being Made in Color as Production in Hollywood Assumes More Normal Pattern; Accidents, Illness Plague Several Sets; E-L Drops 55 Crewmen

Things in Hollywood began to assume a somewhat more normal pattern last week with the starting of several pictures. It is also significant that more color is being used in films now shooting than in some time past, with Columbia making one in Technicolor and one in Cinecolor, 20th-Fox doing one in Technicolor, MGM working on three Technicolor musicals, Paramount making one in Technicolor and Republic doing a Rogers in Trucolor and another film in Technicolor.

Newfield Seriously Hurt

Sam Newfield, who was associated with his brother, Sig Neufeld, for many years in their own productions, was seriously hurt while directing a serial for Sam Katzman. The veteran director suffered a fractured skull, internal injuries and possible concussion when he fell down a hatch on a schooner off Catalina. It occurred while he was directing "The Sea Hound." Latest hospital reports had Newfield out of immediate danger.

Further bad luck assailed Columbia when "Assigned to Treasury" stopped shooting again last week following the collapse of Maylia, Chinese-American starlet. In Tucson, Arizona, Gene Autry signed Irene Robinson, an employe of the TWA ticket office in Phoenix, to a personal contract and gave her a role in his first independent film for Columbia, "The Last Round-Up."

Britt Wood was signed by Katzman to replace Emmett Lynn, previously set for a featured part in "Sea Hound" 15-chapter serial. Finished this week was the newest Charles Starrett-Smiley Burnette western, "Buckaroo from Powder River." Paul Campbell played the romantic lead and the Cass County Boys were Smiley's barber shop pals. Eve Miller, who was borrowed from 20th Century-Fox, had the leading feminine role, replacing Virginia Hunter, who couldn't finish her role in "It Had to Be You" in time.

Autry also set Lee Bennett in his film; Lee, whose legal name is William T. Crespinel, Jr., is the son of the president of Cinecolor.

Columbia also completed shooting on "The Prince of Thieves," (Cinecolor) "The Man from Colorado" (Technicolor) and "The Lone Wolf in London." Evelyn Ankers played a glamorous London musical comedy star in the latter and Tom Stevenson did the villain.

55 Crewmen Out at E-L

With only one film rolling at their lot, "A Texas Story," Eagle-Lion has been forced to release a lot of their employes. E-L has another film going in Mexico, "Adventures of Casanova," but this doesn't help the Hollywood situation. To date, over 55 have been handed their "no-longer-needed" slips, with the first to be hurt the carpenters, set erectors and mill crews.

SG's Anti-KKK Film

"The Burning Cross" is the first effort of Somerset Pictures, headed by Walter Colmes and Selly Levinson. It started May 20 at the Motion Picture Center Studio, newest lot in town. Walter Colmes is serving as both producer and director, with George Moskov assisting him. J. J. Milstein is also an officer of the organization, which is releasing through Screen Guild. The cast of this anti-Ku Klux Klan picture includes Hank Daniels, Virginia Patton, Raymond Bond, Betty Roadman and Rory Mallinson.

'Portrait's' Troubles

The Selznick Releasing Organization picture, "Portrait of Jennie," has reportedly been running into trouble in New York. The film has been shooting there—and briefly in Boston—over two months. It is supposed to be resuming now following a slowdown attributed to script difficulties.

Ann Sheridan's Illness

Laryngitis kept Ann Sheridan from starting her role in "Silver River," now in its fourth week in production. The company shot around Miss Sheridan to prevent a shutdown.

Warners finished location work in Mexico on "The Treasure of the Sierra Madre" and returned to the studio to conitnue shooting there with a cast headed by Humphrey Bogart, Walter Huston and Bruce Bennett. Shirley Temple was set for the title role in "Mary Hagen" with Ronald Reagan playing a stellar part. Due to start any day, sound and photographic tests have already been made. Also ready for shooting is the Michael Curtiz Production, "Romance in High C," which has completed Technicolor tests with stars Jack Carson, Doris Day, Janis Paige and Don DeFore.

Sumner Getchell, overweight comedian, who was an "Our Gang" star a generation ago, was signed by Producer Milton Sperling for his United States Pictures' production, "Ever the Beginning," which will be released through WB. Elliott Nugent is directing.

Charles Russell Collapses

This business of movie-making is tougher than folk realize. Another actor bit the dust last week at 20th Century-Fox. Charles Russell collapsed on the set of "Off to Buffalo" and was taken home with a severe case of influenza.

"Gentlemen's Agreement," the best-seller on anti-semitism by Laura Hobson, started in New York on May 24. Gregory Peck plays the lead, a Gentile writer who "becomes Jewish" for six weeks. Dorothy McGuire is his girl friend, and [illegible] directing.

"Nightmare Alley" started last week at 20th, with Tyrone Power, Joan Blondell, Helen Walker, Colleen Gray, Ian Keith and Mike Mazurki. Taylor Holmes, veteran star of silent days, was another cast announcement and Maurice Navarro, a flame thrower who was in combat in Germany, was signed to play the firecater. The William Lindsay Graham best-seller is being filmed by Producer George Jessel and Director Edmund Goulding.

Lucille Gleason's Death

Samuel Goldwyn last week postponed the start of ice rink sequences for "The Bishop's Wife" because of the death of Lucille Gleason. Goldwyn shot around Jimmy Gleason, featured in the picture, who was out for several days because of his wife's death.

One of the most unusual castings of the year occurred when Edgar Bergen was signed last week by RKO to portray the timid, lovelorn Norwegian undertaker in George Stevens' production of "I Remember Mama." Harriet Parsons is producing. This is the first time that Bergen has appeared on the stage or screen without the assistance of Charlie McCarthy. Bergen joined a cast headed by Irene Dunne, Barbara Bel Geddes, Oscar Homolka and Philip Dorn. Supporting players include Sir Cedric Hardwicke and Jessica Tandy.

More Activity at MGM

Metro-Goldwyn-Mayer is becoming more active these days. "If Winter Comes" was started May 19, with Walter Pidgeon, Deborah Kerr and Angela Lansbury. Victor Saville is directing and Pandro Berman produces. Others in the cast are Binnie Barnes, Reginald Owen, Janet Leigh, Rhys Williams and John Abbott.

Also started was "The Kissing Bandit," in Technicolor, starring Frank Sinatra and Kathryn Grayson,, with J. Carroll Naish, Sono Osato, Mildred Natwick, Edna Skinner, Billy Gilbert and Mikhail Rasumny. Joe Pasternak produces and Laslo Benedek directs. Gero Maly, rated one of the greatest comedians in Europe, has been brought to Hollywood by Pasternak, who years ago planned to some day introduce his fellow-Hungarian, Clinton Sundberg, who arrived in Hollywood less than a year ago, has also been assigned a big role in the film.

'Time of Your Life' Halt

More bad luck in Hollywood: it came this time to Cagney Productions, shooting at General Service for United Artists release. Four days were shot—to thunder—by the illness of Paul Draper. The cast and crew were sent home until Draper recovered for "The Time of Your Life."

Ten different nationalities were picked by Producer Sam Bischoff for "Intrigue," the story of black market operations in Shanghai. The international settlement there is being cinematically represented by players from China,

(*Continued on Page* 45)

HOLLYWOOD

STUDIO NEWS & PROGRAM NOTES

Rosher to Direct Photography for Pasternak Film; Hellinger Signs Duff for 'Homicide' Romantic Lead

British actor *John Abbott* will portray the important role of the villain in MGM's "If Winter Comes," the forthcoming *Walter Pidgeon-Deborah Kerr* co-starring picture. *Victor Saville* directs the film which features *Angela Lansbury, Binnie Barnes, Reginald Owen* and *Rhys Williams,* with *Pandro S. Berman* producing.

Tom Powers, veteran stage and screen actor, was signed by Cornell Pictures for a supporting role in "The Double Take," mystery thriller being filmed for Columbia release with *Franchot Tone, Janet Blair* and *Janis Carter* in the leads. *S. Sylvan Simon* is producer-director.

Jean Acker, Franklyn Farnum and *Charles Meredith,* three famous stars of the screen's silent days, were signed for the cast of Paramount's "Dream Girl," which stars *Betty Hutton* and *Macdonald Carey.* Miss Acker, first wife of Rudolph Valentino, has appeared in upward of 100 films. Farnum starred in many wild west pictures years ago, and Meredith was a well-known leading man in the 1920s. "Dream Girl" is directed by *Mitchell Leisen* and produced by *P. J. Wolfson.*

Director *John Cromwell* has banned written dialog for *Eugene Ormandy* and *Artur Rubinstein* in their scenes in RKO's "Memory of Love," leaving the actual words to the impulse and feeling of the moment.

Mack Gordon, who was elevated from songwriter to producer, has had his option lifted by 20th-Fox and is currently preparing "Wabash Avenue," based on the fabulous story of Chicago's Tin Pan Alley and woven around the life of songwriter *Gus Kahn.*

Mark Hellinger assigned *Howard Duff* to the romantic lead opposite *Dorothy Hart* in Universal-International's "Homicide." This is Duff's second picture for Hellinger, having scored in a top role with *Burt Lancaster* in "Brute Force." Duff, who is radio detective Sam Spade, will play the role of a smooth working Park Avenue crook who is the suspect of homicide officers *Barry Fitzgerald* and *Don Taylor.*

Charles Evans, once known as "The One-Man Show," was signed by Columbia for the role of a minister in "It Had to Be You," *Ginger Rogers-Cornell Wilde* starrer being co-directed by Producer *Don Hartman* and *Rudolph Mate.*

Vince Barnett will continue his role of the bail bondsman in *Pine-Thomas'* "Big Town After Dark," the unit's third of the Big Town series for Paramount release. *Philip Reed* and *Hillary Brooke* co-star, with Thomas directing.

Dean Stockwell has been borrowed from MGM by 20th-Fox to play the role of the young son of *Gregory Peck* in *Darryl Zanuck's* production of "Gentlemen's Agreement," which Director *Elia Kazan* will put before the cameras next week in New York.

Triangle Productions, the *Pickford-Rogers-Cohn* company, has signed *Keye Luke* and *Maria San Marco,* Manila-born actress, for featured roles in "Sleep, My Love," which stars *Claudette Colbert, Robert Cummings* and *Don Ameche.* Luke and Miss San Marco will play bride and bridegroom in a Chinese wedding scene in the film, which *Douglas Sirk* directs.

Charles Rosher, Academy Award winner for his camera work on "The Yearling," has been named chief cinematographer for MGM's "On An Island With You." He will join Director *Richard Thorpe* at Florida locations, with a cast headed by *Esther Williams, Peter Lawford, Jimmy Durante, Ricardo Montalban* and *Xavier Cugat. Joe Pasternak* will produce.

Hope Landin and *Edith Evanson* have been signed by RKO for key roles with *Irene Dunne, Barbara Bel Geddes, Oscar Homolka* and *Philip Dorn* in *George Stevens'* production of "I Remember Mama." Seasoned entertainers with scores of pictures to their credit, Miss Landin and Miss Evanson were chosen by Producer *Harriet Parsons* to portray a pair of dowdy, antiquated widows living in San Francisco at the turn of the century. Supporting cast is headed by *Sir Cedric Hardwicke* and *Jessica Tandy.*

Poodles Hanneford, world famous trick rider, and his equally famous daughter *Grace,* have been signed to appear in the circus riding sequence showing the day dream of a little boy in the *Charles K. Feldman-Lewis Milestone* production of *John Steinbeck's* "The Red Pony," currently filming at Republic. Milestone is producing and directing the film which stars *Myrna Loy* and *Robert Mitchum,* with *Louis Calhern* and *Shepperd Strudwick* featured.

Lloyd Nolan has been handed the important role of Bob, father of *Robert Arthur* in 20th-Fox's Technicolor production of *Mary O'Hara's* "Green Grass of Wyoming." *Robert Bassler,* Director *Louis King* and Cameraman *Charles Clarke,* the same trio who filmed "Thunderhead," "Smoky," and "Bob Son of Battle," will start shooting the first of next month. The company includes *Peggy Cummins, Charles Coburn* and *Burl Ives* in other top roles.

Borrows Julie London For 'Tap Roots' Role

Julie London has been borrowed by Walter Wanger from Sol Lesser for the important role of Susan Hayward's younger sister in the Technicolor production, "Tap Roots," which stars Van Heflin and Miss Hayward.

Miss London's character in "Tap Roots" is that of a young *femme fatale.*

Roddy in Verne Tals

"Mysterious Island," adventure novel by Jules Verne, has been selected by Producer Lindsley Parsons to form the basis of second Monogram film to star Roddy McDowall. Picture will follow "Rocky," first under his new contract, to be filmed in Utah.

Reviving 'Red Mill'

Red Skelton will have the role of Kid Conner and Keenan Wynn the role of Con Kidder in "The Red Mill," Victor Herbert operetta which MGM will revive this year. When first filmed in 1927, Marion Davies and Lawrence Grey were starred. The new edition will be produced by Samuel Marx.

Bacon Signs New Pact Calling for Two Yearly

Lloyd Bacon, veteran director for 20th Century-Fox, will renew his long association with that company and its executive producer Darryl Zanuck, with the signing of a new long term contract under which he will direct two pictures a year on the 20th-Fox lot.

Bacon, currently shooting "Off to Buffalo" in Technicolor and who recently completed another tinter, "I Wonder Who's Kissing Her Now?" states that his new contract permits making one picture a year away from the 20th-Fox lot. First independent will be "Glittering Hill" which he will make in association with Sam Jaffe, and which he will start next Spring in Butte, Montana.

USP Signs Wanamaker To 7-Year Optional Pact

United States Pictures, which releases through Warner Bros., has signed Sam Wanamaker, who appeared opposite Ingrid Bergman in "Joan of Lorraine" on Broadway, to a seven-year optional contract calling for one picture annually. The actor's first assignment will be the leading role opposite Lili Palmer in "Ever the Beginning."

Also signed for a role in the picture is Stella Adler, another Broadway player, who will join the company June 1.

Nebenzal Plans Film on Life of Moussorgsky

Producer Seymour Nebenzal is completing plans for a top-budgeted fiilm on the life of Modeste Moussorgsky, famed as the composer of numerous operas, among them "Boris Godunov." The picture is budgeted at $2,000,000.

Scripter Rowland Leigh has already turned in to Nebenzal the initial draft of the story and the picture is scheduled to get rolling in the late fall.

'Gun Crazy' First Allied Artists Film for 1948

Steve Broidy, president of Allied Artists, has set King Bros.' "Gun Crazy" to be the first film to be released by the company for 1948.

Author MacKinlay Kantor also will be associate producer for the picture, which is scheduled for early filming in Iowa.

Draper in Cagney Film

Paul Draper has been signed by William Cagney to play the part of Harry, the dancer, in the screen version of William Saroyan's "The Time of Your Life," now in production at General Service studios for release through United Artists. James Cagney and his sister Jeanne are starring in the film under H. C. Potter's direction.

Martha Stewart Cast

Martha Stewart has been assigned by 20th Century-Fox to play the role of a model in "Daisy Kenyon," based on the popular novel by Elizabeth Janeway. Joan Crawford will portray the title role, co-starring with Dana Andrews and Henry Fonda. The picture will be produced and directed by Otto Preminger.

Studio Roundup

(*Continued from Page 43*)

Spain, America, India, England, Arabia, Russia, Germany, Portugal and American Indian. Marvin Miller, the radio announcer, was signed to slug it out with George Raft as a heavy. More than 50 Chinese children, ranging from three to 10 years, reported for their film debut in a sequence of a compound for starving children.

Perfect type-casting was done in Gallup, New Mexico, by Enterprise when Mayor George Budany was signed to portray the mayor of a frontier town in "They Passed This Way."

The Pickford-Rogers-Cohn company, Triangle Productions, launched their first million-dollar picture, "Sleep, My Love," last week on the Hal Roach lot. Claudette Colbert, Robert Cummings and Don Ameche co-star with Rita Johnson and Keye Luke heading the supporting cast. Douglas Sirk is directing the film, which is based on Leo Rosten's *Collier's* serial.

Betty Hutton's Gymnastics

Betty Hutton is really knocking herself out in Paramount's "Dream Girl." The blonde dynamo plays 10 different roles in the story of an introverted young lady who finds the outlet for her emotions in a world of fantasy. In this imaginative world Betty envisions herself as everything from the first lady of the theatre to a petulant newspaper publisher.

Susan George is glad she went to a certain Hollywood nightclub on Mother's Day. At a celebration for her mother, Mrs. A. W. Stecker, L. B. "Doc" Merman, Pine-Thomas production manager, noticed her and had her tested for a role. Susan made good and is now in "Big Town After Dark." Charles Arnt was signed for the newspaper publisher in this third in the P-T series for Paramount release.

U-I's 'Black Bart' on Location

A troupe of 53 players and technicians left Hollywood last week by TWA airlines and by train for Kanab, Utah, where outdoor action sequences and backgrounds for Universal-International's "Adventures of Black Bart" are being filmed. This Technicolor adventure drama is being produced by Leonard Goldstein. Meanwhile, tests and rehearsals were concluded at the studio for Yvonne DeCarlo, Dan Duryea and Edmond O'Brien, head players in the story of early California. Location filming is expected to take several weeks more in the Utah setting.

Audrey Young, 21-year-old brunette, was placed as the feminine romantic lead in Abbott & Costello's current comedy, "The Wistful Widow of Wagon Gap." Miss Young took over for Patricia Alphin, who is recovering from an emergency appendectomy.

U-I will start another picture June 2, according to present plans. It will be "Imagination," with George Cukor directing for Producer Michael Kanin. Ronald Colman is starred with Signe Hasso, for Kanin Productions. Walter Hampden, dean of American Shakespearean actors, is serving as technical adviser for the Othello sequence.

United Buys 'Bullhead'

United California Productions has announced the purchase of the Charles Marquis Saturday Evening Post story, "Bullhead," which deals with the adventures of a sports editor on a metropolitan daily. No castings or plans for production have been announced.

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STUDIO EQUIPMENT

BH SILENCED STUDIO SINGLE SYSTEM CAMLPA with [illegible] $4250.00. Complete 6 [illegible] Mitchell Hollywood Recording outfit complete, $2250.00; Eyemo Turret 3 [illegible] head tripod; motor, etc. $1395.00; Eyemo Bomb-spotter Cameras $119.50 less lens; WE Dynamic Microphones, $39.50; New Bell & Howell 16-mm. Sound Printers, $3250.00; 2000W Studio Spots, $67.50; New Mitchell 24V Motors, $295.00; New 35-mm. Film Phonographs, $795.00. Send for latest stocklist. S.O.S. Cinema Supply Corp., 449 W. 42nd St., New York, N. Y.

THEATRE FOR SALE

Only theatre in small town; complete; including building and lot. Also all modern four room home. Both for $9,000.00. Harry C. Stange, Cairo, Nebr.

THEATRE GAMES

DIE CUT BINGO CARDS—$25.00 in 10,000 lots Smaller quantities, $2.75 per 1,000. 1-75, 1-100 IMMEDIATE DELIVERY. S. Klous, c/o Showmen's Trade Review, 1501 Broadway, New York City 18. N. Y.

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BEAUTIFUL NEW CHAIRS—PROMPT DELIVERY from factory. Veneer $5.50—30 days; Veneer back spring edge cushion, $9.35; Applied upholstered back spring edge cushion, $11.00; Full upholstered back spring edge cushion, $11.95—60 days; Allsteel unbreakable standards, high grade mohair or heavy leatherette upholstery. Wire or phone S.O.S. Cinema Supply Corp., 449 W. 42nd St., New York, N. Y.

Theatre seats, projectors, folding chairs, screens, tents, Sell 16-mm. film. Also 2,500 outdoor seats. Lone Star Film Company, 212 So. St. Paul St., Dallas 1, Tex.

THEATRE WANTED

Will lease or buy small town theatre. Middle West or West Coast preferred. Ray Peacock, Cathlamet, Washington.

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GUARANTEED GOOD—SURPLUS SOUND OUTFITS—Reduced, Too! 16-mm. RCA $149.50; Bell & Howell, Ampro, Victor, DeVry, $195.00 up; Amproarc HI $1295.00. 35-mm. Holmes LI Arc equipments, $1295.00; DeVry HI Theatre equipments, $2495.00; Rebuilt Super Simplex outfits with RCA Sound, $3850.00. S.O.S. Cinema Supply Corp., 449 W. 42nd St., New York, N. Y.

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HOLMES AND LATEST MODEL DE VRY PROJECTORS at bargain prices! Gold Seal 2 unit electric ticket machines, rebuilt, $175.00; 2 unit hand operated, $90.00; Simplex mechanisms, rear shutters, spiral gears, rebuilt, $330.00; Powers $109.50. Star Cinema Supply Co., 459 W. 46th St., New York, N. Y.

WANTED TO BUY

HIGHEST PRICES PAID FOR SIMPLEX AND POWERS projectors, lamphouses, sound equipment, etc. What have you? Star Cinema Supply Co., 459 W. 46th St., New York, N. Y.

FEATURE Booking GUIDE

TITLE INDEX

Listed in the following index are titles of features (exclusive of western series releases) with name of the distributor following the title. For data as to running time, stars, etc., refer to title under distributor company listings.

A

Title	Company
Abie's Irish Rose	UA
A Boy, a Girl, and a Dog	FC
Accomplice	PRC
Adventure for Two	Misc.
Adventures of Don Coyotes	UA
Adventures of Casanova	EL
Adventuress	EL
Affairs of Geraldine	Rep.
A Guy Named Joe Palooka	Mono.
A Lady Surrenders	Univ.
Albuquerque	Para.
Alexander's Ragtime Band	20th-Fox
Alias A Gentleman	MGM
A Likely Story	RKO
Alias Mr. Twilight	Col.
A Miracle Can Happen	UA
Angel and the Badman	Rep.
Adventuress, The	Eagle-Lion
Angel and Sinner	Misc.
Angel on My Shoulder	UA
Anna and the King of Siam	20th-Fox
Apache Rose	Rep.
Arch of Triumph	Ent.
Arnelo Affair	MGM
Assigned to Treasury	Col.
As You Desire Me	MGM
A Texas Story	EL
Atlantis	UA
A Yank in Rome	Misc.

B

Bachelor and the Bobby-Soxer	RKO
Bachelor's Daughters	UA
Backlash	20th-Fox
Banjo	RKO
Barber of Seville	Misc.
Battle for Music	Misc.
Beast With Five Fingers	WB
Beat the Band	RKO
Beauty and the Bandit	Mono.
Bedelia	EL
Before Him All Rome Trembled	Misc.
Beginning of the End	MGM
Bellman, The	Misc.
Bells of San Angelo	Rep.
Bells of San Fernando	SGP
Below the Deadline	Mono.
Best Years of Our Lives	RKO
Betty Co-Ed	Col.
Beware	Astor
Beware of Pity	Misc.
Beyond Tomorrow	Astor
Big Sleep	WB
Bill and Coo	Rep.
Birds and the Bees, The	MGM
Big Clock, The	Para.
Big Town	Para.
Big Town After Dark	Para.
Birth of a Star	Astor
Bishop's Wife, The	RKO
Black Angel	Univ.
Black Beauty	20th-Fox
Black Gold	Allied
Blackmail	Rep.
Blaze of Noon	Para.
Blind Spot	Col.
Blonde Alibi	Univ.
Blondie Knows Best	Col.
Blonde for a Day	PRC
Blondie in the Dough	Col.
Blondie's Big Moment	Col.
Blondie's Holiday	Col.
Blue Skies	Para.
Bob, Son of Battle	20th-Fox
Body and Soul	UA
Bohemian Girl	FC
Boomerang	20th-Fox
Boston Blackie and the Law	Col.
Born to Kill	RKO
Born to Speed	PRC
Bowery, The	20th-Fox
Boys' Ranch	MGM
Brasher Doubloon	20th-Fox
Brief Encounter	Univ.
Bringing Up Father	Mono.
Broadway Limited	Favorite
Brute Force	Univ.
Brute Man	PRC
Buckaroo From Powder River	Col.
Buck Privates Come Home	Univ.
Buffalo Bill Rides Again	SGP
Bulldog Rrummond at Bay	Col.
Bulldog Rrummond Strikes Back	Col.
Burning Cross, The	SGP

Features and western series pictures are listed alphabetically by title under name of distributor. (Consult TITLE INDEX *for distributor of pictures known only by title.) Numerals at left of titles indicate* PRODUCTION OR BLOCK NUMBER, *(SP in this column indicates Special release sold separately), those at extreme right give publication date of Advance Data: a; or Box-Office Slant: b. Asterisk following title indicates color photography with adjoining letter giving name of type of color thus: *T: Technicolor, *C: Cinecolor, *M: Magnacolor, *U: Trucolor, *V: Vitacolor. Audience Classification is indicated by letters following titles: A—Adult; F—Family. Letters and combinations thereof in parenthesis indicate type of story in accordance with following key:*

(B) Biographical	*(C) Comedy*
(D) Drama	*(Doc) Documentary*
(G) Gangster	*(M) Musical*
(H) Horror	*(W) Western*
(My) Mystery	*(Wa) War*

ALLIED ARTISTS

Prod. No.			Run Time Mins.	Rel. Date	See Issue of
	CURRENT				
1	It Happened on Fifth Avenue (C)F	Gale Storm-Don DeFore	115	4/19/47	b2/8/47
	COMING				
	Black Gold	A. Quinn-K. deMille-E. Knox		8/1/47	
	Gangster, The	Belita-B. Sullivan-J. Lorring		9/1/47	
	Hunted, The	Belita-P. Foster			
	Song of My Heart	Frank Sundstrom-Audrey Long		Nov. '47	a4/26/47

ASTOR PICTURES

	Beware (M)F	Louis Jordan-Frank Wilson	55		b6/22/46
Sp.	Birth of a Star	Danny Kaye	38		New Release
Sp.	Caldonia	Louis Jordan & Band	28		New Release
	Flying Deuces, The	Stan Laurel-Oliver Hardy		10/10/46	Reissue
	Gentleman From Arizona	John King-Joan Barclay	70½		Reissue
	Her Enlisted Man (CD)	Barbara Stanwyck-Robt. Young	70		Reissued
	I Cover the Waterfront (D)	Claudette Colbert	80		Reissued
	Jimmy Steps Out	J. Stewart-P. Goddard	89		Release
	Let 'em Have It (G)	Bruce Cabot-Virginia Bruce	70		Reissued
	Little Men	Oakie-Francis-Bancroft	83		Release
	Second Chorus	Fred Astaire-Paulette Goddard		11/18/46	Re-release
	Silver Devil (D)F	H. Gibson-Stephin Fetchit	62		Remake
	Sky Devils (C-D)	Spencer Tracy	88		Reissued
	Thunder in the City	Edw. G. Robinson	81		Reissued

COLUMBIA — Current 1945-46

	Gallant Journey (D)F	Glenn Ford-Janet Blair	86	9/24/46	b9/7/46
	It's Great to Be Young (M-C)F	L. Brooks-R. Stanton-J. Donnell	68	9/12/46	b11/23/46
	Personality Kid	Anita Louise-Michael Duane	86	8/8/46	a5/23/46
	Shadowed	Anita Louise-Robert Scott	70	9/26/46	
	Thrill of Brazil, The (W)F	E. Keyes-Keenan Wynn-A. Miller	91	9/30/46	b9/14/46
	CURRENT 1946-'47				
828	Alias Mr. Twilight (D)A	Michael Duane-Trudy Marshall	69	12/19/46	b12/28/46
824	Betty Co-Ed (C)F	J. Porter-W. Mason-S. Mills	71	11/28/46	b11/23/46
	Blind Spot (My)A	Chester Morris-Constance Dowling	73	2/6/47	a11/2/46
807	Blondie's Big Moment (C)F	P. Singleton-A. Lake-A. Louise	69	1/9/47	b12/14/46
	Blondie's Holiday (C)F	Arthur Lake-Penny Singleton	67	4/10/47	b3/1/47
806	Blondie Knows Best (C)F	Penny Singleton-Arthur Lake	70	10/17/46	b9/21/46
822	Boston Blackie and the Law (My)F	Chester Morris-Trudy Marshall	69	12/12/46	b11/16/46
	Cigarette Girl (C)A	L. Brooks-J. Lloyd-J. Barton	67	2/13/47	b2/15/47
816	Crime Doctor's Man Hunt (My)F	Warner Baxter-Ellen Drew	60	10/24/46	b9/21/46
830	Dead Reckoning (D)A	Humphrey Bogart-Lizabeth Scott	99	Feb. '47	b1/4/47
	For the Love of Rusty	T. Donaldson-T. Powers-A. Doran	69	5/1/47	
	Framed (D)A	Glenn Ford-Janis Carter	82	April '47	b3/8/47
	Guilt of Janet Ames, The (D)A	Rosalind Russell-Melvyn Douglas	83	April '47	b3/8/47
	Gunfighters, The *C	Randolph Scott-Dorothy Hart			
	Johnny O'Clock (D)A	Dick Powell-Evelyn Keyes	86	Mar. '47	b1/4/47
	Jolson Story, The *T (D-M)F	L. Parks-E. Keyes-W. Demarest	128	Jan. '47	b9/21/46
	King of the Wild Horses (D)F	Preston Foster-Gail Patrick	79	3/27/47	b3/29/47
	Last of the Redmen	J. Hall-M. O'Shea-E. Ankers			
823	Lone Wolf in Mexico (My)A	Gerald Mohr-Eric Blore-Sheila Ryan	70	1/16/47	b12/28/46
	Millie's Daughter (D)F	Gladys George-Paul Campbell	71	3/20/47	b2/15/47
832	Mr. District Attorney (My)A	Dennis O'Keefe-M. Chapman	81	Feb. '47	b12/28/46
829	Return of Monte Cristo (D)F	L. Hayward-G. Macready-U. O'Connor	91	Dec. '46	b11/23/46
818	Secret of the Whistler (My)A	Richard Dix-Leslie Brooks	65	11/7/46	b11/2/46
804	Singin' in the Corn (C-M)F	Judy Canova-Allen Jenkins	66	12/26/46	b11/16/46
805	So Dark the Night (D)A	Stephen Geray-Micheline Cheirel	71	10/10/46	b9/14/46
	The Thirteenth Hour (My)A	Richard Dix-Karen Morley	65	3/6/47	b2/15/47
	COMING				
	Assigned to Treasury	Dick Powell-Maylia			
	Blondie in the Dough	P. Singleton-A. Lake-L. Simms			
	Bulldog Drummond at Bay (My)A	Ron Randell-Anita Louise	70	5/15/47	b4/19/47
	Bulldog Drummond Strikes Back	Ron Randell-Gloria Henry			
	Corpse, Came C.O.D., The	G. Brent-J. Blondell-A. Jergens	68	5/29/47	
	Down to Earth *T	Rita Hayworth-Larry Parks			a7/13/46
	Girl from Shanghai, The	Rita Hayworth-Orson Welles			a4/12/47
	It Had to Be You	Ginger Rogers-Cornel Wilde			
	Keeper of the Bees	Gloria Henry-Michael Duane			
	Key Witness	John Beal-Trudy Marshall			
	Little Miss Broadway	Jean Porter-John Sheldon	69	6/19/47	
	Lone Wolf in London	Gerald Mohr-Nancy Saunders			
	Man from Colorado, The (D)	Glen Ford-Ellen Drew-Wm. Holden			a5/24/47
	Millerson Case, The (M)F	Warner Baxter-N. Saunders	72		a5/24/47
	My Awful Wife (C-D)	F. Tone-L. Ball-E. E. Horton			a5/24/47
	Prince of Thieves	Jon Hall-Patricia Morrison-A. Jergens			
	Smoky River Serenade	P. Campbell-R. Terry-Hoosier Hot Shots			
	Son of Rusty	T. Donaldson-T. Powers-A. Doran			
	Sport of Kings	Gloria Henry-Paul Campbell	68	6/26/47	
	Sweet Genevieve	Jean Porter-Jimmy Lydon			
	Swordsman, The	Larry Parks-Ellen Drew-G. Macready			a1/4/47
	The Last Round-Up	Gene Autry-Jean Heather			
	Three Were Thoroughbreds *T	R. Young-M. Chapman-W. Parker			a1/11/47
	Two Blondes and a Redhead	J. Porter-J. Lloyd-J. Clark			

COLUMBIA (Continued)

Prod. No.			Run Time	Rel. Date	Review
	Westerns (Current)				
863	Fighting Frontiersman (W-M)F	Charles Starrett-Smiley Burnette	61	12/19/46	b11/9/46
	Heading West (WM)F	Charles Starrett-Smiley Burnette	54	8/15/46	b8/24/46
	Law of the Canyon	Charles Starrett-Smiley Burnette	55	4/24/47	
861	Landrush (W)F	Charles Starrett-Smiley Burnette	54	10/17/46	b9/21/46
	Lone Hand Texan, The (W-M)F	Charles Starrett-Smiley Burnette	54	3/6/47	b3/1/47
854	Lone Star Moonlight	K. Curtis-J. Barton G. Kibbee	67	12/12/46	
	Over the Sante Fe Trail (W-M)F	Ken Curtis-Jenifer Holt	63	2/13/47	b2/15/47
	Singing on the Trail (W)F	K. Curtis-J. Barton-G. Kibbee	58	9/12/46	b1/18/47
	South of the Chisholm Trail (W)F	Charles Starrett-Smiley Burnette	58	1/30/47	b2/1/47
862	Terror Trail (W)F	Charles Starrett-Smiley Burnette	55	11/21/46	b11/2/46
	Westerns (Coming)				
	Buckaroo From Powder River	Charles Starrett-Smiley Burnette			
	Law of the Canyon	Charles Starrett-Smiley Burnette	55	4/24/47	
	Prairie Raiders	Charles Starrett-Smiley Burnette	54	5/29/47	
	Riders of the Lone Star	Charles Starrett-Smiley Burnette			
	Stranger From Ponca City	Charles Starrett-Smiley Burnette			
	Swing the Western Way	J. Leonard-M. Dugan-Hoosier Hot Shots		6/26/47	

EAGLE-LION

CURRENT

The Adventuress (Reviewed in London under title "I See A Dark Stranger")	Deborah Kerr-Trevor Howard	93	3/17/47	7/13/46
It's a Joke, Son (C)F	Kenny Delmar-Una Merkel	62	1/25/47	b1/25/47
Bedelia (D)A	Margaret Lockwood-Ian Hunter	90	2/1/47	b6/3/46
Lost Honeymoon (C)A	Franchot Tone-A. Richards-T. Conway	71	3/29/47	b3/15/47

COMING

A Texas Story	J. Johnston-J. Craig-L. Barl			
Adventures of Casanova	A. deCordova-L. Bremer- T. Bey			
Caravan	Stewart Granger-Jean Kent			
Green for Danger My)A	Sally Gray-Trevor Howard	91	Rank	b12/14/46
Love From a Stranger	J. Hodiak-S. Sidney-A. Richards			
Out of the Blue	G. Brent-V. Mayo-T. Bey			
Repeat Performance (D)A	Joan Leslie-L. Hayward-R. Basehart	93		b5/24/47

FAVORITE FILMS CORP.

Broadway Limited	Dennis O'Keefe-V. McLaglen	74	1/1/47	Reissue
Captain Caution (D)A	V. Mature-A. Ladd-L. Carrillo	86	8/1/46	Reissue
Captain Fury (D)A	B. Aherne-V. McLaglen-P. Lukas	88	8/1/46	Reissue
Daring Desperadoes	I. Lupino-L. Carrillo-N. Martini		May '47	Reissue
Housekeeper's Daughter (C)A	J. Bennett-V. Mature-A. Menjou	79	10/1/46	Reissue
Of Mice and Men (D)A	B. Meredith-Betty Field-L. Chaney, Jr.	105	12/1/46	Reissue
One Million B. C. (D)A	V. Mature-C. Landis-L. Chaney, Jr.	79	10/1/46	Reissue
Road Show	C. Landis-J. Hubbard-A. Menjou	86	Mar. '47	Reissue
Sea Bandits	D. Morgan-Steffi Duna		May '47	Reissue
There Goes My Heart	Frederic March-Virginia Bruce	82	Mar. '47	Reissue
Topper Takes Trip	C. Bennett-R. Young-A. Mowbray	79	Feb. '47	Reissue
Topper Returns	O'Keefe-Landis-Blondell-Young	87	Feb. '47	Reissue

FILM CLASSICS

CURRENT

A Boy, a Girl, and a Dog (D)F	Jerry Hunter-Sharyn Moffett	88		b8/3/46
Devil to Pay	R. Colman-L. Young-M. Loy	74		
Dodsworth (D)A	Walter Huston-Hary Astor	101	8/1/46	
North Star	Anne Baxter-Dana Andrews	109		
Palmy Days	Eddie Cantor-George Raft	80		
Return of the Scarlet Pimpernel	B. Barnes-J. Mason-S. Stewart	81		
Scarlet Pimpernel, The	Merle Oberon-Leslie Howard	98		
Stella Dallas	J. Boles-R. Stanwyck-A. Shirley	107		
The Thief of Bagdad	Sabu-Conrad Veidt-June Duprez	109		
Unholy Garden	R. Colman-Fay Wray	77		
Westerner, The	G. Cooper-D. Davenport-W. Brennan	102		
Woman Chases Man	Miriam Hopkins-Joel McCrea	70		

METRO-GOLDWYN-MAYER

Group No.					
	CURRENT				
	Beginning Or the End, The (D)F	B. Donlevy-R. Walker-G. Tearle	112	Mar. '47	b2/22/47
	Cockeyed Miracle (C)A	Elizabeth Taylor-"Lassie"	81	Oct.	b7/20/46
17	Courage of Lassie *T (D)F	K. Wynn-F. Morgan	93	Aug.	b6/11/46
17	Faithful in My Fashion (C)F	Donna Reed-Tom Drake	81	Aug.	b6/15/46
	Gallant Bess *C (D)F	Marshall Thompson-Jim Davis	99	Jan. '47	b9/7/46
	Great Waltz, The (M)F	L. Rainer-F. Gravet-M. Korjus	110	May	Reissue
	Holiday in Mexico *T (M)F	W. Pidgeon-I. Massey-J. Powell	127	Sept.	b7/27/46
	It Happened at the Inn	Fernand Ledoux-Maurice Rollin	103	April '47	b9/21/46
	Lady in the Lake (My)A	Robert Montgomery-Audrey Totter	103	Jan. '47	b11/30/46
	Little Mister Jim (C)F	James Craig-Frances Gifford	92	April '47	b6/8/46
	Love Laughs at Andy Hardy (C)F	M. Rooney-B. Granville-D. Ford	93	Feb.	b12/7/46
	Mighty McGurk, The (C)F	Wallace Beery-Aline McMahon	85	Jan. '47	b11/23/46
	My Brother Talks to Horses (C-D)F	Butch Jenkins-Peter Lawford	93	Jan. '47	b11/30/46
	No Leave, No Love (CM)F	V. Johnson-P Kirkwood-K. Wynn	119	Oct.	b8/31/46
	Rage in Heaven	Ingrid Bergman-Robert Montgomery	84	Oct.	Reissue
	Sea of Grass (D)A	K. Hepburn-S. Tracy-M. Douglas	131	April	b2/15/47
	Secret Heart, The (D)A	C. Colbert-W. Pidgeon-J. Allyson	97	Dec.	b11/30/46
	Show-Off, The (C)F	R. Skelton-Marilyn Maxwell	83	Dec.	b8/17/46
17	Three Wise Fools (CD)F	M. O'Brien-L. Barrymore-E. Arnold	92	Aug.	b6/15/46
	Till the Clouds Roll By *T (M)F	J. Garland-R. Walker-F. Sinatra	135	Jan. '47	b11/15/46
	Two Smart People (CD)A	J. Hodiak-L. Ball-L. Nolan	93	Nov.	b6/8/46
	Undercover Maisie (C)A	Ann Sothern-Barry Nelson	90	May	b3/8/47
	Undercurrent (D)A	K. Hepburn-A. Taylor	115	Nov.	b10/5/46
	Yearling, The *T (D)F	G. Peck-J. Wyman-C. Jarman	128	May	b11/30/46
	COMING				
	Alias A Gentleman	Wallace Beery-Gladys George			
	As You Desire Me	G. Garson-Richard Hart			a9/7/46
	Arnelo Affair, The (D)A	John Hodiak-Frances Gifford	87		b2/15/47
	Birds and the Bees, The *T	J. MacDonald-J. Iturbi-J. Powell			a3/1/47
	Captains Courageous	Spencer Tracy-Mickey Rooney			Reissue
	Cass Timberlane	Spencer Tracy-Lana Turner			
	Cynthia (C-D)F	E. Taylor-G. Murphy-M. Astor	98	July '47	b5/17/47
	Dark Delusion (D)F	L. Barrymore-J. Craig-L. Bremer	90	June '47	b4/12/47
	Fiesta *T	Esther Williams-John Carroll		July '47	a2/9/46
	Good News	J. Allyson-P. Lawford-J. McCracken			
	Green Dolphin Street	Lana Turner-Van Heflin			a2/1/47
	High Barbaree (D)F	Van Johnson-June Allyson	91		b3/15/47
	Hucksters, The	C. Gable-D. Kerr-A. Menjou		Aug. '47	
	If Winter Comes	W. Pidgeon-D. Kerr-A. Lansbury			
	It Happened in Brooklyn (C-M)F	F. Sinatra-K. Grayson	103		a9/21/46
	Living in a Big Way	Gene Kelly-Marie MacDonald		June '47	a9/7/46
	Merton of the Movies	Red Skelton-Virginia O'Brien			a9/21/46

C

Calcutta ..... Para.
Calendar Girl ..... Rep.
California ..... Para.
Canyon Passage ..... Univ.
Captain Fury ..... Favorite
Captains Courageous ..... MGM
Captive Heart ..... Univ.
Caravan ..... EL
Carmen ..... Misc.
Carnegie Hall ..... UA
Carnival ..... Misc.
Case of the Baby Sitter ..... SGP
Cass Timberlane ..... MGM
Cat Creeps ..... Univ.
Centennial Summer 20th-Fox
Chase, The ..... UA
Child of Divorce ..... RKO
Cigarette Girl ..... Col.
Clandestine ..... Misc.
Claudia and David 20th-Fox
Cloak and Dagger ..... WB
Cockeyed Miracle ..... MGM
Code of the West ..... RKO
Complex ..... Rep.
Copacabana ..... UA
Corpse Came C. O. D., The ..... Col.
Corsican Brothers ..... PRC
Courage of Lassie ..... MGM
Courtneys of Curzon Street ..... Misc.
Crack Up ..... RKO
Crime Doctor's Man Hunt ..... Col.
Criminal Court ..... RKO
Crimson Key, The 20th-Fox
Crossfire ..... RKO
Cross My Heart ..... Para.
Cry Wolf ..... WB
Cuban Pete ..... Univ.
Curly ..... UA
Cynthia ..... MGM

D

Danger Street ..... Para.
Danger Woman ..... Univ.
Dangerous Millions 20th-Fox
Dangerous Money ..... Mono.
Dangerous Venture ..... UA
Dark Delusion ..... MGM
Dark Horse ..... Univ.
Dark Mirror ..... Univ.
Dark Passage ..... WB
Daring Desperadoes ..... Favorite
Deadline for Murder 20th-Fox
Dead of Night ..... Univ.
Dead Reckoning ..... Col.
Dear Ruth ..... Para.
Deception ..... WB
Decoy ..... Mono.
Deep Valley ..... WB
Desert Fury ..... Para.
Destry Rides Again ..... Univ.
Desperate ..... RKO
Devil's Hand ..... Misc.
Devil on Wheels ..... PRC
Devils Playground ..... UA
Devil Thumbs a Ride ..... RKO
Devil to Pay ..... FC
Dick Tracy's Dilemma ..... RKO
Dick Tracy vs. the Gruesome Gang ..... RKO
Dick Tracy Versus Cueball ..... RKO
Dillinger ..... Mono.
Dishonored Lady ..... UA
Dodsworth ..... FC
Don Ricardo Returns ..... PRC
Double Take ..... Col.
Down Missouri Way ..... PRC
Down to Earth ..... Col.
Dream Girl ..... Para.
Driftwood ..... Rep.
Duel in the Sun ..... Selznick

E

Earl Carroll's Sketchbook ..... Rep.
Easy Come, Easy Go ..... Para.
Easy to Wed ..... MGM
Egg and I ..... Univ.
Emperor Waltz, The ..... Para.
Escape Me Never ..... WB
Exile, The ..... Univ.
Exposed ..... Rep.

F

Fabulous Dorseys ..... UA
Fabulous Joe ..... UA
Fabulous Suzanne ..... Rep.
Faithful in My Fashion ..... MGM
Falcon's Adventure ..... RKO
Fall Guy ..... Mono.
Fangs of the Wild ..... Astor
Fanny By Gaslight ..... EL
Farmer's Daughter ..... RKO
Fear in the Night ..... Para.
Fiesta ..... MGM
Fighting Father Dunne ..... RKO
Flame, The ..... Rep.
Flight to Nowhere ..... SGP
Flying Dutchman ..... Astor
Fool's Gold ..... UA
For the Love of Mary ..... U-I
For the Love of Rusty ..... Col.
Forever Amber 20th-Fox
Foxes of Harrow, The 20th-Fox
Framed ..... Col.

Title	Company
From This Day Forward	RKO
Front Page Scandal	Mono.
Fun and Fancy Free	RKO
Fun on a Weekend	UA
Fugitive	RKO

G

Gallant Bess	MGM
Gallant Journey	Col.
Gangster, The	Allied
Gas House Kids	PRC
Gas House Kids Go West	PRC
Genius at Work	RKO
Gentleman Joe Palooka	Mono.
Gentleman from Arizona	Astor
Ghost and Mrs. Muir	20th-Fox
Ghost Goes Wild	Rep.
G. I. War Brides	Rep.
Ginger	Mono.
God's Country	SGP
Golden Earrings	Para.
Good News	MGM
Great Expectations	Univ.
Great Waltz	MGM
Green Dolphin Street	MGM
Green Fingers	Misc.
Green for Danger	E-L
Green Years	MGM
Guilt of Janet Ames	Col.
Guilty	Mono.
Gunfighters	Col.

H

Hard Boiled Mahoney	Mono.
Hat Box Mystery	SG
Heartaches	PRC
Heart of Arizona	SGP
Heaven Only Knows	UA
Heldorado	Rep.
Henry the Fifth	UA
Her Adventurous Night	Univ.
Her Enlisted Man	Astor
Her Sister's Secret	PRC
Here Comes Trouble	UA
High Barbaree	MGM
High Conquest	Mono.
High School Hero	Mono.
Hit Parade of 1947	Rep.
Holiday in Mexico	MGM
Hollywood Barn Dance	SG
Home in Oklahoma	Rep.
Homestretch	20th-Fox
Home Sweet Homicide	20th-Fox
Honeymoon	RKO
Hoppy's Holiday	UA
Housekeeper's Daughter	Favorite
How Dear to My Heart	RKO
Hucksters, The	MGM
Hue and Cry	Misc.
Humoresque	WB
Hungry Hill	Misc.
Hunted, The	Allied

I

I Cover Big Town	Para.
I Cover the Waterfront	Astor
If I'm Lucky	20th-Fox
If Winter Comes	MGM
If You Knew Susie	RKO
I Know Where I'm Going	Univ.
Imperfect Lady	Para.
In Old Sacramento	Rep.
Indian Summer	RKO
Inner Circle	Rep.
International Lady	PRC
Intrigue	UA
Invisible Informer	Rep.
Invisible Wall, The	20th-Fox
I Remember Mama	RKO
I Stole a Million	Univ.
It Had to Be You	Col.
It Happened at the Inn	MGM
It Happened in Brooklyn	MGM
It Happened on Fifth Avenue	Allied
It's a Joke, Son	EL
It's a Wonderful Life	RKO
It's Great to Be Young	Col.
It's Moider	PRC
I'll Be Yours	Univ.
Ivan the Terrible	Misc.
I've Always Loved You	Rep.
Ivy	Univ.
I Walk Alone	Para.
I Wonder Who's Kissing Her Now	20th-Fox

J

Jewels of Brandenburg	20th-Fox
Jimmy Steps Out	Astor
Johnny Frenchman	Univ.
Johnny O'Clock	Col.
Jolson Story	Col.
Journey Together	Misc.
Jungle Flight	Para.
Jungle Princess	Para.

K

Keeper of the Bees	Col.
Key Witness	Col.
Kid Millions	FC
Killer at Large	PRC
Killer-Dill	SGP
Killers, The	Univ.
Kilroy Was Here	Mono.
King of the Wild Horses	Col.
Kings Row	WB
Kit Carson	PRC

METRO-GOLDWYN-MAYER (Continued)

Prod. No.			Run Mins.	Time Rel. Date	See Issue of
	COMING				
	Piccadilly Incident (D)A	Anne Neagle-Michael Wilding	100		b8/31/46
	Pirate, The *T	J. Garland-G. Kelly-W. Slezak			
	Romance of Rosy Ridge, The	V. Johnson-T. Mitchell-J. Leigh			a9/21/46
	Song of Love	K. Hepburn-P. Henreid-R. Walker			a2/1/47
	Song of the Thin Man	William Powell-Myrna Loy			
	Summer Holiday *T	Mickey Rooney-Gloria DeHaven			a9/7/46
	Tenth Avenue Angel	M. O'Brien-G. Murphy-P. Thaxter			a9/21/46
	The Kissing Bandit *T	Frank Sinatra-Kathryn Grayson			
	This Time For Keeps *T	F. Williams-L. Melchior			a9/7/46
	Unfinished Dance, The *T	Cyd Charisse-Margaret O'Brien			a9/7/46

MONOGRAM

CURRENT 1945-1946

531	Beauty and the Bandit (A-D)F	Gilbert Roland-Ramsay Ames	71	11/9/46	b1/13/47
520	Below the Deadline (D)A	Warren Douglas-Ramsay Ames	65	8/3/46	b10/5/46
517	High School Hero (C)F	F. Stewart-June Preisser	69	9/7/46	b8/24/46
525	Missing Lady (My)F	Kane Richmond-Barbara Reed	59	8/17/46	b1/11/47
512	Spookbusters (CD)F	Leo Gorcey-The Bowery Boys	68	8/24/46	b8/24/46

CURRENT 1946-'47

604	Bringing Up Father (C)F	Joe Yule-Renie Riano	68	11/23/46	b10/19/46
603	Dangerous Money (My)F	Sidney Toler-Victor Sen Yung	66	10/12/46	b10/12/46
601	Decoy (D)A	Jean Gillie-Edward Norris	76	9/14/46	b9/14/46
613	Fall Guy (My)A	Cliff Penn-Teala Loring	64	3/15/47	b3/8/47
602	Gentleman Joe Palooka (C)F	Joe Kirkwood-Elyse Knox	72	10/5/46	b10/5/46
609	Ginger	Frank Albertson-Barbara Reed	67	1/4/37	a9/28/46
614	Guilty, The (My)A	Bonita Granville-Don Castle	71	3/22/47	b3/22/47
616	Hard Boiled Mahoney	L. Gorcey-Bowery Boys	63	5/10/47	a3/22/47
620	High Conquest (D)A	A. Lee-G. Roland-W. Douglas	83	6/21/47	b3/15/47
608	Mr. Hex (CD)F	L. Gorcey-H. Hall	63	12/7/46	b12/14/46
610	Riding the California Trail	Gilbert Roland-Teala Loring	61	1/11/47	a10/26/46
618	Sarge Goes to College (C)F	A. Hale, Jr.-F. Stewart-J. Preisser	63	5/17/47	b5/10/47
699	Suspense (D)A	Belita-Barry Sullivan-E. Pallette	101	6/5/46	b3/20/46
606	Sweetheart of Sigma Chi (M)F	Elyse Knox-P. Regan-P. Brito	75	12/21/46	b11/30/46
607	Trap, The (My)F	Sidney Toler-Victor Sen Yung	69	11/30/46	b1/11/47
611	Vacation Days (D-M)F	F. Stewart-J. Preisser	66	1/25/47	b4/5/47
615	Violence (D)A	Nancy Coleman-M. O'Shea	72	4/12/47	b4/12/47

COMING

	A Guy Named Joe Palooka	Joe Kirkwood, Jr.-Elyse Knox		8/16/47	
	Dillinger	Lawrence Tierney-Anne Jeffreys			Reissue
	High Tide	Lee Tracy-D. Castle-A. Shaw			
621	Kilroy Was Here	J. Cooper-J. Coogan-W. McKay		7/15/47	
	Mutiny in the Big House	Charles Bickford-Barton McLane			Reissue
617	Queen of the Yukon	Charles Bickford-Irene Rich		5/31/47	Reissue
	Robin Hood of Monterey	Gilbert Roland-Evelyn Brent			
619	Wolf Call	John Carroll-Movita	62	6/7/47	Reissue

Westerns (Current)

671	Land of the Lawless	J. M. Brown-R. Hatton-J. Harrison	59	4/15/47	
564	Raiders of the South (W-M)F	J. H. Brown-Raymond Hatton	85	1/18/47	b2/22/47
683	Rainbow Over the Rockies (W-M)F	J. Wakely-"Lasses" White	56	2/6/47	b3/1/47
612	Silver Stallion	David Sharpe-Leroy Mason	59	12/14/46	Reissue
684	Six Gun Serenade	Jimmy Wakely-"Lasses" White	55	4/5/47	
681	Song of the Sierras (M-W)F	J. Wakely-"Lasses" White	56	12/28/46	b1/25/47
676	Trailing Danger	J. M. Brown-R. Hatton	58	3/29/47	
675	Valley of Fear (W)F	J. M. Brown-R. Hatton	57	2/15/47	b4/19/47

Westerns (Coming)

	Code of the Saddle	J. M. Brown-R. Hatton			
672	Law Comes to Gunsight, The	J. M. Brown-R. Hatton	56	5/24/47	
682	Song of the Wasteland	J. Wakely-"Lasses" White	58	6/31/47	

PARAMOUNT

Current 1945-46

Block No.					
	Jungle Princess, The	Dorothy Lamour-Ray Milland	84	9/1/46	Reissue
6	Monsier Beaucaire (C)F	Bob Hope-Joan Caulfield	93	8/30/46	b5/18/46
	Plainsman, The	Gary Cooper-Jean Arthur	113	9/1/46	Reissue
6	Searching Wind, The (D)A	R. Young-A. Richards-S. Sidney	105	8/9/46	b5/11/46
6	Strange Love of Martha Ivers, The (D)A	B. Stanwyck-V. Heflin-L. Scott	116	9/13/46	b3/16/46
6	Swamp Fire (D)A	Johnny Weissmuller-Viriginia Grey	69	9/6/46	b5/11/46

CURRENT 1946-'47

	Blaze of Noon (D)A	A. Baxter-W. Holden-S. Tufts	90	5/2/47	b3/8/47
	Blue Skies *T (M)F	Bing Crosby-F. Astaire	104	12/27/46	b9/23/46
	California *T (WD)	Ray Milliand-B. Stanwyck	93	2/21/47	b12/21/47
	Cross My Heart (C-M)F	Betty Hutton-Sonny Tufts	83	1/10/47	b11/23/46
	Easy Come, Easy Go (C)F	D. Lynn-S. Tufts-Virginia Field	78	3/7/47	b2/8/47
	Fear in The Night (D)A	DeForest Kelley-Kay Scott	72	4/18/47	b2/22/47
	Imperfect Lady (D)A	R. Milland-T. Wright-V. Field	97	4/25/47	b3/15/47
	Ladies Man (C-M)F	Eddie Bracken-Virginia Field	90	2/7/47	b1/11/47
	My Favorite Brunette	Bop Hope-Dorothy Lamour	87	4/4/47	a8/24/46
	Pefect Marriage, The (C-D)A	L. Young-D. Niven-V. Field	87	1/24/47	b11/23/46
	Seven Were Saved	Richard Denning-Catharine Craig	73	3/28/47	a5/25/46
	Suddenly It's Spring (C)A	F. MacMurray-P. Goddard	87	3/21/47	b2/15/47
	Two Years Before the Mast (D)A	Donlevy-Ladd-Bendix	98	11/22/46	b8/24/46

COMING

	Albuquerque	Randolph Scott-Barbara Britton			a3/15/47
	Big Clock, The (M)	R. Milland-M. O'Sullivan-C. Laughton			a5/17/47
	Big Town	Philip Reed-Hillary Brooke	60	5/23/47	a2/9/47
	Big Town After Dark	Philip Reed-Hillary Brooke			
	Calcutta (My)A	A. Ladd-G. Russell-W. Bendix	83	5/30/47	b3/19/47
	Danger Street (My)A	J. Withers-R. Lowery	66	6/20/47	b3/1/47
	Dear Ruth	J. Caulfield-W. Holden-E. Arnold	95	7/18/47	a10/25/47

PARAMOUNT (Continued)

COMING		Run Time Mins.	Rel. Date	See Issue of
Desert Fury *T	Lizabeth Scott-John Hodiak			
Dream Girl	B. Hutton-M. Carey-V. Field			
Emperor Waltz, The *T	Bing Crosby-Joan Fontaine			a7/13/46
Golden Earrings	Marlene Dietrich-Ray Milland			a9/28/46
I Cover Big Town (My)A	Philip Reed-Hilary Brooke	63		b3/1/47
I Walk Alone	B. Lancaster-Kirk Douglas			a3/1/47
Jungle Flight (D)F	Robert Lowery-Ann Savage	60		b3/1/47
Perils of Pauline *T	B. Hutton-J. Lund	96	7/4/47	a5/18/46
Road to Rio	B. Crosby-B. Hope-D. Lamour			a2/1/47
Saigon	Alan Ladd-Veronica Lake-Douglas Dick			a1/4/47
Shaggy *C	B. Joyce-G. Nokes-R. Shayne			
Trouble With Women, The (C)A	T. Wright-B. Donlevy-R. Milland	80	6/27/47	b5/24/47
Unconquered *T	Gary Cooper-Paulette Goddard			a9/28/46
Variety Girl	Mary Hatcher-DeForest Kelley			a11/23/46
Welcome Stranger (CD)F	B. Crosby-B. Fitzgerald	106		b5/3/47
Where There's Life	B. Hope-S. Hasso-W. Bendix			a5/25/46
Whispering Smith *T	A. Ladd-B. Marshall-R. Preston			
Wild Harvest	A. Ladd-D. Lamour-R. Preston			a11/2/46

PRC

CURRENT 1945-1946

Accomplice (My)A	Richard Arlen-Veda Ann Borg	68	9/29/46	b9/28/46
Big Fix, The (D)A	Noreen Nash-Shelia Ryan	61	4/19/47	b5/10/47
Blonde for a Day (C)F	H. Beaumont-Kathryn Adams	67	8/29/46	b8/3/46
Born to Speed (D)F	Johnny Sands-Terry Austin	65	1/12/47	b1/25/47
Down Missouri Way (M)F	Martha O'Driscoll-William Wright	74	8/15/46	b7/13/46
Her Sister's Secret (D)A	N. Coleman-P. Reed-M. Lindsay	83	9/23/46	b9/14/46
Secrets of a Sorority Girl (D)A	Mary Ware-Rick Vallin	58	8/1/46	b8/24/46
Strange Holiday (D)F	Claude Rains-Martin Kosleck	57	9/2/46	b10/27/45

CURRENT 1946-'47

Brute Man, The (H)A	Tom Neal-Jane Adams	58	10/1/46	b10/26/46
Devil on Wheels, The (D)F	D. Hickman-J. Ford-J. Cardwell	67	3/2/47	b1/25/46
Don Ricardo Returns	Isabelita-Fred Coby		11/5/46	a9/21/46
Gas House Kids Go West	C. Williams-J. Shelton-A. Switzer		10/28/46	
Kit Carson	D. Andrews-L. Bari-J. Hall	97	3/22/47	
Lady Chaser	Ann Savage-Robert Lowery	60	11/25/46	
Last of the Mohicans	R. Scott-B. Barnes-H. Wilcoxen	94	3/22/47	Reissue
Lighthouse	J. Lang-D. Castle-J. Litel	64	1/10/47	a10/19/46
Philo Vance Returns (My)F	W. Wright-R. Ames-I. Adrian	64	4/14/47	b4/26/47
Philo Vance's Gamble (My)A	Alan Curtis-Frank Jenks-Terry Austin	60	4/12/47	b4/26/47
Philo Vance Secret Mission	Alan Curtis-Sheila Ryan		3/20/47	
Return of Rin-Tin-Tin *V	D. Woods-B. Blake-C. Drake		2/20/47	
Three on a Ticket (My)F	Hugh Beaumont-Cheryl Walker	64	4/5/47	b4/5/47
Untamed Fury (D)A	Mikel Conrad-Gaylord Pendleton	61	3/22/47	b3/29/47
Wild West *C (W)F	Eddie Dean-Roscoe Ates	73	12/1/46	b11/30/46

COMING

Bury Me Dead	M. Daniels-G. McClure-C. O'Donnell			
Corsican Brothers	D. Fairbanks Jr.-Tamiroff-Warrick	111	5/24/47	Reissue
Heartaches	H. Ryan-C. Wills		6/28/47	
International Lady	G. Brent-I. Massey-B. Rathbone	102	5/24/47	Reissue
It's Moider	Alfalfa Switzer-Gas House Kids			
Killer at Large	Anabel Shaw-Robert Lowery		5/31/47	
Man Wanted	Anabel Shaw-Robert Lowery			
Philo Vance's Peril	W. Wright-L. Balasco-R. Ames			b1/25/47
Silent Voice	Sheila Ryan-Edward Norris			a4/26/47
Stepchild	B. Joyce-D. Woods	70	6/7/47	a3/22/47
Tomorrow You Die	J. Ireland-S. Ryan-H. Beaumont			
Too Many Winners	Hugh Beaumont-Trudy Marshall		5/24/47	a3/22/47

Westerns (Current)

Code of the Plains	Buster Crabbe-Al St. John	36	4/26/47	Reissue
Frontier Fighters	B. Crabbe-Al St. John-M. Manners	41	4/26/47	Reissue
Law of the Lash (W)F	Al LaRue-Al St. John	53	2/28/47	b3/1/47
Panhandle Trail	Buster Crabbe-Al St. John		4/26/47	Reissue
Prairie Rustlers (W)F	Buster Crabbe-Al St. John	54	11/7/45	b8/10/46
Raiders of Red Rock	B. Crabbe-Al St. John	38	4/26/47	
Range Beyond the Blue (W-M)F	Eddie Dean	53	3/17/47	
Shootin' Irons	Jim Newhill-Tex O'Brien	40	4/26/47	Reissue
Thundergap Outlaws	Tex O'Brien-Jim Newhill	38	4/26/47	Reissue
Wild Country (W)F	Eddie Dean	55	1/17/47	b2/1/47
Wild West	E. Dean-A. Ates	59	12/1/46	

Westerns (Coming)

Black Hills	Eddie Dean-Roscoe Ates			
Border Feud (W)F	Al LaRue-Al St. John	53	5/10/47	b5/24/47
Ghost Town Renegades	Al LaRue-Fuzzy St. John-J. Holt			
Gun Fighter	Al LaRue-Al St. John-Mary Scott			a12/18/46
Pioneer Justice	Al LaRue-Fuzzy St. John-J. Holt		6/28/47	

RKO-RADIO

Block No.	CURRENT 1946-'47		Trade Shown	
5	A Likely Story (C)F	Bill Williams-Barbara Hale	May	b4/19/47
5	Banjo (C-D)F	S. Moffet-J. White-W. Reed	May	b4/19/47
4	Beat the Band (M)F	Frances Langford-Gene Krupa	Feb.	b3/1/47
Sp.	Best Years of Our Lives, The (D)A	D. Andrews-M. Loy-F. March	Dec.	b11/23/46
5	Born to Kill (D)A	C. Trevor-L. Tierney-W. Slezak	April	b4/19/47
2	Child of Divorce (D)A	Sharyn Moffett-Regis Toomey	Oct.	b10/19/46
4	Code of the West	James Warren-John Laurenz	Feb.	a8/10/46
3	Crack-Up (D)A	P. O'Brien-C. Trevor-H. Marshall	June	b6/15/46
2	Criminal Court (My)A	T. Conway-M. O'Driscoll	Aug.	b8/10/46
6	Desperate (G)A	Steve Brodie-Audrey Long		b5/17/47

L

Lady from Chungking, The	Col.
Lady in the Lake	MGM
Last Crooked Mile	Rep.
Last of the Mohicans	PRC
Last of the Redmen	Col.
Laughing Lady	Mon.
Les Miserables	20th-Fox
Les Miserables	Mon.
Life With Father	WB
Lightning Raiders	PRC
Little Iodine	UA
Little Men	Astor
Little Miss Big	Univ.
Little Miss Broadway	Col.
Little Mister Jim	MGM
Living in a Big Way	MGM
Locket, The	RKO
Lone Wolf in London	Col.
Lone Wolf in Mexico	Col.
Long Night	RKO
Lost Honeymoon	EL
Lost Moment's, The	Univ.
Louisiana	Mono.
Love and Learn	WB
Love from a Stranger	EL
Love Laughs at Andy Hardy	MGM
Love on the Dole	Misc.
Lured	UA

M

Macomber Affair	UA
Magic Bow	Univ.
Magic Town	RKO
Magnificent Doll	Univ.
Magnificent Obsession	Univ.
Magnificent Rogue	Rep.
Man About Town	RKO
Man from Colorado, The	Col.
Man from Morocco	Misc.
Man Wanted	PRC
Man Within, The	Misc.
Marauders, The	UA
Margie	20th-Fox
Meet Me at Dawn	20th-Fox
Memory of Love	RKO
Men of Two Worlds	Misc.
Merton of the Movies	MGM
Michigan Kid	Univ.
Mighty McGurk, The	MGM
Millerson Case, The	Col.
Millie's Daughter	Col.
Miracle on 34th St.	20th-Fox
Mising Lady	Mono.
Mr. Ace	UA
Mr. District Attorney	Col.
Mr. Hex	Mono.
Monsieur Beaucaire	Para.
Monsieur Verdoux	UA
Moss Rose	20th-Fox
Mourning Becomes Electra	RKO
Mother Wore Tights	20th-Fox
Mutiny in the Big House	Mono.
My Awful Wife	Col.
My Brother Talks to Horses	MGM
My Dog Shep	SGP
My Darling Clementine	20th-Fox
My Favorite Brunette	Para.
My Heart Goes Crazy	Univ.
My Wild Irish Rose	WB

N

'Neath Canadian Skies	SGP
Never Say Goodbye	WB
New Orleans	UA
Nicholas Nickelby	Misc.
Night and Day	WB
Nightmare Alley	20th-Fox
Night Unto Night	WB
Nobody Lives Forever	WB
Nocturne	RKO
No Leave, No Love	MGM
Nora Prentiss	WB
North of the Border	SGP
North Star	FC
Northwest Outpost	Rep.
Notorious	RKO
Notorious Gentleman	Univ.
Notorious Lone Wolf	Col.

O

Odd Man Out	Univ.
Of Mice and Men	Favorite
Off to Buffalo	20th-Fox
Oh Say Can You Sing	Univ.
One Hundred Men And A Girl	Univ.
One Million B.C.	Favorite
One Romantic Night	Astor
On the Old Spanish Trail	Rep.
Other Love	UA
Out California Way	Rep.
Out of the Blue	EL
Out of the Past	RKO
Outlaw	UA
Overlanders, The	Univ.

P

Palmy Days	FC
Paradine Case	Selznick
Partners of the Plains	SGP
Perfect Marriage	Para.
Perils of Pauline	Para.
Personality Kid	Col.
Philo Vance's Gamble	PRC
Philo Vance Returns	PRC

Title	Company
Philo Vance's Peril	PRC
Philo Vance's Secret Mission	PRC
Piccadilly Incident	MGM
Pilgrim Lady	Rep.
Pirates, The	MGM
Pirates of Monterey	Univ.
Plainsman	Para.
Plainsman and the Lady	Rep.
Portrait of Jennie	SRO
Possessed	WB
Prince of Thieves	Col.
Prison Story	RKO
Private Affairs of Bel Ami	UA
Pursued	**WB**

Q

Queen of the Amazons	SGP
Queen of the Yukon	Mono.

R

Rage in Heaven	MGM
Raider	Misc.
Ramrod	UA
Razor's Edge	20th-Fox
Red House	UA
Red Pony, The	Rep.
Renegade Girl	SGP
Repeat Performance	EL
Resistance	Misc.
Return of Monte Cristo	Col.
Return of Rin-Tin-Tin	PRC
Return of the Scarlet Pimpernel	FC
Ride the Pink Horse	Univ.
Riding the California Trail	Mono.
Riff-Raff	RKO
Road to Rio	Para.
Road Show	Favorite
Robin Hood of Monterey	Mono.
Rolling Home	SGP
Roll on Texas Moon	Rep.
Romance of Rosy Ridge, The	MGM
Root of All Evil	Misc.
Rupert of Hentzau	SRO
Rustlers Valley	SGP
Runaround	**Univ.**

S

Saigon	Para.
San Demetrio, London	20th-Fox
San Quentin	RKO
St. Francis of Assisi	Misc.
Sarge Goes to College	Mono.
Scared to Death	SGP
Scarface	Astor
Scarlet Pimpernel, The	FC
School for Danger	Misc.
School for Secrets	Misc.
Scudda Hoo, Scudda Hay	20th-Fox
Sea Bandits	Favorite
Sea Hawk, The	WB
Sea of Grass	MGM
Sea Wolf, The	WB
Searching Wind	Para.
Second Chance	20th-Fox
Second Chorus	Astor
Secret Beyond the Door, The	U-I
Secret Heart, The	MGM
Secret Life of Walter Mitty	RKO
Secrets of Sorority Girl	PRC
Secrets of the Whistler	Col.
Seven Keys to Baldpate	RKO
Seven Were Saved	Para.
Shadow of a Woman	WB
Shadowed	Col.
Shadows Over Chinatown	Mono.
Shaggy	Para.
Shocking Miss Pilgrim	20th-Fox
Show-Off	MGM
Shoot to Kill	Screen Guild
Silent Voice	PRC
Silver Devil	Astor
Silver River	WB
Sinbad the Sailor	RKO
Singapore	Univ.
Singin' In the Corn	Col.
Sin of Harold Diddlebock	UA
Sky Devils	Astor
Slave Girl	Univ.
Sleep, My Love	UA
Slightly Scandalous	Univ.
Smash-Up	Univ.
Smoky River Serenade	Col.
So Dark the Night	Col.
So in Love	SRO
Something in the Wind	Univ.
Son of Rusty	Col.
Song of Love	MGM
Song of My Heart	Allied
Song of Scheherazade	Univ.
Song of the South	RKO
Song of the Thin Man	MGM
So Well Remembered	RKO
Spoilers of the North	Rep.
Spook Busters	Mono.
Sport of Kings	Col.
Springtime in the Sierras	Rep.
Stanrway to Heaven	Univ.
Stallion Road	WB
Stampede	UA
Stanley & Livingcston	20th-Fox
Stella Dallas	FC
Step-Child	PRC
Stork Bites Man	UA
Story of the Pope, The	Misc.
Strange Holiday	PRC
Strange Journey	20th-Fox
Strange Love of Martha Ivers	Para.
Strange Woman	UA
Stranger, The	RKO

RKO-RADIO (Continued)

CURRENT 1946-'47

Block No.			Run Time Mins.	Trade Shown	See Issue of
4	Devil Thumbs a Ride, The (D)A	Lawrence Tierney-N. Leslie	62	Feb.	b3/1/47
6	Dick Tracy's Dilemma (M)A	Ralph Byrd-Kay Christopher	60	June	b5/17/47
3	Dick Tracy vs. Cueball (D)F	Morgan Conway-Anne Jeffreys	62	Dec.	b11/9/46
3	Falcon's Adventure (D)F	Tom Conway-Madge Meredith	61	Dec.	b12/14/46
4	Farmer's Daughter, The (C-D)A	L. Young-J. Cotten-E. Barrymore	97	Feb.	b2/22/47
4	From This Day Forward (D)A	J. Fontaine-M. Stevens-A. Judge	95	Mar.	b3/2/46
2	Genius at Work (C)F	A. Carney-W. Brown-A. Jeffreys	61	July	b8/3/46
5	Honeymoon (C)F	S. Temple-F. Tone-G. Madison	74	June	b5/19/47
Sp.	It's a Wonderful Life (D)	J. Stewart-D. Reed-L. Barrymore	128	Dec.	b12/21/46
3	Locket, The (D)	Laraine Day-B. Aherne	86	Dec.	b12/21/46
Sp.	Long Night, The	Henry Fonda-Barbara Bel Geddes	101	May	a9/14/46
2	Nocturne (D)A	George Raft-Lynn Bari	85	Oct.	b10/19/46
Sp.	Notorious (My-D)A	Cary Grant-Ingrid Bergman	101	July	b7/27/46
3	San Quentin (D)A	L. Tierney-M. Carr-B. MacLane	66	Dec.	b12/7/46
Sp.	Sinbad the Sailor T (F)F	D. Fairbanks, Jr.-M. O'Hara	117	Jan.	b1/18/47
Sp.	Song of the South *T (D-M)F	Luana Patten-Bobby Driscoll	95	Nov.	b11/2/46
Sp.	Stranger, The (D)F	Ed. G. Robinson-L. Young-O. Welles	95	June	b6/25/46
5	Tarzan and the Huntress (D)F	J. Weismuller-B. Joyce	70	April	a3/22/47
6	They Won't Believe Me (D)A	Robert Young-Susan Hayward	95		b5/17/47
6	Thunder Mountain (W)F	T. Holt-R. Martin-M. Hyer	60		b5/17/47
4	Trail Street (W)F	R. Scott-R. Ryan-A. Jeffreys	83	Mar.	a3/1/47
3	Vacation in Reno (C)F	Jack Haley-Anne Jeffreys	60	Oct.	b10/12/46
6	Woman on the Beach, The (D)A	J. Bennett-R. Ryan-C. Bickford	71		b5/17/47

COMING

	Bachelor and the Bobby-Soxer	G. Grant-M. Loy-S. Temple	95		a8/31/46
	Bishop's Wife, The	G. Grant-T. Wright-D. Niven			
	Crossfire	R. Young-R. Mitchum-G. Grahame			
	Dick Tracy vs. the Gruesome Gang	R. Byrd-B. Karloff-A. Gwynne			
	Fighting Father Dunne	P. O'Brien-M. Dell-D. Hickman			
Sp.	Fun and Fancy Free	E. Bergen-D. Shore			
	Fugitive, The	Henry Fonda-Dolores Del Rio			
	How Dear to My Heart *T	Luana Patten-Bobby Driscoll			
	If You Knew Susie	E. Cantor-J. Davis-A. Joslyn			
	Indian Summer	A. Knox-A. Sothern-G. Tobias			
	I Remember Mama	I. Dunne-B. Bel Geddes-O. Homolka			
	Magic Town	James Stewart-Jane Wyman			
	Man About Town	Maurice Chevalier			
	Memory of Love	D. Andrews-M. Oberon-E. Barrymore			
	Mourning Becomes Electra	R. Russell-K. Paxinou-R. Massey			
	Out of the Past	Robert Mitchum-Jane Greer			a2/1/47
	Riff-Raff	Pat O'Brien- Anne Jeffreys			a6/1/46
	Secret Life of Walter Mitty, The *T	D. Kaye-V. Mayo-F. Bainter			a9/7/46
	Seven Keys to Baldpate	Phillip Terry-Jacqueline White			a3/22/47
	So Well Remembered	M. Scott-J. Mills			
	Tycoon *T	John Wayne-Laraine Day			
	Under the Tonto Rim	T. Holt-N. Leslie-R. Martin			

REPUBLIC

Current 1945-46

Prod. No.			Run Time Mins.	Trade Shown	See Issue of
520	Earl Carroll Sketchbook (M)F	C. Moore-W. Marshall	90	8/22/46	b8/17/46
528	G. I. War Brides (C)F	Anna Lee-James Ellison	69	8/12/46	b8/10/46
543	Heldorado (WM)F	Roy Rogers-Dale Evans-"Gabby" Hayes	70	12/15/46	b12/23/46
5542	Home in Oklahoma (W-M)F	R. Rogers-G. Hayes-D. Evans	72	11/8/46	b11/2/46
526	Inner Circle (My)F	Adele Mara-William Frawley	65	8/7/46	b12/7/46
529	Invisible Informer (My)A	Linda Sterling-William Henry	57	8/19/46	b8/24/46
527	Last Crooked Mile, The (My)A	D. Barry-A. Savage-T. Powers	67	8/9/46	b8/17/46
5503	Out California Way *U (WM)F	Monte Hale-Adrian Booth	67	12/5/46	b12/14/46
532	Plainsman and the Lady (W)F	W. Elliott-V. Ralston-G. Patrick	82	11/15/46	b11/9/46
542	Roll on Texas Moon (W-M)F	R. Rodgers-G. Hayes-Dale Evans	68	9/12/46	b9/14/46
533	That Brennan Girl (D)A	James Dunn-Mona Freeman	95	12/23/46	b11/16/46
541	Under Nevada Skies (W)F	R. Rogers-Dale Evans	69	8/26/46	b8/31/46

CURRENT 1946-'47

603	Affairs of Geraldine (C-D)F	Jane Withers-Jimmy Lydon	68	11/18/46	b10/26/46
608	Angel and the Badman (W)F	J. Wayne-G. Russell-I. Rich	100	2/15/46	b2/15/46
641	Apache Rose *U (W-M)F	Roy Rogers-Dale Evans	75	2/15/46	b3/22/47
642	Bells of San Angelo *U (W)	R. Rogers-D. Evans	71	4/15/47	b5/24/47
607	Calendar Girl (M)F	J. Frazee-W. Marshall	88	1/31/47	b2/8/47
604	Fabulous Suzanne (C)	Barbara Britton-Rudy Vallee	71	12/15/46	b12/21/46
605	Ghost Goes Wild, The (C)F	James Ellison-Anne Gwynne	66	3/8/47	b4/5/47
610	Hit Parade of 1947 (M)	E. Albert-C. Moore-J. Edwards	90	3/22/47	b5/3/47
601	I've Always Loved You *T (DM)F	Catherine McLeod-Philip Dorn	117	12/2/46	b8/31/46
606	Magnificent Rogue, The (C-D)A	L. Robert-W. Douglas	74	2/15/47	b11/23/46
602	Pilgrim Lady, The (C-D)A	Warren Douglas-Lynne Roberts	67	1/22/46	b1/25/47
612	Spoilers of the North (D)A	Paul Kelly-Evelyn Ankers	66	4/24/47	b5/10/47
611	Yankee Fakir (C)F	D. Frawley-J. Woodbury-C. Bevans	71	4/1/47	b4/12/47

COMING

	Bill and Coo	George Burton's Birds			
	Blackmail	W. Marshall-A. Mara-S. Bachelor			
	Complex	A. Dekker-L. Stirling-C. Drake			
	Driftwood	Wood-Brennan-Warrick-Jagger			
	Exposed	Adele Mara-Robert Scott			
	Flame, The	John Carroll-Vera Ralston			
	Northwest Outpost (O)F	Nelson Eddy-Ilona Massey	91		b5/10/47
	On the Old Spanish Trail *U	R. Rogers-T. Guizar-J. Frazee			
	Red Pony, The *T	M. Loy-R. Mitchum-L. Calhern			
	Springtime in the Sierras *U	Roy Rogers-Jane Frazee-Andy Devine			
609	That's My Gal *U	L. Roberts-D. Barry	66	5/15/47	a9/26/46
613	That's My Man (D)A	D. Ameche-C. McLeod	99	6/1/47	b4/12/47
	The Trespasser (D)	J. Martin-W. Douglas			a5/24/47
616	Web of Danger	A. Mara-B. Kennedy	58	6/10/47	a11/16/46
614	Winter Wonderland	L. Roberts-C. Drake	71	5/17/47	a9/14/46
	Wyoming	B. Elliott-V. Ralston			a3/8/47

Westerns (Current)

553	Cherokee Flash (W)F	Sunset Carson-Linda Stirling	55	12/13/46	a3/2/46
664	Homesteaders of Paradise Valley (W)F	Allan Lane-Bobby Blake	58	4/1/47	b4/12/47
5504	Last Frontier Uprising *U (W-M)F	Monte Hale-Adrian Booth	65	2/1/47	b4/12/47
558	Rio Grande Raiders	Sunset Carson-Linda Stirling	56	9/9/46	
661	Santa Fe Uprising (W)F	Allan Lane-Bobby Blake	57	11/15/46	b4/26/47

REPUBLIC (Continued)

Prod. No.	COMING		Run Time Mins.	Rel Date	See Issue of
681	Sioux City Sue (W)F	Gene Autry-Lynne Roberts	69	11/21/46	b11/30/46
662	Stagecoach to Denver (W)F	Allan Lane-Bobby Blake	56	12/23/46	b1/4/47
682	Trail to San Antone (W)F	Gene Autry-Peggy Stewart	57	1/25/47	b2/1/47
683	Twilight on the Rio Grande (W)F	G. Autry-S. Holloway-Cass County Boys	71	4/1/47	b4/19/47
663	Vigilantes of Boomtown (W)F	Allan Lane-Bobby Blake	56	2/15/47	b2/15/47

Westerns (Coming)

	Along the Oregon Trail *U	Monte Hale-Adrian Booth			
	Marshall of Cripple Creek	Allan Lane-Bobby Blake			
	Oregon Trail Scouts (W)F	Allan Lane-Bobby Blake	58	5/15/47	b5/24/47
	Robin Hood of Texas	Gene Autry-Lynn Roberts-Adele Mara			
	Rustlers of Devil's Canyon	Allan Lane-Bobby Blake			
	Saddle Pals	G. Autry-L. Roberts		7/1/47	
	Wild Frontier, The	Allan Lane-Jack Holt			

SCREEN GUILD PRODUCTIONS

CURRENT

HC12	Bar 20 Justice	Wm. Boyd-R. Hayden-G. Hayes	65	7/19/47	Reissue
4614	Bells of San Fernando (D)F	Donald Woods-Gloria Warren	69	4/5/47	b4/5/47
4613	Buffalo Bill Rides Again (W)F	Richard Arlen-Jennifer Holt	66	4/9/47	b4/5/47
4616	Bush Pilot	R. Hudson-J. LaRue-A. Willis	60	6/7/47	
HC10	Cassidy of Bar 20	Wm. Boyd-H. Clark-R. Hayden	59	5/10/47	Reissue
4605	Flight to Nowhere	E. Ankers-A. Curtis	75	8/15/46	a5/13/46
HC11	Heart of Arizona	Wm. Boyd-G. Hayes-R. Hayden	68	6/14/47	Reissue
4609	My Dog Shep	Flame (dog)-Tom Neal	60	12/1/46	
4606	'Neath Canadian Skies	R. Hayden-I. Cooper-L. Talbot	41	8/15/46	b8/24/46
4610	North of the Border	R. Hayden-I. Cooper	46	10/1/46	a8/24/46
HC09	Partners of the Plains	Wm. Boyd-H. Clark-R. Hayden	71	4/26/47	Reissue
4611	Queen of the Amazons (D)A	Patricia Morison-Robert Lowery	62	1/15/47	b3/29/47
4612	Renegade Girl (D)F	Alan Curtis-Ann Savage-Jack Holt	65	12/25/46	b3/29/47
4607	Rolling Home (D)F	J. Parker-R. Hayden-P. Blake	67	9/20/46	b2/8/47
HC07	Rustlers Valley	Wm. Boyd-G. Hayes-R. Hayden	60	3/15/47	Reissue
4608	Scared to Death *C	B. Lugosi-J. Compton	65	5/13/47	
4615	Shoot to Kill (D)A	R. Wade-E. MacDonald-S. Walters	60	5/17/47	b4/12/47
HC08	Texas Trail	Wm. Boyd-R. Hayden-G. Hayes	59	2/21/47	Reissue

COMING

	Burning Cross, The	Hank Daniels-Virginia Patton			
	Case of the Baby Sitter, The	Tom Neal-A. Jenkins-P. Blake	40	7/26/47	
	Dark Bullet	H. Wilcoxon-M. Brian-V. Dale	71	8/16/47	
	Hat Box Mystery	T. Neale-A. Jenkins-V. Sale	40	7/15/47	
	Hollywood Barn Dance	E. Tubb-L. Talbott-H. Boyce	65	6/21/47	
	Killer Dill (CD)A	Anne Gwynne-Frank Albertson	71	8/2/47	b5/17/47

SELZNICK RELEASING ORGANIZATION

CURRENT

	Duel in the Sun *T (WD)A	J. Jones-G. Peck-J. Cotten	138	4/17/47	b1/4/47

COMING

	Paradine Case, The	G. Peck-A. Todd-C. Laughton			
	Portrait of Jennie	J. Jones-J. Cotten			
	Rupert of Hentzau	Louis Jourdan-Valli			
	So in Love	Shirley Temple			

20TH-FOX

CURRENT 1946-'47

634	Anne and the King of Siam (D)F	I. Dunne-R. Harrison-L. Gargan	128	Aug.	b6/8/46
620	Behind Green Lights (D)A	Carole Landis-William Gargan	64	Feb.	b1/19/46
636	Black Beauty (D)F	Mona Freeman-Richard Denning	74	Sept.	b7/20/46
642	Bowery, The	Wallace Beery-Jackie Cooper	84	Oct.	Re-release
633	Centennial Summer *T (M)F	J. Crain-L. Darnell-C. Bennett	102	Aug.	b6/1/46
637	Claudia and David (D)F	Dorothy McGuire-Robert Young	78	Sept.	b7/27/46
648	Dangerous Millions (D)F	Kent Taylor-Dona Drake	69	Dec.	b12/7/46
635	Deadline for Murder (My)A	Sheila Ryan-Kent Taylor	65	Aug.	b6/22/46
640	Home Sweet Homicide (MyC)F	P. Ann Garner-R. Scott	90	Oct.	b7/20/46
638	If I'm Lucky (M)F	V. Blaine-P. Como-H. James	78	Sept.	b8/31/46
646	Margie *T (C-D)F	Jeanne Crain-Alan Young	93	Nov.	b10/19/46
645	My Darling Clementine (W-D)F	H. Fonda-L. Darnell-V. Mature	97	Nov.	b10/12/46
641	Sun Valley Serenade	Sonja Henie-John Payne	86	Sept.	Re-release
639	Three Little Girls in Blue *T (M)F	Haver-Blaine-G. Montgomery	90	Oct.	b9/7/46
649	Wake Up and Dream *T (M)F	John Payne-June Haver	92	Dec.	b11/30/46
644	Wanted for Murder (D)A	Eric Portman-Dulcie Gray	91	Nov.	b4/13/46

CURRENT 1947-'48

709	Alexander's Ragtime Band	T. Power-A. Faye-D. Ameche	106	Mar.	Re-release
711	Backlash (My)A	R. Travis-J. Rogers-L. Blake	66	Mar.	b3/22/47
706	Boomerang (D)A	Dana Andrews-Jane Wyatt	88	Feb.	b1/25/47
707	Brasher Doubloon, The (My)A	G. Montgomery-Nancy Guild	72	Feb.	b2/8/47
710	Carnival in Costa Rica *T (M)F	D. Haymes-C. Holm-C. Romero	96	April	b3/29/47
715	Ghost and Mrs. Muir, The (D)A	G. Tierney-R. Harrison-G. Sanders	104	May	b5/24/47
713	Homestretch, The *T (D)A	Maureen O'Hara-Cornel Wilde	99	May	b4/26/47
716	Jewels of Brandenburg (D)A	Richard Travis-Micheline Cheirel	64	May	b4/12/47
712	Late George Apley, The (D)A	Ronald Colman-Peggy Cummins	98	April	b2/3/47
704	Les Miserables	Fredric March-Chas. Laughton	109	Jan.	Re-release
701	Razor's Edge, The (D)A	T. Power-G. Tierney-J. Payne	146	Jan.	b11/23/46
714	San Demetrio, London (D)A	W. Fitzgerald-A. Young-R. Michael	76	April	b4/4/47
703	Shocking Miss Pilgrim *T	Betty Grable-Dick Haymes	85	Jan.	b1/4/47
705	Stanley & Livingstone	Spencer Tracy-Richard Green	101	Jan.	Re-release
708	Strange Journey (D)F	Paul Kelly-Osa Massen	67	Feb.	b9/14/46
702	13 Rue Madeleine (D)	Jams Cagney-Annabella	95	Jan.	b12/21/46

COMING

	Bob, Son of Battle *T	P. A. Garner-L. McCallister			a9/28/46
	Captain from Castile *T	T. Power-J. Peters-C. Romero			
	Crimson Key, The	Kent Taylor-Doris Dowling			
	Forever Amber *T	L. Darnell-C. Wilde-G. Sanders			
	Foxes of Harrow, The	R. Harrison-M. O'Hara-R. Haydn			
	Invisible Wall, The	Don Castle-Virginia Christine			
	I Wonder Who's Kissing Her Now *T	June Haver-Mark Stevens			a9/14/46
	Meet Me At Dawn (C-D)F	William Eythe-Hazel Court	99		b1/18/47
718	Miracle on 34th St. (C)F	J. Payne-M. O'Hara	96	June	b5/10/47
717	Moss Rose (M-D)A	V. Mature-P. Cummings-E. Barrymore	82	June	b5/24/47
	Mother Wore Tights *T	B. Grable-D. Dailey-P. A. Garner			a11/16/46
	Nightmare Alley	T. Power-J. Blondell-Helen Walker			
	Off to Buffalo *T	N. Guild-D. Dailey-C. Winninger			
	Scudda Hoo, Scudda Hay *T	J. Haver-L. McCallister-A. Revere			a5/17/47
	Second Chance	K. Taylor-Louise Currie-D. Hoey			

Title	Company
Suddenly It's Spring	Para.
Three Steps Out	UA
Summer Holiday	MGM
Sun Valley Serenade	20th-Fox
Suspense	Mono.
Swell Guy	Univ.
Sweet Genevieve	Col.
Sweethearts of Sigma Chi	Mono.
Swiss Family Robinson	Astor
Swordsman	Col.

T

Tarzan and the Huntress	RKO
Temptation	Univ.
Temptation Harbour	Misc.
Tenth Avenue Angel	MGM
Texas, Brooklyn & Heaven	UA
That Brennan Girl	Rep.
That's My Gal	Rep.
That's My Man	Rep.
That Way with Women	WB
The Kissing Bandit	MGM
The Man I Love	WB
There Goes My Heart	Favorite
The Time of Your Life	Col.
The Time, the Place & the Girl	WB
They Made Me a Killer	Para.
They Passed This Way	UA
They Won't Believe Me	RKO
Thief of Bagdad	EC
Thieves' Holiday	UA
13 Rue Madeleine	20th-Fox
Thirteenth Hour	Col.
This Happy Breed	Univ.
This Time for Keeps	MGM
Thrill of Brazil	Col.
Three Little Girls in Blue	20th-Fox
Three on a Ticket	PRC
Three Were Thoroughbreds	Col.
Three Wise Fools	MGM
Thunder in the City	Astor
Thunder Mountain	RKO
Till the Clouds Roll By	MGM
Time of Their Lives	Univ.
Time of Your Life	UA
Time Out of Mind	Univ.
Tom Brown's Schooldays	Astor
Tomorrow You Die	PRC
Too Many Winners	PRC
Topper Returns	Favorite
Topper Takes a Trip	Favorite
Torment	Misc.
Trail Street	RKO
Trap, The	Mono.
Treasure of the Sierra Madre	WB
Trespasser, The	Rep.
Trouble With Women	Para.
Two Blondes and a Redhead	Col.
Two Guys From Milwaukee	WB
Two Guys From Texas	WB
Two Mrs. Carrols	WB
Two Smart People	MGM
Two Years Before the Mast	Para.
Tycoon	RKO

U

Unconquered	Para.
Undercover Maisie	MGM
Undercurrent	MGM
Under Nevada Skies	Rep.
Under the Tonto Rim	RKO
Unexpected Guest	UA
Unfaithful	WB
Unfinished Dance	MGM
Unholy Garden	FC
Unsuspected, The	Warner Bros.
Untamed Fury	PRC

V

Vacation Days	Mono.
Vacation in Reno	RKO
Variety Girl	Para.
Vendetta	UA
Verdict	WB
Vigiliantes Return	Univ.
Violence	Mono.
Voice of the Turtle	WB

W

Wake Up and Dream	20th-Fox
Wallflower	Warner Bros.
Wanted for Murder	20th-Fox
Web, The	Univ.
Web of Danger	Rep.
Welcome Stranger	Para.
Wellbegger's Daughter	Misc.
Western Jag	EC
Where There's Life	Para.
While the Sun Shines	Misc.
Whiplash	WB
Whispering Smith	Para.
White Cradle Inn	Misc.
White Tie and Tails	Univ.
Who Killed Doc Robin	UA
Wicked Lady	Univ.
Wild Beauty	Univ.
Wild Bill Hickok Rides	WB
Wild Horse	Rep.
Wild West	PRC
Winter Wonderland	Rep.
Wistful Widow of Wagon Gap	U-I
Wolf Call	Mono.
Woman Chases Man	EC
Woman in White	WB
Woman on the Beach	RKO
Wyoming	Rep.

Y

Yankee Fakir	Rep.
Yearling, The	MGM
Years Between	Univ.
You Can't Cheat an Honest Man	Univ.

TITLE CHANGES

"It's Murder, She Says" (Rep.) now EXPOSED

"Tragic Symphony" (Mono.) now SONG OF MY HEART

NEW PICTURES STARTED LAST WEEK

METRO-GOLDWYN-MAYER
If Winter Comes—Principals: Walter Pidgeon, Deborah Kerr, Angela Lansbury. Director, Victor Saville.

RKO
I Remember Mama—Principals: Irene Dunne, Barbara Bel Geddes, Oscar Homolka. Director, George Stevens.

SCREEN GUILD
The Burning Cross—Principals: Hank Daniels, Virginia Patton, Raymond Bond. Director, Walter Colmes.

20TH-FOX
Nightmare Alley—Principals: Tyrone Power, Joan Blondell, Helen Walker. Director, Edmund Goulding.

UNITED ARTISTS
Sleep, My Love—Principals: Claudette Colbert, Robert Cummings, Don Ameche. Director, Douglas Sirk.

ADVANCE DATA
On Forthcoming Product

HIGH TIDE (Mono.) *Drama. Principals*: Don Castle, Lee Tracy, Anabel Shaw, Julie Bishop. *Director*, John Reinhardt. *Plot*: Two men are pinned under a car which overturns on a coastal highway. One of them, editor of a paper, is mortally injured. As they lay there waiting for the tide to come in and cover them, the story develops that they were involved in a gang war in which the editor's boss was killed. As the editor dies with the tide creeping up on them, he confesses that he killed his boss to gain control of the paper. The other man is able to free himself and crawls to safety.

WHO KILLED DOC ROBIN? (UA) *Drama. Principals*: Virginia Grey, Don Castle, George Zucco. *Director*, Bernard Carr. *Plot*: A doctor disappears in an explosion on his gloomy estate and his nurse is charged with his murder. At her trial, a gang of kids unwittingly involve their friend, a college professor who quarrelled with the doctor over the development of an atomic bomb. To procure a decisive piece of evidence, the kids invade the doctor's mansion where they are beset by hair-raising adventures, and arrive at an amazing solution.

KILROY WAS HERE (Mono.) *Comedy-Drama. Principals*: Jackie Cooper, Jackie Coogan, Wanda McKay. *Director*, Phil Karlson. *Plot*: The ambition of a returning GI named Kilroy is to outdistance the Kilroy jokes and to get an education, but he finds himself one-half credit short for college entrance. A co-ed with journalistic ambitions prepares feature stories about the college advent of Kilroy, most talked-about GI, and is able to get him registered. But when her newspaper stories break, a furore engulfs Kilroy. It's all disentangled and there's a happy ending.

LOUISIANA (Mono.) *Comedy-Drama. Principals*: Jimmie Davis, Margaret Lindsay, John Gallaudet. *Director*, Phil Karlson. *Plot*: Jimmie

(*Continued on Next Page*)

UNITED ARTISTS

Prod. No.			Run Time Mins.	Rel. Date	See Issue of
	CURRENT 1945-1946				
	Caesar and Cleopatra *T (D)A	Claude Rains-Vivien Leigh	126	8/16/46	b12/22/46
	Outlaw, The (D)A	Jane Russell-Walter Huston	115	2/8/46	b3/23/46
	CURRENT 1946-'47				
	Abie's Irish Rose (C)F	Joanne Dru-Michael Chekhov	96	12/27/46	b11/30/46
	Adventures of Don Coyote *C (W)F	F. Rafferty-M. Cramer	66	5/9/47	b5/3/47
	Angel on My Shoulder (C-D)A	P. Muni-A. Baxter-C. Rains	100	9/16/46	b9/21/46
	Bachelor's Daughters, The (C)F	G. Russell-C. Trevor-A. Dvorak	90	9/6/46	b9/14/46
	Chase, The (D)A	Robert Cummings-Michele Morgan	85	11/22/46	b10/19/46
	Devil's Playground, The (W)F	William Boyd-Andy Clyde	65	11/15/46	b9/21/46
	Fabulous Dorseys, The (M)F	T. Dorsey-J. Dorsey-J. Blair	87	2/21/47	b3/1/47
	Fool's Gold (W)F	William Boyd-Andy Clyde	65	1/31/47	b10/12/46
	Little Iodine (C)F	Jo Ann Marlowe-Marc Cramer	57	10/11/46	b9/14/46
	Macomber Affair, The (D)A	Gregory Peck-Joan Bennett	90	3/21/47	b1/25/47
	Mr. Ace (D)A	George Raft-Sylvia Sidney	82	8/2/46	b8/31/46
	New Orleans (D-M)A	A. deCordova-D. Patrick	90	4/16/47	b5/3/47
	Private Affairs of Bel Ami, The (D)A	George Sanders-Angela Lansbury	115	3/7/47	b3/1/47
	Ramrod (W-D)A	J. McCrea-V. Lake-D. DeFore	94	5/2/47	b3/1/47
	Red House, The (My)A	Ed. G. Robinson-L. McCallister	98	2/7/47	b2/8/47
	Sin of Harold Diddlebock, The	H. Lloyd-R. Walburn-J. Conlin	89	4/4/47	a2/9/46
	Strange Woman, The (D)A	H. Lamarr-G. Sanders-L. Hayward	100	10/25/46	b11/2/46
	Susie Steps Out (C-D)F	David Bruce-Cleatus Caldwell	65	12/13/46	b11/23/46
	Unexpected Guest, The (W)F	Wm. Boyd-Andy Clyde	60	3/28/47	b12/14/46
	COMING				
	Atlantis	Maria Montez-Jean Pierre Aumont			a4/5/47
	A Miracle Can Happen	James Stewart-Henry Fonda			
	Arch of Triumph (D)	I. Bergman-C. Boyer			a5/3/47
	Body and Soul	John Garfield-Lillie Palmer			
	Carnegie Hall (D-M)A	M. Hunt-W. Prince-M. O'Driscoll	134		b3/1/47
	Christmas Eve	G. Raft-G. Brent-R. Scott-J. Blondell			a3/29/47
	Copacabana (M-C)F	C. Miranda-A. Russell-G. Marx	92	5/30/47	b5/24/47
	Curly *C	Frances Rafferty-Larry Olsen			a5/25/46
	Dangerous Venture (W)F	A. Clyde-W. Boyd-B. Alexander	59	5/23/47	a2/22/47
	Dishonored Lady (D)A	H. Lamarr-D. O'Keefe-J. Loder	89	5/19/47	b4/26/47
	Fabulous Joe	Walter Abel-Margot Grahame			
	Fanny By Gaslight	James Mason-Phyllis Calvert			
	Fun on a Weekend (C)A	Priscilla Lane-Eddie Bracken	93	5/15/47	b4/12/47
	Heaven Only Knows	Robert Cummings-Brian Donlevy			a1/4/47
	Henry the Fifth (D)F *T	L. Olivier-R. Asherson	134		b4/27/46
	Here Comes Trouble	William Tracy-Patti Morgan			a8/24/46
	Hoppy's Holiday (W)F	William Boyd-Mary Ware	60		b5/10/47
	Intrigue	G. Raft-J. Havoc-D. Seymour			
	Lured (D)	G. Sanders-L. Ball			a5/10/47
	Marauders, The	W. Boyd-R. Brooks-A. Clyde			
	Monsieur Verdoux (C-D)A	Charles Chaplin-Martha Raye	123		b4/19/47
	Other Love, The (D)A	Barbara Stanwyck-David Niven	96		b4/5/47
	Sleep, My Love	C. Colbert-R. Cummings-D. Ameche			
	Stampede	John Wayne-Walter Brennan			
	Stork Bites Man	Jackie Cooper-Gene Roberts			a2/15/47
	Time of Your Life	J. Cagney-Wm. Bendix-J. Cagney			
	Vendetta (D)	Hillary Brooke-Faith Domergue			a5/10/47
	Who Killed Doc Robin	E. Janssen-L. Olsen-D. Belding			

UNIVERSAL-INTERNATIONAL

	CURRENT 1945-1946				
543	Black Angel, The (D)A	D. Duryea-J. Vincent-P. Lorre	80	8/2/46	b8/3/46
547	Dead of Night (D)A	Michael Redgrave-Googie Withers	77	8/23/46	b7/6/46
548	Killers, The (My)A	Ava Gardner-Albert Dekker	102	8/30/46	b8/17/46
549	Little Miss Big (D)F	Fay Holden-Beverly Simmons	61	8/30/46	b9/7/46
	Overlanders, The (D)F	Chips Rafferty-John Hayward	91		b9/28/46
544	Slightly Scandalous (C-M)F	Fred Brady-Paula Drew	63	8/2/46	b8/3/46
1065	They Were Sisters (D)A	Phyllis Calvert-James Mason	108	9/20/46	b7/27/46
546	Time of Their Lives, The (C)F	Abbott & Costello	82	8/16/46	b8/17/46
550	White Tie and Tails (C-D)A	Dan Duryea-Ella Raines-William Bendix	77	8/30/46	b9/14/46
545	Wild Beauty (D)F	Don Porter-Lois Collier	61	8/9/46	b8/17/46
	CURRENT 1946-'47				
	Brief Encounter (D)A	Celia Johnson-Trevor Howard	86		b5/3/47
612	Buck Privates Come Home (C)F	Bud Abbott-Lou Costello	77	April	b3/15/47
	Captive Heart, The (D)A	Michael Redgrave-Mervyn Johns	87		b4/13/45
601	Dark Mirror, The (My)A	O. DeHavilland-Lew Ayres	85	Oct.	b10/15/46
2791	Destry Rides Again	M. Dietrich-J. Stewart	94	Mar.	Reissue
	Egg and I, The (C)F	Claudette Colbert-Fred MacMurray	108		b3/23/47
607	I'll Be Yours (C-M)F	D. Durbin-T. Drake-W. Bendix	93	Jan.	b1/25/47
2794	I Stole a Million	G. Raft-C. Trevor-D. Foran	78	April	Reissue
	Johnny Frenchman	Francoise Rosay-Patricia Roc	104		
602	Magnificent Doll (D)F	G. Rogers-D. Niven-B. Meredith	94	Nov.	b11/23/46
2795	Magnificent Obsession	Irene Dunne-Robert Taylor	101	May	Reissue
610	Michigan Kid *C (W)F	John Hall-Rita Johnson	69	Mar.	b2/15/47
1066	Notorious Gentleman, The (D)A	Rex Harrison-Lilli Palmer	106	Nov.	b2/16/46
	Odd Man Out (D)A	James Mason-Robert Newton	116	June	b2/14/47
2796	One Hundred Men and a Girl	Deanna Durbin-L. Stokowski	84	May	Reissue
608	Song of Scheherazade *T (M)F	Y. DeCarlo-B. Donlevy-J. P. Aumont	106	Mar.	b2/1/47
609	Smash-Up, The Story of a Woman (D)A	S. Hayward-L. Bowman-E. Albert	102	Mar.	b2/8/47
611	Stairway to Heaven *T (D)A	David Niven-R. Massey	103	Mar.	b11/16/46
606	Swell Guy (D)A	Sonny Tufts-Ann Blyth	86	Jan.	b12/14/46
604	Temptation (D)A	M. Oberon-G. Brent-C. Korvin	98	Dec.	b12/14/46
	This Happy Breed *T (D)A	Robert Newton-Celia Johnson	110		b4/19/47
614	Time Out of Mind (D)A	P. Calvert-R. Hutton-E. Raines	88	May	b3/22/47
2793	You Can't Cheat an Honest Man	W. C. Fields-Edgar Bergen	73	April	Reissue
	Vigilantes Return *C	Jon Hall-Margaret Lindsay		June	a7/13/46
	Web, The (M)	V. Price-E. Raines	87	June	b5/24/47
2792	When the Daltons Rode	R. Scott-K. Francis-B. Donlevy	81	Mar.	Reissue
605	Wicked Lady, The (D)A	M. Lockwood-J. Mason-P. Roc	98	Jan.	b1/12/47
	COMING				
	A Lady Surrenders (D)A	Margaret Lockwood-Stewart Granger	113		b10/12/46
	Black Narcissus *T (D)F	D. Kerr-Sabu	100		b5/3/47
	Brute Force	B. Lancaster-H. Cronyn-C. Pickford			a4/29/47
	Exile, The	D. Fairbanks, Jr.-M. Montez-P. Croset			
	For the Love of Mary	D. Durbin-J. Dall-D. O'Connor			a4/19/47
	Great Expectations (D)	John Mills-Valerie Hobson	116		b12/21/46
	I Know Where I'm Going (D)F	W. Hiller-R. Livesy-P. Brown	91		b1/5/46
	Ivy	Joan Fontaine-Patric Knowles			

UNIVERSAL-INTERNATIONAL (Continued)

Prod. No.	COMING		Run Time Mins.	Rel. Date	See Issue of
	Lost Moment, The	S. Hayward-R. Cummings-J. Loring			
	Magic Bow, The (D-M)F	Stewart Granger-Phyllis Calvert	106		b9/28/46
	My Heart Goes Crazy *T (M)F	Sid Field-Greta Gynt	120		b9/7/46
	Oh Say Can You Sing	Sheila Ryan-Fred Brady			a5/25/46
	Pirates of Monterey *T	Maria Montez-Rod Cameron-P. Reed			a5/25/46
	Ride the Pink Horse	R. Montgomery-W. Hendrix			
	Secret Beyond the Door (D)	J. Bennett-M. Redgrave-A. Revere			a5/17/47
	Singapore	F. MacMurray-A. Gardner-P. Dorn			
	Slave Girl *T	Yvonne deCarlo-George Brent			a8/17/46
	Something in the Wind	D. Durbin-J. Hall-D. O'Connor			
	Wistful Widow of Wagon Gap	B. Abbott-L. Costello-M. Main			
	Years Between, The	M. Redgrave-V. Hobson-F. Robson			

WARNER BROS.

CURRENT 1945-1946

523	Night and Day *T (BM)	C. Grant-A. Smith-J. Wyman	128	8/3/46		b7/13/46
524	Two Guys From Milwaukee (C)F	Dennis Morgan-Joan Leslie	90	8/17/46		b7/27/46

CURRENT 1946-'47

613	The Beast With Five Fingers (H)	Robert Alda-Andrea King	88	2/8/47		b12/21/46
601	Big Sleep, The (My)A	Humphrey Bogart-Lauren Bacall	118	8/31/46		b8/17/46
603	Cloak and Dagger (D)A	Gary Cooper-Lilli Palmer	106	9/28/46		b9/7/46
605	Deception (D)A	B. Davis-P. Henreid-C. Rains	112	10/26/46		b10/19/46
612	Humoresque (D)A	J. Crawford-J. Garfield-O. Levant	126	1/25/47		b12/23/46
608	Kings Row	A. Sheridan-R. Cummings-R. Reagan	127	12/7/46		Reissue
620	Love and Learn (C-M)A	J. Carson-R. Hutton-M. Vickers-J. Paige	83	5/3/47		b3/29/47
606	Never Say Goodbye (C)F	Errol Flynn-Eleanor Parker	96	11/9/46		b10/26/46
614	Nora Prentiss (D)A	A. Sheridan-K. Smith-R. Alda	113	2/22/47		b2/8/47
604	Nobody Lives Forever (D)A	J. Garfield-G. Fitzgerald	100	10/12/46		b9/28/46
615	Pursued	Teresa Wright-Robert Mitchum	101	3/2/47		
616	The Sea Hawk	Errol Flynn-Claude Rains	109	4/26/47		Reissue
619	The Sea Wolf	E. G. Robinson-I. Lupino-J. Garfield	87	4/25/47		Reissue
602	Shadow of a Woman (D)A	Andrea King-Helmut Dantine	78	9/14/46		b8/17/46
617	Stallion Road (D)A	R. Reagan-A. Smith-Z. Scott	97	4/12/47		b3/2/47
616	That Way With Women (C)F	S. Greenstreet-M. Vickers-D. Clark	85	3/29/47		b2/15/47
611	The Man I Love (D)A	Ida Lupino-Robert Alda	97	1/11/47		b12/28/46
610	The Time, the Place and the Girl *T (CM)F	D. Morgan-J. Carson-J. Wyman	108	12/28/46		b12/14/46
621	Two Mrs. Carrolls ,The (D)A	H. Bogart-B. Stanwyck-A. Smith	99	5/24 47		b4 5/47
607	Verdict, The (D)A	S. Greenstreet-P. Lorre-J. Lorring	86	11/23/46		b11/9/46
609	Wild Bill Hickok Rides	C. Bennett-B. Cabot-W. William	72	12/7/46		Reissue

COMING

622	Cheyenne (W-D)F	Dennis Morgan-Jane Wyman	100	6/14/47		b4/26/47
	Cry Wolf	Errol Flynn-Barbara Stanwyck				a9/7/46
	Dark Passage (D)	H. Bogart-L. Bacall-B. Bennett				a5/17/47
	Deep Valley	Dane Clark-Ida Lupino-Wayne Morris				a4/5/47
	Escape Me Never	E. Flynn-I. Lupino-G. Young				a3/8/46
	Life with Father *T	I. Dunne-W. Powell-E. Taylor				a9/14/46
	My Wild Irish Rose *T	D. Morgan-A. King-A. Dahl				
	Night Unto Night (D)	Ronald Reagan-Viveca Lindfors				a5/10/47
	Possessed (D)	J. Crawford-Van Heflin-R. Massey				a5/24/47
	Silver River	E. Flynn-A. Sheridan-T. Mitchell				
	Treasure of the Sierra Madre	H. Bogart-W. Huston-T. Holt				
	Two Guys From Texas *T	J. Carson-D. Morgan-D. Malone				
623	Unfaithful, The	A. Sheridan-Z. Scott-L. Ayers	109	7/5/47		
	Unsuspected, The	Joan Caulfield-Claude Rains				
	Voice of the Turtle	R. Reagan-E. Parker-E. Arden				
	Wallflower	Robert Hutton-Joyce Reynolds				
	Whiplash	D. Clark-A. Smith-S. Z. Sakall				
	Woman in White, The	A. Smith-E. Parker-S. Greenstreet				a4/26/47

BRITISH PRODUCT (U. S. Distribution Not Set)

	Beware of Pity (D)A	Lilli Palmer-Albert Lieven	105	Rank		b6/29/46
	Carnival (D)A	Sally Gray-Michael Wilding	93	Rank		b10/26/46
	Green Fingers (D)A	Robert Beaty-Carol Raye	85	ABPC		b10/26/46
	Hue and Cry (D)F	Alastair Sim-Valerie White	82	Rank		b2/22/47
	Hungry Hill (D)A	Margaret Lockwood-Dennis Price	109			b1/18/47
	Laughing Lady *T (M)F	Anne Zeigler-Webster Booth	90	ABPC		b10/26/46
	The Man Within *T (D)A	Michael Redgrave-Jean Kent./	85	Rank		b4/12/47
	Men of Two Worlds *T (D)A	Phyllis Calvert-Eric Portman	109	Rank		b7/27/46
	Nicholas Nickelby (D)F	Cedric Hardwicke-Sally Howes	105	Rank		b3/22/47
	Root of All Evil (D)A	Phyllis Calvert-Michael Rennie	110	Rank		b2/22/47
	School for Secrets (D)F	Ralph Richardson-Pamela Matthews	108	Rank		b11/16/46
	Take My Life (D)F	Hugh Williams-Greta Gynt	79	Rank		b5/17/47
	Temptation Harbour (D)A	Robert Newton-Simone Simon	110	ABPC		b3/29/47
	The Brothers (D)A	Patricia Roc-Will Fyffe-M. Reed	98	Rank		b5/24 47
	While the Sun Shines (C)A	Barbara White-Ronald Howard	89	ABPC		b2/8/47
	White Cradle Inn (D)F	M. Carroll-I. Hunter-M. Rennie	83	London		b3/29/47

MISCELLANEOUS

	A Dairy for Timothy (Doc)F	Documentary	40	Eng. Films		b12/28/46
	Angel and Sinner (D)A	Micheline Preslie-Louis Salou	86	A.F.E.		b3/1/47
	A Yank in Rome (D)F	Valentina Cortese-Leo Dale	97	Film Rights		b3/22/47
	Barber of Seville (Opera)	F. Tagliavini-T. Gobbi	110	Excelsior		b4/19/47
	Before Him All Rome Trembled (D-M)A	Anna Magnani-Gina Sinimberghi	105	Superfilm		b3/1/47
	Bellman, The (D)A	Lucien Coedel-Fernand Ledoux	95	Mage		b4/5/47
	Carmen (D)A	Viviane Romance-Jean Marais	101	Superfilm		b12/7/46
	Citizen Saint (B)F	J. Prouty-L. MacMartin	65	Elliott		b5/3/47
	Clandestine (D)A	Constant Remy-Suzy Carrier	89	W. Hem.		b1/18/47
	Courtneys of Curzon St. (D-M)	Anne Neagle-Michael Wilding	120	Wilcox		b4/19/47
	Devil's Hand, The (D)A	Pierre Fresnay-Josseline Gael	80			b11/16/46
	Francis the First (C)A	Fernandel-Mona Goya	90	Vog Films		b1/25/47
	Girl and the Devil, The (D)A	Gunn Wallgren-Strig Jarrell	87	Scandia		b5/17/47
	Ivan the Terrible (D)A	N. Cherkassov-L. Tselikovskaya	96	Artkino		b3/15/47
	Laugh, Pagliacci (D-M)F	Alida Valli-Beniamino Gigli	82	Continental		b5/10/47
	Les Miserables (D)A	Henry Baur-Charles Dullin	193	Dis. Films		b12/21/46
	Man from Morocco, The (D)F	Anton Walbrook-Margaretta Scott	89	Eng. Films		b11/30/46
	Queen for a Night (O)A	Gurlie Lemon Bernhard-G. Bjoerling	89	Saga Films		b1/4/47
	Queen's Necklace, The (D)A	Viviane Romance-Marion Dorian	105	Siritzky		b5/10/47
	Raider, The *T (Wa)F	Documentary	70			b10/5/46
	St. Francis of Assisi (D)F	Jose Luis Jimenez-Alicia DePhillips	119	Simplex		b4/5/47
	School for Danger (Doc)F	Capt. H. Ree-J. Nearne	60	Eng. Films		b2 22/47
	The Story of the Pope (Doc.)F	Documentary	60	Chap Films		b12/21/46
	Swing, Cowboy, Swing (W-M)F	C. Shrum-D. Weston-A. Lee	57	Westernair		b9/7/46
	Thunder in the Hills (D)A	J. Prucha-J. Kacer,V. Nasova	78	Gen. Film		b5/10/47
	Torment (D)A	Alf Kjellin-Mai Jetterling	95	Oxford		b4/19/47
	Two Anonymous Letters (D)A	C. Calamai-A. Checchi	83	Film Rights		b5/3/47
	Welldigger's Daughter, The (C)A	Raimu-Fernandel	122	Siritsky		b10/5/46

ADVANCE DATA

On Forthcoming Product

(Continued from Preceding Page)

[illegible] running for Governor, and opposing [illegible] astray, and Jimmie is elected.

NATIONAL REVIEWING COMMITTEES' CLASSIFICATIONS

COPACABANA (UA)

[illegible] men's Clubs.

THAT'S MY MAN (Rep.)

THEY WON'T BELIEVE ME (RKO)

(Objection: Reflects the acceptability of divorce.).

The authorities quoted in this column are as follows:

GENERAL FEDERATION OF WOMEN'S CLUBS. The motion picture committee is headed by Mrs. Arretus F. Burt, chairman, of St. Louis. Two reviewing committees are maintained—Mrs. Marry Lilly, New York, Eastern Committee chairman; Mrs. John Sterns Thayer, Los Angeles, Western Committee chairman. Designations used: FAMILY—8 years and up; MATURE FAMILY—14 years and up; ADULTS—Senior High School Students and Adults; **—indicates pictures is rated as "Exceptional."

NATIONAL BOARD OF REVIEW: Founded in 1909 "to represent the interest of the motion picture public." The reviewing committee consists of some 300 men and women of all ages, "representing a cross-section of public taste." Designations used: FAMILY—14 years of age and up (recommendations for age groups under 14 are by Schools M. P. Committee of the National Board); MATURE—18 years old up; *—indicates picture "especially worth seeing."

NATIONAL LEGION OF DECENCY: Committee of International Federation of Catholic Alumnae reviews pictures and publishes its classifications for guidance of members of the Legion—composed of those members of the Catholic Church who join the Legion. Designations used: Class A—Section I—Unobjectionable for General Patronage; Class A—Section II—Unobjectionable for Adults; Class B—Objectionable in Part; Class C—Condemned.

SHORT Booking GUIDE

Short subjects are listed by series under headings of companies distributing them. Numerals in parenthesis following series title indicate number of releases in that group announced for, or sold for, the season. Numerals at left of titles is production or release number. Films reviewed are indicated by reviewers' ratings following titles. Third column gives running time of the subject and final column refers to date on which review of the subject was published.

COLUMBIA 1946-'47

ALL-STAR COMEDIES (10)

8431	Society Mugs	Fair	16	12/28/46
8432	So's Your Antenna	Juvenile	17	11/18/46
8433	Slappily Married	Nonsense	16½	12/ 7/46
8434	Moron Than Off	Fair	18	2/ 8/47
8435	Andy Plays Hookey	Fair	18	3/15/47
8436	Meet Mr. Mischief	Good	17½	5/10/47
8437	Scooper Dooper	Funny	18	5/10/47
8438	The Good Bad Egg		17	
8439	Bride and Gloom		16	
8440	Two Jills and a Jack		18	

ASSORTED 2-REEL COMEDIES (6)

8421	Pardon My Terror		16½	
8422	Honeymoon Blues	Dull	17	11/16/46
8423	Reno-vated		17	
8424	Hot Heir	Funny	18	4/ 5/47
8425	Cupid Goes Nuts			

THREE STOOGES COMEDIES (10)

8401	G. I. Wanna Home		15½	
8402	Rhythm and Weep	Fair	17½	11/ 2/46
8403	Three Little Pirates	Funny	18	3/15/47
8404	Half-Wit's Holiday	Funny	17½	3/29/47
8405	Fright Night	Funny	17	5/10/47
8406	Out West	Funny	17½	5/10/47

COLOR RHAPSODIES—Technicolor (10)

8501	Loco Lobo	Cute	6	12/ 7/46
8502	Cockatoos for Two		6	
8503	Big House Blues		7	
8504	Mother Huba-Huba-Hubbard		6	

COLOR PHANTASIES (12)

8701	Fowl Brawl	Funny	6	4/ 5/47
8702	The Uncultured Vulture	Funny	6	5/10/47
8703	Wacky Quacky		6	
8704	Leave Us Chase It		6	

COMMUNITY SINGS (12)

8651	No. 1 (Leibert) The Gypsy		9½	
8652	No. 2 (Bakers) It's a Pity to Say Goodnight	Entertaining	10½	11/ 2/46
8653	No. 3 (Leibert) Surrender	Good	10½	11/16/46
8654	No. 4 (Baker) Pretending			
8655	No. 5 (Leibert) Rumors Are Flying	Singable	9½	3/15/47
8656	No. 6 (Baker) Ole Buttermilk Sky	Good	10	5/10/47
8657	No. 7 (Leibert) The Coffee Song & Open the Door Richard	Good	9	5/10/47
8658	No. 8 (Baker) I'll Close My Eyes			
8659	No. 9 (Leibert) For Sentimental Reasons			

THRILLS OF MUSIC (12)

8951	Jerry Wald & Orch.		10	
8952	Machito & Orch.	Good	10½	11/16/46
8953	Les Elgart & Orch.	Fair	10	1/25/47
8954	Ray McKinley & Orch.		9½	
8955	Shorty Sherock & Orch.	Good	10	5/ 3/47
8956	Buddy Morrow & Orch.		9½	
8957	George Towne & Orch.			
8958	Ray Anthony & Orch.			

SCREEN SNAPSHOTS (12)

8851	No. 1 (Radio Characters)		10	
8852	No. 2 (Looking Down on Hollywood	Good	10	11/16/46
8853	No. 3 (Rodeo)	Very Good	10	2/ 8/47
8854	No. 4 (Skolsky Party)		9½	
8855	No. 5 (Movie Columnists)	Interesting	9	3/15/47
8856	No. 6 (Behind the Mike)	Fair	9	3/29/47
8857	No. 7 (Holiday in Las Vegas)		10	
8858	No. 8 My Pal Ringeye (Smiley Burnette)		10	
8859	No. 9 Famous Hollywood Mothers			

SPORTS REELS (12)

8801	Army Football Champions	Excellent	11	11/ 2/46
8802	Ten Pin Magic	Fair	10	11/16/46
8803	Hi-Li	Interesting	9½	12/28/46
8804	Best in Show (Dogs)		9	

COLUMBIA (Continued)

8805	Polo	Interesting	10	5/10/47
8806	Cue Tricks			
8807	Tennis Wizards			
8808	Goofy Golf			
8809	Wrestling			

SERIALS

8120	Son of the Guardsmen	15 Chaps.	28	10/26/46
8140	Jack Armstrong	15 Chap.	20-25	3/ 1/47
8160	The Vigilante	15 Chaps.		

METRO-GOLDWYN-MAYER 1946-'47

MGM TECHNICOLOR CARTOONS (16)

W-831	Henpecked Hoboes			
W-834	Hound Hunters		7	

TOM & JERRY (Technicolor) CARTOONS

W-832	Cat Fishin'		8	
W-833	Part Time Pal		8	
W-835	Cat Concerto	Excellent	7	5/10/47

PETE SMITH SPECIALTIES (10)

S-851	Football Thrills of 1945		10	
S-852	Sure Cures	Excellent	10	10/ 5/46
S-853	I Love My Husband But			
S-854	Playing By Ear			
S-855	Athletiquiz			
S-856	Diamond Demon	Amazing	10	3/ 1/46
S-857	Early Sports Quiz		9	
S-858	I Love My Wife But		9	
S-859	Neighbor Pests			

TWO REEL SPECIALS (4)

A-801	Luckiest Guy in the World			

PASSING PARADE (6)

K-871	A Really Important Person			

TRAVELTALKS

T-811	Glimpses of California			
T-812	Calling on Costa Rica		10	

PARAMOUNT 1946-'47

NOVELTOONS—Technicolor (65)

P6-1	Spree for All	Good Start	7	10/26/46
P6-2	The Stupidstitious Cat	Funny	7	5/10/47
P6-3	The Enchanted Square	Very Good	10	5/10/47
P6-4	Madhattan Island			

PACEMAKERS (6)

K6-1	Brooklyn I Love You	Superb	10	10/26/46
K6-2	Love in Tune	Different	9½	11/16/46
K6-3	Radio, Take It Away	Swell Satire	11	3/ 1/47
K6-4	Try and Catch Me		9	
K6-5	Brains Can Be Beautiful			

POPULAR SCIENCE—Magnacolor (6)

J6-1	No. 1	Average	11	11/16/46
J6-2	The Sponge Divers	Fair	11	1/25/46
J6-3	Air-Borne Pastures	Good	11	2/ 8/47
J6-4	Marine Miracles	Fascinating	10	5/ 3/47
J6-5	Moon Rockets			

SPORTLIGHTS (10)

R6-1	Race Horses Are Born	Good	9	10/26/46
R6-2	Dive-Hi Champs	Good	10	11/16/46
R6-3	Queen of the Court	Very Good	10	1/25/46
R6-4	Like Father—Like Son	Interesting	10	1/25/46
R6-5	Jumping Jacks	Excellent	9½	3/15/47
R6-6	Selling the Sun	Excellent	10	2/ 8/47
R6-7	Under White Sails		9	
R6-8	Iced Lightning	Good	10	5/10/47
R6-9	Making the Varsity			
R6-10	Running the Hounds			

UNUSUAL OCCUPATIONS—Magnacolor (6)

L6-1	No. 1	Average	10	11/16/46
L6-2	Swedish Glass Makers	Interesting	10	2/ 5/47
L6-3	G.I. Hobbies		11	
L6-4	The Stunt Girl			

PARAMOUNT (Continued)

SPEAKING OF ANIMALS (6)

Y6-1	Stork Crazy	Very Good	10	1/25/47
Y6-2	Pooch Parade	Good	10	1/25/47
Y6-3	Country Life		9	
Y6-4	They're Not So Dumb		8	
Y6-5	In Love			

MUSICAL PARADES (6)

FF6-1	Sweet and Low		19	
FF6-2	Champaigne for Two		20	

GEORGE PAL PUPPETOONS—Technicolor (6)

U6-1	Wilbur the Lion	Excellent	10	5/ 3/47
U6-2	Tubby the Tuba			

POPEYE (6)

E6-1	Abusement Park		7	
E6-2	I'll Be Ski-ing Ya			

TWO REEL SPECIAL

37	Two Decades of History		22½	

LITTLE LULU

D6-1	Loose in the Caboose	Funny	8	5/10/47
D6-2	Cad and Caddie			

RKO RADIO 1946-'47

EDGAR KENNEDY (6)

73401	I'll Build It Myself	Hilarious	15	10/26/46
73402	Do Or Diet	Good	18	3/15/47
73403	Social Terrors		18	

FLICKER FLASHBACKS (8)

74201	No. 1	Excellent	9	10/25/46
74202	No. 2	Good	9	11/16/46
74203	No. 3		8	
74204	No. 4		10	
74205	No. 5	Good	7	5/10/47
74206	No. 6		9	

RAY WHITLEY MUSICALS (4)

73501	Bar Buckaroo		16	
73502	Cupid Rides the Range		18	
73503	Bandits and Ballads		17	
73504	A Buckaroo Broadcast		18	

SPORTSCOPES (13)

74301	Skating Lady	Smooth	8	10/26/46
74302	Hall Notre Dame		8	
74303	Bowling Fever	Fair	8	12/26/46
74304	Kentucky Basketeers	Excellent	8	1/25/46
74305	College Climbers		8	
74306	Ski Champion	Excellent	8	3/15/47
74307	Ice Skippers		8	
74308	Wild Turkey		8	
74309	Racing Sleuth		7	

THIS IS AMERICA (13)

73101	Beauty for Sale	Interesting	17	12/ 7/46
73102	Germany Today	Informative	16	1/25/46
73103	A Nation Is Born		20	
73104	Campus Boom	Timely	16	3/15/47
73105	San Francisco—Pacific Gateway	Excellent	16	3/22/47
73106	Forgotten Island		18	
73107	Big Party		17	

MUSICAL FEATURETTES (4)

73201	Melody Time	Very Good	18	1/25/47
73202	Follow That Music		18	

SPECIAL

73901	Football Highlights of 1946		20	

LEON ERROL

73701	Borrowed Blonde	Fair	15	3/29/47
73702	Wife Tames Wolf	Fair	17	5/10/47
73703	In Room 303		17	

WALT DISNEY

64116	Rescue Dog	Hilarious	7	5/10/47
64117	Straight Shooters		6	

20th CENTURY-FOX 1946-'47

MOVIETONE ADVENTURES (12)

7201	Fantasy of Siam	Excellent	8	2/ 8/47
7202	Royalty of the Range	Interesting	9	3/29/47
7203	Harvest of the Sea	Interesting	9	3/29/47
	(Color)			
7251	Sons of Courage		8	
7252	Jamaica	Excellent	8	10/26/46

20th CENTURY-FOX (Continued)

7253	Historic Capetown	Excellent	8	9/21/46
7254	Girls and Gags		8	
7255	The Cape of Good Hope	Interesting	8	5/10/47
7256	Zululand	Interesting	8	3/29/47
7257	Gardens of the Sea			
7258	Romance of the Fjords			
7259	Sweden			

SPORTS REVIEWS—Technicolor (6)

7301	Football Fanfare	Good	8	3/14/46
7302	Style of the Stars	Good	10	3/29/47
7303	Tanbark Champion (Technicolor)			
7351	Winter Holiday	Good	8	9/21/46
7352	Summer Trails	Beautiful	8	1/25/46
7353	Playtime's Journey		8	

TERRYTOONS—Technicolor (20)

7501	Winning the West	Good	7	9/14/46
7502	The Tortoise Wins Again	Good	7	8/17/46
7503	The Eltetronic Mouse Trap	Very Good	7	2/ 8/47
7504	The Jail Break	Fine	7	10/ 5/46
7505	The Snow Man		7	
7506	The Housing Problem	Funny	7	9/21/46
7507	The Crockpot King	Wonderful	7	1/25/46
7508	The Uninvited Pests		7	
7509	Mighty Mouse and the Hep Cat	Very Good	7	1/25/47
7510	Beanstalk Jack		7	
7511	Crying Wolf		7	
7512	McDougal's Rest Farm	Very Funny	7	8/28/47
7513	Dead End Cats		7	
7514	Happy Go Lucky		7	
7515	Mexican Baseball		7	
7516	Aladdin's Lamp		7	
7517	Cat Trouble		7	
7518	Sky Is Falling		7	
7519	The Intruder		7	
7520	Mighty Mouse Meets Deadeye Dick		7	

MARCH OF TIME (13)

1	Is Everybody Happy		18	
2	World Food Problem	Excellent	17	10/ 5/44
3	The Soviets' Neighbor	Revealing	18	11/ 2/46
4	The American Cop	Good	18	12/8/46
5	Nobody's Children	Excellent	17	12/28/46
6	Germany—Handle With Care	Excellent	19	2/ 8/47
7	Fashion Means Business	Excelent	17½	3/ 1/47
8	The Teachers' Crisis			
9	Storm Over Britain			

DRIBBLE PUSS PARADE

7901	Monkey-Tone News	Amusing	9	2/ 8/47
7951	Fisherman's Nightmare	Entertaining	8	3/15/47

UNITED ARTISTS
1946-'47

DAFFY DITTIES

Choo Choo Amigo	Excellent	8	8/ 7/46
The Lady Said No		8	
Pepito's Serenade		7½	

MUSICOLORS (7)

Toccata and Fugue	Intriguing	10	10/28/46

WORLD TODAY

Wonder Eye		10	

UNIVERSAL-INTERNATIONAL
1946-'47

NAME BAND MUSICALS (13)

2301	Frontier Frolic	Good	15	12/28 46
2302	Champaigne Music	Good	15	1/25/47
2303	Tumbleweed Tempos	Very Good	15	12/28/47
2304	Moonlight Melodies	Excellent	15	12/28/46
2305	Tex Beneke & the Glenn Miller Orch.		15	
2306	Melody Maestro		15	
2307	Tommy Tucker Orch.		15	
2308	Charlie Barnet Orch.		15	
2309	Charlie Spivac Orch.		15	
2310	Jitterumba		15	

SING AND BE HAPPY (8)

2381	A Bit of Blarney	Good	11	10 12 46
2382	The Singing Barbers		10	
2383	Let's Sing a College Song		10	
2384	Let's Sing a Western Song		10	

TECHNICOLOR CARTUNES (13)

2321	Fair Weather Fiends	Funny	7	12 28/46
2322	The Wacky Weed	Good	7	12 28/46
2323	Musical Moments		7	
2324	Smoked Hams	Good	7	5 10 47
2325	Coo-Coo Bird		7	
2326	Overture to William Tell		7	

UNIVERSAL-INTERNATIONAL (Cont.)

THE ANSWER MAN (8)

2391	No. 1	Interesting	10	10/26/46
2392	Nature's Atom Bomb	Interesting	10	12 28 46
2393	The Jungle Gangster	Good	9	5 10 47
2394	Red Fury	Interesting	8	5/10/47

VARIETY VIEWS (8)

2341	Bear Facts		9	
2342	Pelican Pranks			
2343	Wild West Chimp	Funny	9	5/10/47
2344	Rhumba Holiday	Good	9	5/10/47

JUVENILE JURY SERIES (8)

2361	Juvenile Jury No. 1		10	
2362	Juvenile Jury No. 2	Poor	10	5/10/47

SERIALS (1)

Mysterious Mr. M				

VITAPHONE-WARNER BROS.
1946-'47

BLUE RIBBON CARTOONS—Technicolor (18)

3301	Fox Pop		7	
3302	Wacky Worm		7	
3303	You're an Education		7	
3304	Have You Got Any Castles		7	
3305	Pigs is Pigs		7	
3306	Cat's Tale		7	
3307	Goofy Groceries		7	

FEATURETTES (6)

3102	Minstrel Days		20	
3103	Alice in Movieland		20	
3104	Dog in the Orchard		20	
3105	Keystone Hotel		18	
3106	Remember When		20	

MELODY MASTERS (6)

3601	Desi Arnaz & Orch.		18	
3602	Melody of Youth	Very Good	10	3/ 1/47
3603	Big Time Review	Fair	10	3/29/47
3604	Stan Kenton & Orch.	Fair	10	4/ 5/47
3605	Vaudeville Revue		10	

MERRIE MELODIES—Technicolor (20)

2701	Kitty Kornered	All Right	7	7/28/46
2702	Hollywood Daffy	Very Good	7	8/ 3/46
2703	Eager Beaver	Very Good	7	8/14/46
2704	Great Piggy Bank Robbery	Good	7	9/14/46
2705	Bacall to Arms	Novel	7	9/14/46
2706	Of Thee I Sting	Very Good	7	9/ 7/46
2707	Walky Talky Hawky	Excellent	7	9/ 7/46
2708	Fair and Wormer	Fast	7	10/12/46
2709	Mousemerized Cat	Fair	7	11/18/46
2710	Mouse Menace	Good	7	12/28/46
2711	Roughly Squeaking		7	
2712	One Meat Brawl	Funny	7	5/ 3/47
2713	Goofy Gophers	Very Funny	7	5/10/47
2714	Gay Anties	Good	7	5/10/47
2715	Scent-imental Over You		7	
2716	Birth of a Notion		7	
2717	Tweetie Pie		7	
2718	Rabbit Transit		7	
2719	Hobo Bobo		7	

SPORTS PARADE—Technicolor (13)

3501	King of the Everglades		10	
3502	Lazy Hunter	Good	10	11/16/46
3503	Battle of Champs	Excellent	10	5/ 3/47
3504	American Sports Album	Interesting	10	4/ 5/47
3505	Let's Go Swimming	Good	10	3/ 1/47
3506	Arrow Magic		10	
3507	Harness Racing		10	
3508	Flying Sportsman in Jamaica		10	

TECHNICOLOR ADVENTURES (6)

3801	Star Spangled City	Excellent	10	11/16/46
3802	Rubber River	Fair	10	12 28 46
3803	Kingdom of the Wild		10	

TECHNICOLOR SPECIALS (8)

3001	Cinderella's Feller		20	
3002	The Last Bomb	Tremendous	20	9 21 46
3003	A Boy and His Dog		20	
3004	Saddle Up		16	
3005	Song of a Nation		20	

VITAPHONE VARIETIES (6)

3401	So You Want to Keep Your Hair	Fair	10	12 28 46
3402	So You Want to Play the Horses	Funny	10	11/ 2/46
3403	So You Think You're a Nervous Wreck	Fair	10	3 29 47
3404	So You're Going to be a Father		10	

NEWSREEL SYNOPSES

(Released Wednesday, May 28)

NEWS OF THE DAY (Vol. 18, No. 275)—Labor [illegible] baseball—non-breakable glass backstop; Italy's oldest [illegible]

MOVIETONE (Vol. 29, No. 77)—U. S. naval [illegible] to Guildhall for luncheon; Duke and Duchess of Windsor in England for visit; Two of world's largest steel plants, in Chicago, invite public to open house; Children of circus performers learn the ropes early; Florida mermaids compete for title underwater; U. S. and British amateur golfers compete for Walker Cup at St. Andrews; Huge crowds at Italian horse races; Speckled trout dropped from planes into New York streams; Baseball backstop of specially-treated glass.

RKO PATHE (Vol. 18, No. 80)—Collective farms in Russia; Trade fair marks Europe's comeback; U. S. golfers win the Walker Cup; School trains kids to be circus stars; Duke and Duchess of Windsor arrive in England; Fifth Avenue sees torchlight parade; Glass backstop keeps fans safe.

PARAMOUNT (No. 78)—Baseball's glass backstop; Furs for all—milady looks ahead; $100,000,000 stamp show; Miami University students attend classes under water; Airborne fish; France's great power project.

UNIVERSAL (Vol. 20, No. 41)—U. S. wins Walker Cup; Twenty-six dead in Rome fire; Swedish actress arrives; Duke and Duchess of Windsor home; Gandhi prayer meeting; Tots of the Big Top; Underwater bathing queens; New glass backstop; Baby braves knife-tossing; Pirogues race on bayou.

ALL-AMERICAN (Vol. 5, No. 240)—Music maker (W. C. Handy); Townsend report; Research marches on; Ex-politico (Ed Kelly) honored; Recreation in Africa; The FBI in peace.

TELENEWS (Vol. 1, No. 5)—U. S. warships in Turkey; Poland in trouble again, nation bogged down in mud; Germany's Rhine bridges rebuilt; Police comb Vienna sewers in crime hunt; Austrian peasants revive pagan rites in benediction by fire; Parking station for babies in Australia; Natives of the Belgian Congo take to sports.

(Released Saturday, May 31)

NEWS OF THE DAY (Vol. 18, No. 276)—45,000-ton Iowa leads fleet into Golden Gate; Hundreds flock for help to young "miracle healer"; Emperor Selassie builds modern army in Ethiopia; Europe's dispossessed find promised land in Brazil; President Truman in Kansas City signs bill for aid to Greece and Turkey; Ambassador to France McCaffrey honored guest; Chinese beauties in style show; Mutton marathon at Willows, Calif.; America's top dogs at Morris and Essex Show.

PARAMOUNT (No. 79)—Flying banshee—the Navy unveils its super jet fighter; Liner America brings General Clark back from Europe; General Stewart arrives from Germany; Film stars sail for Europe; Truman signs-Greek-Turkish aid bill; Patients flock to Avak, the faith healer; World's biggest dog show; Air Corps veteran wins Hudson River race.

MOVIETONE (Vol. 29, No. 78)—President signs bill to aid Greee, Turkey; Gen. Mark Clark home, comments on "doctrine"; Emperor Selassie training army; Linda Darnell en route to Brussels; Hero of the week—Lt. Hubert Gainer; American warships visit Australia; U. S. task force steams into Golden Gate; Navy demonstrates twin-engine jet fighter plane; 1,200 kids parade pets for prizes; Champions compete in world's biggest outdoor dog show.

RKO PATHE (Vol. 18, No. 81)—Truman Doctrine bill signed; Refugees find haven in Brazil; Mrs. Earhart talks about Amelia; Students hear Wallace in rain; Hordes see faith healer; Fishermen battle sharks in Australia.

UNIVERSAL (Vol. 20, No. 42)—President signs Greek, Turkish aid bill in Kansas City; Europe's refugees find new home in Brazil; Tubeless tire tested at Akron, O.; Emperor Selassie leads his people in liberation rites; Chinese fashions displayed in Washington, D. C.; Magicians thrill invalid children at Seattle; Vic Scott wins 130-mile outboard classic in Hudson River; Dog show at Madison, N. J.

Finlay Currie Signed

Finlay Currie, British actor now appearing in Universal-International's "Great Expectations," has been signed for "So Evil My Love," which Hal Wallis is producing in England for Paramount release.

English to Direct Autry

John English will direct "The Last Roundup," Gene Autry's first independent picture for Columbia release.

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SHOWMEN'S TRADE REVIEW

THE SERVICE PAPER OF THE MOTION PICTURE INDUSTRY

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PRODUCT GUIDES
Begin on Page 38

Vol. 46 No. 23

JUNE 7, 1947

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CHARLES E. 'CHICK' LEWIS
Editor and Publisher



Andrew W. Smith, Jr. (See Page 6)

WHO PAYS COST OF COLLECTING TAX?
(Jack Jackson Mulls the Question on Page 14)

SHOWMEN'S SILHOUETTE
(See Page 28)



WHO IS CYNTHIA?

Walter Winchell said: "I fell in love with Cynthia." Louella Parsons said it and so did Hedda Hopper, and Jimmy Fidler said it on his nationwide broadcast. Everybody's saying it including Earl Wilson, Louis Sobol, Dorothy Kilgallen, Erskine Johnson, Sheilah Graham and many other nationally syndicated columnists whose names carry weight from Coast to Coast.

You too will say: "I fell in love with Cynthia" and so will your patrons because "Cynthia" is the joy of living. She is sweet young womanhood experiencing the first kiss, the first romance, the first heart-ache. The trade press says:

"Up front among season's hits." —**Boxoffice**

"Blanket approval from family audiences. Word of mouth build-up will be reflected at box-office." —**Showmen's Trade Review**

"An unusual film for wide and popular appeal." —**M. P. Herald**

"Homey quality promises well for box-office returns." —**Variety**

"Packs plenty of entertainment."—**The Exhibitor**

That vast American audience which packed theatres in big cities and small towns for "The Green Years" will recognize that in "Cynthia" M-G-M has again made a wonderful motion picture of real people, their joys and their troubles and their dreams. It is the first starring role for beautiful Elizabeth Taylor, the "National Velvet" girl, and her portrayal of "Cynthia" is something to take to your heart.

★

M-G-M's "CYNTHIA"—ELIZABETH TAYLOR, George Murphy, S. Z. Sakall, Mary Astor with Gene Lockhart, Spring Byington, James Lydon, Scotty Beckett • A Robert Z. Leonard Production • Screen Play by Harold Buchman and Charles Kaufman • Based on a Play by Vina Delmar • Directed by ROBERT Z. LEONARD • Produced by EDWIN H. KNOPF • A Metro-Goldwyn-Mayer Picture

THE EDITORIAL PAGE

Nick Schenck Said It....

'Member some years ago when the prexy of MGM made the now famous remark that there was nothing the matter with this business that good pictures wouldn't cure? Or words to that effect.

Right at this moment, when so many calamity howlers are crying about bad business, Nick's memorable statement can again be applied. If, when and where there is any indication of bad business at the box-offices, chalk it up to weak screen fare.

In conversation with the head of one of the more important circuits operating in strategic centers here in the East we got the lowdown accurately and beyond any argument. He showed us, in black and white, cold turkey figures, that wherever he played a strong picture the theatre's gross shot right back to war-time levels.

When a weak picture was the attraction, business fell from forty to fifty per cent. That's a terrific differential but clearly indicates that the movie-goers are being mighty choosy.

We do not claim that this identical situation exists everywhere because there must be many sections where war industries and other war-time factors have caused a falling off in attendance entirely aside from the quality of the pictures.

On our recent trip to the West Coast we made it a particular point to check carefully wherever there was a claim of a sharp decrease in attendance. We also talked with between fifteen and twenty theatremen attending the Variety Club Convention in Los Angeles.

In practically every instance the poor business went hand in hand with weak pictures. Although few of them said that a strong picture did as good as in the boom days, they did concede that it wasn't far off when they had a good show.

So, brothers in all branches of the industry—*especially* the production branch—we suggest that you dust off that old Nick Schenck statement and hang it over your desks where it cannot escape your frequent attention. Just concentrate on good pictures and the receipts will take pretty good care of itself.

▲ ▲ ▲

Success Story

That featured article in FORTUNE MAGAZINE's current issue about the rise of Paramount from bankruptcy to tremendous profits in ten years, is indeed a success story if ever there was one.

Those who read it may wonder why the interested company hadn't made a screen play out if it because there is about every element of suspense and entertainment woven in the article to add up to a good picture show.

And, besides, think of the marquee billing which could read, "Barney Balaban, Henry Ginsberg, Stanton Griffis and a huge supporting cast in 'The Road to Success'."

▲ ▲ ▲

20th-Fox Revamps

Following Tom Connors' resignation as vice-president in charge of sales, Spyros Skouras announced the appointment of Andy Smith Jr., to the post of general sales manager. In turn, they announced Bill Gehring as assistant sales manager; Martin Moskowitz, as executive assistant to Smith and a host of other promotions all from within the ranks of the organization.

Andy Smith has been around this business for so many years that there are few who do not know him personally or by reputation. His move into the 20th-Fox top sales post brings him back into the spotlight of a mighty important executive position in which, we predict, he will give a good account of himself.

We do not profess to know all the inside angles of what brings these changes about, but we do know that a man like Tom Connors won't be out of sight too long before some other company will be courting him and turning on the pressure to buy his great sales ability and talent. Top sales executives are too valuable to be allowed to extend their "fishing trips" too long.

▲ ▲ ▲

"they passed this way"...

While we were working our heads off at the Variety Clubs convention out in Los Angeles last month, Mrs. Chick flew to Gallup, New Mexico to spend a week on location with Pappy Sherman and his production company engaged in doing the outdoor stuff for which Pappy is so famous.

Her reports about the story, the cast and the magnificent scenic backgrounds promots the conclusion that Sherman and Enterprise have the kind of outdoor, adventure picture that seems to find so much favor with the vast majority of picture fans.

Our chief regret is that she had all the fun with Pop and his grand gang while we had to sit in a smoke-filled meeting room for about eight hours a day. Oh, well; you can't have everything so Pop will have to give me a rain-check for his next location trip. Okay, Pappy?

—"CHICK" LEWIS

WHAT'S NEWS
In the Film Industry This Week

TAXES—House Ways and Means Committee Chairman Harold Knutsen listened. An exhibitor was testifying on the federal amusement admission tax. Remarked Knutsen: "I can see that the admission tax is too high and must come down . . . but not eliminated altogether." From that one remark exhibitors held hope this week that they might get a 10 per cent tax instead of 20. But might is a big word and impartial observers believed that Congress might not do anything about a cut this year and then again possibly—it might. (P. 5). From North Carolina came the warning of Exhibitor Representative H. A. Buchanan that while the state had beat a tax program on theatres this year, it would look for more threats in the future since the legislature had to have money to meet the authorized expenses, and in Pennsylvania, the Borough of Ambler sought to tax motion picture theatres one dollar for each performance given in that borough. In Boston a city tax was beaten, but another of five per cent loomed as possible for Chicago, and in Atlantic City the voters agreed to put a tax on amusement admissions by almost a two to one vote. The tax will be for three per cent and may take effect on June 15.

* * *

EXHIBITION—Warning that unless the Motion Picture Associations' Children's Library increased the number of its titles to 52 the program would flop in the summer came from Cleveland while in New York, MPA said it was trying to do that. Other sources said possibly the answer was in more prints for each exchange area since the circuits grabbed off winners from the Library in many instances, leaving the independent theatres with the also-rans.

In Atlanta the city building inspector issued warnings to several theatres to remodel to meet the building code and said he would give the more aggravated instances 30 days in which to do it; in Milwaukee the first-run Towne cut its prices, and out in Hollywood "Brief Encounter" broke its New York record of 33 weeks by moving over to another theatre for an extended run after 32 weeks at Herbert Rosener's Esquire.

The Independent Theatres Owners of Arkansas reported a decline in theatre attendance reaching in some instances to 35 per cent. In Louisiana and Mississippi, the newly-formed Allied Theatre Owners of the Gulf States was talking a merger with the Motion Picture Theatre Owners of Mississippi, the latter of which at one time was a Motion Picture Theatre Owner of America unit and the former of which is seeking an Allied affiliation.

* * *

DISTRIBUTION—Surprise of the week came with resignation of Tom Connors as sales chief for 20th Century-Fox, followed by the appointment of Andrew W. Smith, formerly eastern division manager, to that post with William C. Gehring moving into a new office of assistant general sales manager and a complete reshuffling of the sales organization taking place immediately. As a result of the shuffle, 20th-Fox now has six divisions instead of four, a new Yankee division and a Canadian division being cut out of the old eastern division. (P. 6).

Meanwhile Monogram's Steve Broidy announced that he was asking craft and labor unions to give him better terms on B pictures so that this studio, which stopped making them because of costs, could start producing them again. (P. 6). Broidy also called a sales convention for his company and Allied Artists for Milwaukee from July 18-20, and announced that he had closed another franchise deal with Canadian Monogram which is dominated by J. Arthur Rank.

Other items along this front were election of officers and directors for Screen Guild, of directors for RKO, a feature story on Paramount in Fortune which classes it as the top company, and the announcement by the Motion Picture Export Association that it had paid back to its stockholders the $250,000 put up by them to establish the company, and from now on it would pay dividends.

* * *

GENERAL—Former Secretary of State James F. Byrnes this week became an attorney for the motion picture industry in two different capacities. On one he is to be purely an advisor in certain matters, such as fighting the red smear which the industry is now facing; on the other, he will appear in court to fight for 20th Century-Fox in its appeal against the decree.

The Federal Trade Commission entered monopoly complaints against four advertising film companies—Alexander, Ray-Bell, United Films Ad Service, Motion Picture Advertising Service—and Paramount set up a special exploitation department for its special pictures whereby the films will get individual attention from birth to delivery so to speak.

* * *

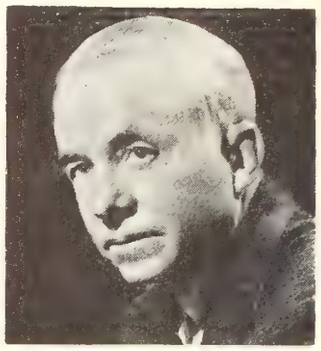
LABOR—The International Alliance of Theatrical Stage Employes won another cameramen raise of approximately 25 per cent covering some 15 odd situations; IATSE President Richard F. Walsh sails for London Wednesday accompanying English movie labor chief and Parliamentarian Ted O'Brien where the talks on labor swapping will continue. On the west coast the Associated Theatre Operating Managers of Los Angeles took in practically every front house theatre worker not in the IATSE by chartering the Associated Theatre Employes and has asked the National Labor Relations Board to certify it as the bargaining agent for Fox West Coast. It is also considering a CIO affiliation with the Office and Professional Workers Union.

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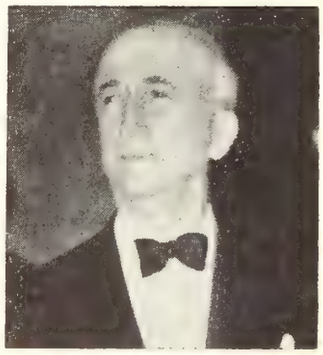
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The News Spotlight



ROBERT YOUNG of Pathe and Eagle-Lion . . . he wants free interchange of motion pictures and suggests the U. S. help Russia's film industry expand. (P. 5).



JAMES F. BYRNES . . . once he was secretary of state . . . now he's counsel for the film industry on two fronts—for the Association of Motion Picture Producers to counteract red smears and other smears; for 20th-Fox to fight the statutory court decree in the Supreme Court. (P. 5).



CHARLES SCHLAIFER, after sounding the trumpet for "Razor's Edge," now beats the drum for "Miracle on 34th St.," a bit less thunderously perhaps but making effective exploitation music none the less. (P. 9).

NATIONAL NEWSREEL

E-L Distributing Deal

Possibility that National Film Distributors, Inc., may take over physical distribution, handling and inspection of product for PRC and Eagle-Lion in several exchanges was being bruited about this week in the wake of a report from Philadelphia.

Philadelphia reported that the PRC and Eagle-Lion exchanges would positively turn over the physical handling of their product shortly to National Film. Other sources said that a similar arrangement would be made in other locations.

Montana Is New Member of Pacific Coast Conference

An eighth state was added to the membership roster of the Pacific Coast Conference of Independent Theatre Owners Tuesday as it was announced in Hollywood that the Montana Theatres Association had joined the PCCITO by unanimous vote.

The announcement followed receipt of a telegram from PCCITO Trustees Rotus Harvey and William Graper who journeyed to Boulder, Montana, to conduct affiliation negotiations which began at the PCCITO convention in Los Angeles during May.

Clarence J. Severson, president of the Montana exhibitors and J. M. Suckstorff, one of its directors, were elected as trustees to represent Montana in the PCCITO, which now has member organizations in California, Arizona, Nevada, Oregon, Washington, northern Idaho and Alaska in addition to Montana.

See Hope for Admission Tax Cut in Knutsen Remark

Ways, Means Head Says Levy Should Be Reduced As Exhibitors Testify

From a terse remark made by House Ways and Means Committee Chairman Harold Knutsen at a hearing in Washington exhibitors this week gained hope that they might get a reduction in the federal amusement admsision tax.

Commenting on the situation as Motion Picture Theatre Owners of America Vice-President A. Julian Brylawski testified at a hearing on the 20 per cent amusement tax, Knutsen said:

"I can see that the admission tax is too high and must come down . . . but not eliminated altogether."

Observers in Washington were quick to point out, however, that this represented the viewpoint of only one committee member and while Knutsen's views are respected by his colleagues, it was not impossible that a tax-harried Congress, harassed by economy moves might see fit to ignore recommendations for a cut in the amusement levy.

Seek Cut

Exhibitors, however, were making a try with the apparent strategy being to point out theatre owners' side of the case and let the committee act.

Late this week, in addition to Brylawski, American Theatre Association Board Chairman [illegible] testified. All told the committee that theatre business was off; Brylawski placed the drop [illegible] cent; Murtha gave no figure.

[illegible] Brylawski claimed that the tax was not actually passed on to the public but actually amounted to a levy on grosses.

Attack 'Luxury' Theory

[illegible] pictures as luxuries and declared them to be a necessity, Brylawski saying they were "as much a part of the American way of life as reading daily newspapers" and that some 16,000 theatres sold 100,000,000 tickets weekly. Gamble termed them "as much a part of the average life as are radio and magazines and books."

Brylawski told the committee that he represented "about one half of the 16,000 theatres in the United States" whose owners were not seeking to avoid taxes but wanted to present the situation as it affected them. He declared that the present 20 per cent tax exceeds the limit that the industry could bear in special excise taxes and asked for a reduction to 10 per cent.

"We sell time," he explained. "And we are dealers in mass entertainment. The number of admissions we sell at each performance is much more important to us than the price we pay for each admission. And we can't sell Tuesday night's performance on Wednesday, though it may be the same show. If the theatre doesn't sell its Tuesday night performance on Tuesday, it is gone forever and represents a dead loss.

"As a consequence, theatres must charge what the people in the immediate vicinity are willing to pay . . . no more and no less. If the theatres' prices are too high, attendance falls off rapidly and the business goes to pieces. If too low, the theatre doesn't take in enough to meet its payroll and expenses. The number of admissions is the most important factor, but the price charged directly affects the number of admissions that will be sold. . . .

"If a theatre charging 25 cents admission raises the price to 50 cents, far less people, under normal conditions, enter the theatre. Because of this there is good reason to doubt that the

[illegible] (Continued on Page 36)

Johnston, 20th-Fox Hire Byrnes To Fight Red Smear, Film Decree

Former Secretary of State James F. Byrnes became the counsel for the motion picture industry on two fronts this week as the Association of Motion Picture Producers (the Johnston west coast office) retained him in an advisory capacity to counteract propaganda against the industry and 20th Century-Fox retained him to represent that company in its Supreme Court appeal against the New York federal statutory court decree.

That Eric Johnston, president of the Motion Picture Association and the Association of Motion Picture Producers, would take some direct action to meet the latest smear attack on Hollywood which followed the House of Representatives committee on un-American Activities inquiry, was evident early this week. Johnston tardily came out with a plea for fair play as far as the Communist smears against the industry were concerned.

That 20th Century-Fox should find it necessary to hire additional counsel in its decree fight, though, came as something of a surprise. Up to now John Caskey has been counsel for 20th-Fox in the decree suit case and there were no indications that he would not continue in the case.

Twentieth-Fox at times was reported in disagreement with the other Big 5 defendants—Paramount, RKO, Warner Bros., Loew's (MGM) in the Government suit, but the Big 5 had presented a united front in the trial. They split only on the appeal, with regard to different interests.

Byrnes, a former member of the Supreme Court, confirmed the fact that he had been retained by 20th-Fox and said he would argue the case in the Supreme Court, fixing the time for argument as the Fall, though the high tribunal has not yet noted "probable jurisdiction" in the matter.

With regard to his retention by Johnston, Byrnes made it plain that he was retained mere-

(*Continued on Page* 36)

Aid Expansion of Soviet Film Industry—Young

By JAY GOLDBERG
Hollywood Bureau

Robert Young, head of the substantial Young railroad and film organizations, among the latter of which are Pathe Industries and Eagle-Lion, stole the show last Thursday in Hollywood during a joint interview with Britain's J. Arthur Rank when he urged the United States to encourage expansion of Russia's film industry and called for a world-exchange of goods, including motion pictures.

"We should encourage the Russian picture industry to expand," the wiry, executive emphasized. "Back in the 20's our large business interests took out foreign trade in credit or bonds instead of goods. This proved disastrous. Then, in the 30's they changed it to gold and cornered the world's gold, thereby destroying the gold standard. This 'one-way' American foreign trade system created Hitler and Mussolini. Now there is a third stage of degeneracy: giving away American goods for nothing. Foreign trade must be bilateral." . . .

I am here as a taxpayer and private citizen rather than as a picture executive, I want to stop the state of degeneration in American foreign trade."

Rank, who told the press conference he be-

[illegible] (Page 36)

NATIONAL NEWSREEL

20th-Fox Sales Department Reshuffled; Smith Heads It

Gehring Promoted to Be Assistant Sales Manager; Eastern Division Divided

(*See Cover*)

Twentieth Century-Fox President Spyros Skouras Tuesday announced a complete reorganization of the company's sales force following appointment of Andrew W. Smith, Jr., as general sales manager of the organization to replace the veteran Tom Connors, resigned.

Connors, according to a company statement, wanted to retire from the sales post but was to remain with "the corporation in an advisory capacity." Smith, formerly eastern division sales manager for 20th-Fox, took his post immediately after his appointment was announced and the reshuffling of the sales organization, which included creation of two new divisions out of the old Eastern division and the appointment of several new executives, followed.



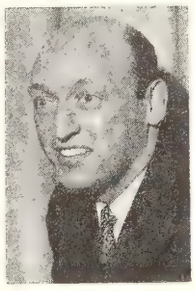
Tom Connors

The new executive posts include the promotion of William C. Gehring, formerly western division sales manager, to the new post of assistant general sales manager; the appointment of Martin Moskowitz, who was formerly an assistant to Smith when he was division manager, to be Smith's executive assistant, and the shifting of Clarence Hill to the new post of exchange operations supervisor.

Peter Levathes, who had been a personal assistant to Connors, was moved into the post of short subjects sales manager which had been left vacant since the death of the late William C. Clark.



W. C. Gehring



M. Moskowitz

Other appointments made in the home offices include Morris Caplan to take over statistics, and Eddie Collins, to take over home office contact for the southern, western and Canadian divisions while Jack Bloom takes over similarly for the mid-east and central divisions.

In the division reshuffling only the western and southern divisions saw no changes. Herman Wobber remains division manager of the former with headquarters at San Francisco, and Harry G. Ballance in charge of the latter, with headquarters at Atlanta.

Jack Lohrenz was appointed manager for the central division, with headquarters in Chicago, which covers the Great Lakes, Chicago, Milwaukee, Detroit, as well as the Prairie District, Minneapolis, Omaha and Des Moines. Tom Gilliam of the Chicago branch moves up to replace Lohrenz as Great Lakes district manager and Joe Neger from the Milwaukee branch moves to Chicago in the same capacity while

(*Continued on Page* 8)

THEY'RE THE TOPS AT 20TH-FOX. Moving up in the series of shuffles and changes made at their home office this week are this quintet from the sales department. (Top) Peter Levathes, new short subjects sales manager. (Bottom, left to right): Yankee Division Manager Ray Moon, Canadian Division Manager Sidney Samson, Central Division Manager Jack Lohrenz, Mid-eastern Division Manager C. E. Peppiatt.











For Bridgeport Kids

Manager Matt Saunders of Loew's Poli Theatre in Bridgeport, Conn., gave a treat to a large number of the youngsters in the city by giving a special Saturday morning show of MGM's picture, "The Yearling" for them, thereby adding to the theatre's standing as a community institution and earning further goodwill.

Broidy Asks Special Consideration for B's

Monogram, which stopped production on its B pictures this month because of rising production costs, is asking actors and crafts unions in Hollywood to give "special consideration" to wages and working conditions on low-budget pictures so that their production can be resumed at his studios, Steve Broidy, president of Monogram and Allied Artists declared in New York Wednesday.

Broidy said that while Monogram had to stop B's due to costs and to the fact that he felt exhibitors were paying all they could afford for the low-bracket films, thereby precluding further rent increases to meet added production expenses, the company was continuing to produce its westerns. Allied Artists is not at all affected he said, since it was interested only in high-budget pictures, the labor terms for which he has no quarrel with, Broidy added.

Closes Canada Deal

The Monogram chief also announced he is negotiating another franchise for Canadian distribution with Monogram of Canada, a J. Arthur Rank outfit.

"We're not trying to fight anybody, we're not trying to win anything, we're just trying to function," Broidy declared. "We have a distinct feeling about B pictures. We feel that the ceiling (on returns) has been established . . . which makes their production more or less a manufacturing problem. We don't want to go ahead and make these pictures knowing in advance that we're going to lose money."

Broidy refused to reveal what plan he was offering to labor and actors or what changed working conditions or reduced salaries his plan involved. He said the B situation deserved "special consideration" since it would take up the slack season in Hollywood and claimed the shortening first-run situation in most situations made B pictures necessary.

Monogram at present has a backlog of 15, he said, exclusive of westerns. Its release schedule of approximately two a month would be maintained, even if the company does not shortly resume production of B's, he declared. If better conditions can be obtained, thereby reducing costs, Monogram is ready to start shooting with 12 scripts scheduled, and will produce 26 pictures in the coming season, plus 16 westerns as compared to the 26 this year with 14 westerns, Broidy added.

Monogram Profit of $414,042

Consolidated net profit for Monogram during the 39-week period ending March 24, 1947 was $414,042 after deducting all charges excepting income taxes, President Steve Broidy reported this week. The same period's profit last year was $511,176.

THE IGGEST FIGURE IN THE NDUSTRY IS



THE BIGGEST ROMANTIC TRIUMPH IS.....

THE BIGGEST COMEDY SMASH IS.....

THE BIGGEST SUSPENSE HIT IS.... ....

THE BIGGEST OUTDOOR ADVENTURE IS....

THE BIGGEST MUSICAL SENSATION IS..

CORNEL WILDE • MAUREEN O'HARA in "THE HOMESTRETCH" in TECHNICOLOR with GLENN LANGAN • HELEN WALKER • James Gleason • Henry Stephenson Margaret Bannerman • Ethel Griffies • Tommy Cook • Directed by BRUCE HUMBERSTONE • Produced by ROBERT BASSLER • Original Screen Play by Wanda Tuchock

MAUREEN O'HARA • JOHN PAYNE in "MIRACLE ON 34TH STREET" with EDMUND GWENN • Gene Lockhart • Natalie Wood • Porter Hall • William Frawley • Jerome Cowan • Philip Tonge • Written for the Screen and Directed by GEORGE SEATON Produced by WILLIAM PERLBERG • Story by Valentine Davies

PEGGY CUMMINS • VICTOR MATURE • ETHEL BARRYMORE in "MOSS ROSE" with VINCENT PRICE • Margo Woode • George Zucco • Patricia Medina • Rhys Williams Directed by GREGORY RATOFF • Produced by GENE MARKEY • Screen Play by Jules Furthman and Tom Reed • Adaptation by Niven Busch • From the Novel by Joseph Shearing

"BOB, SON OF BATTLE" in TECHNICOLOR • Starring LON McCALLISTER with Peggy Ann Garner • Edmund Gwenn • Reginald Owen • Charles Irwin • Directed by LOUIS KING • Produced by ROBERT BASSLER • Screen Play by Jerome Cady Based on the Novel by Alfred Ollivant

"I WONDER WHO'S KISSING HER NOW" in TECHNICOLOR • Starring JUNE HAVER MARK STEVENS with MARTHA STEWART • REGINALD GARDINER • Lenore Aubert William Frawley • Gene Nelson • Truman Bradley • George Cleveland • Directed by LLOYD BACON • Produced by GEORGE JESSEL • Original Screen Play by Lewis R. Foster • Additional Dialogue by Marion Turk • Dances Staged by Hermes Pan

THE HOMESTRETCH
IN TECHNICOLOR



Miracle on BROADWAY 34TH Street



Moss Rose



Bob, Son of Battle
in TECHNICOLOR!

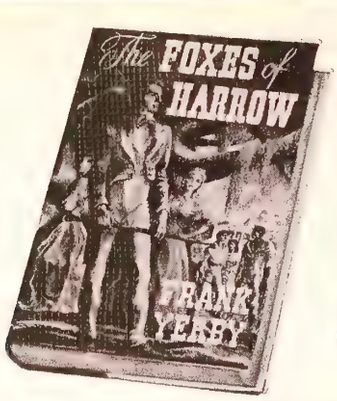


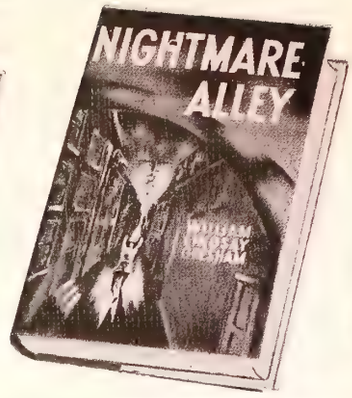
I wonder who's kissing her now
in Technicolor!

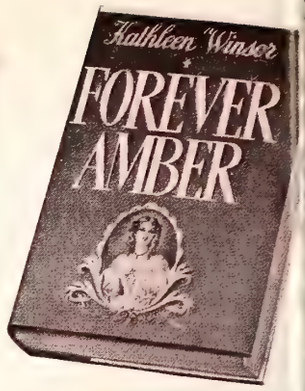


. AND THE BIGGEST BEST SELLERS ARE MADE BY

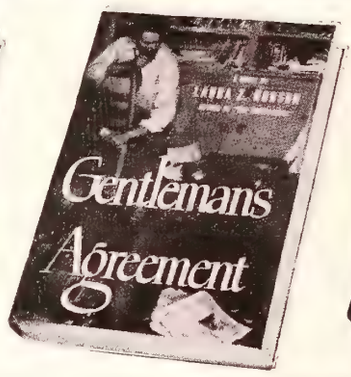
20th CENTURY-FOX

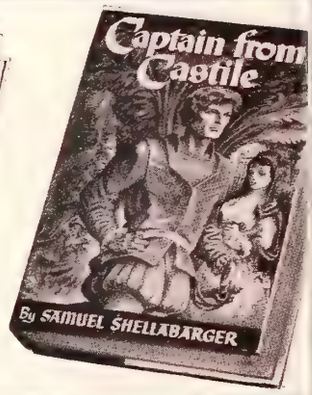


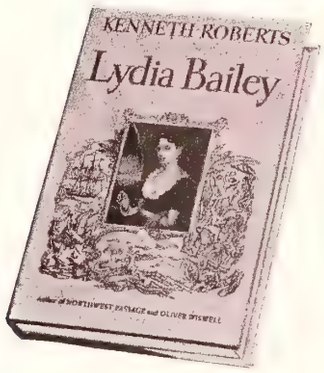


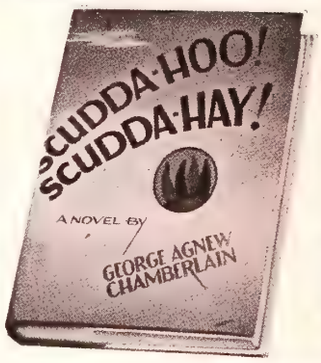


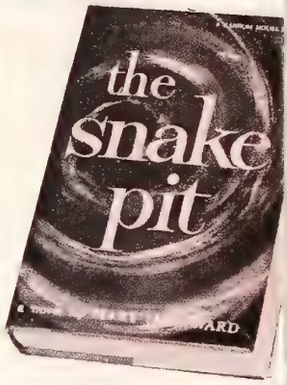


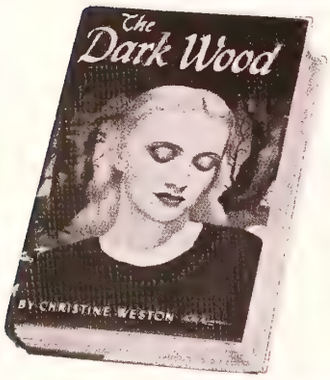


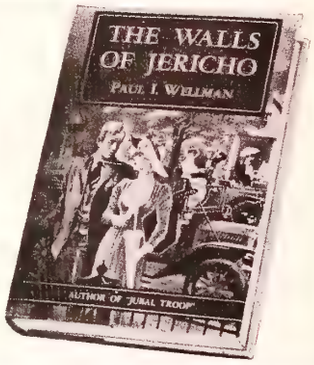


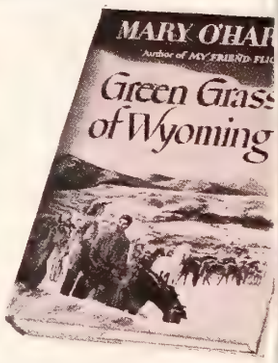




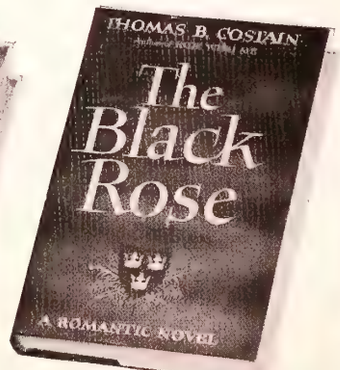


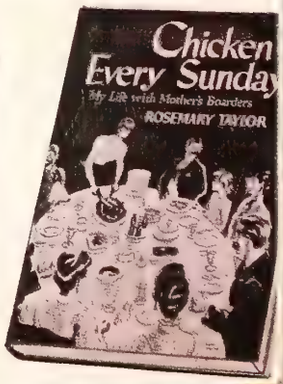












NATIONAL NEWSREEL

Picture People

Some speech **Si Fabian** of the theatres who bear that name made to the class in Motion Picture Theatre Management at New York University last Thursday. Speaker Fabian, who can talk with the best of them, didn't miss a thing, including the fact dear to his heart that show business is an exhilirating adventure which may have its ups and downs, but never leaves you bored. To Mr. Fabian it gave "action." He also pointed out that the manager must know everything from community activities to technical subjects and told the boys and girls who yearn to get into the game: "We are not merchandisers! We sell intangibles and when we forget that, we miss the whole point of the theatre purpose."

Which is quite a good remark, if you think it over. One producer didn't try to sell intangibles and his advertising pointed up so prominently some very tangible assets of a star in question that he's had "decency" trouble ever since.

These traveling film men were at it again this week with Eagle-Lion Sales Vice-President **A. W. Schwalberg,** accompanied by Advertising Publicity and Exploitation Director **Max E. Youngstein** back in New York after doing a few out-of-town circuits.

And with United Artists **J. J. Unger** back in town also after a three-day trip to Chicago.

And Warner Theatres' Director **Harry Goldberg** going way out to the coast on a plane (these air accidents don't frighten the boys one bit.)

And Republic Executive Vice-President **James R. Grainger,** coming back to the big town of New York after he and **Edward L. Walton** had been a-touring.

John B. Cron, who used to be in the United States Army Air Forces, has been appointed general manager for Monogram in Trinidad with headquarters in Port-of-Spain. He went down there to look over the field for Monogram and apparently did a swell job.

Ascap Attorney **Lou Frohlich** was off to Washington to fight a new copyright bill which would give the interpreting artists the right to copyright his interpretation of a number and charge performing rights on it.

Warner Bros. Studio Talent Scout **William Orr** is in New York to talk it over with **Harry Mayer's** home office talent department and to look over the situation. Such work!

Files Complaints Against 4 Ad Film Distributors

The Federal Trade Commission last week entered complaints against four producers and distributors of advertising films charging that their contracts with theatres in various locations, giving them exclusive rights to those screens for their advertising, was a practice in restraint of trade and an effort to create a monopoly.

Those cited and given 20 days to file answers are: Alexander Films of Colorado Springs; Ray-Bell Films, St. Paul; United Films Ad Service, Inc., of Kansas City, Mo., and Motion Picture Advertising Service of New Orleans.

Stress Need for More Films In Children's Film Library

Managers Forecast End Of Kid Matinees Unless New Titles Are Added

Need for a larger number of pictures in the Motion Picture Association's Children's Film Library was emphatically stressed in Cleveland this week as theatre managers met at a luncheon with Mrs. Ruth Hedges, executive director of the Educational Film Research Institute.

The managers told Mrs. Hedges that their efforts of the past year to establish children's Saturday matinees as a community project will end this summer unless more suitable pictures are made available. In order to establish Saturday matinees on a firm basis, they told Mrs. Hedges, they must be assured of 52 selected pictures a year. The present Children's Library is inadequate, they claimed.

The luncheon was arranged by Mrs. E. F. Carran, president of the Motion Picture Council of Greater Cleveland and attended by the heads of all the Parent Teachers Associations of Cleveland and the vicinity.

MPA Acts

In New York, offices of the Motion Picture Association said that steps had already been taken to increase the number of titles available to the library and that a goal of 52 had been originally contemplated by some of the executives in charge of the program.

At least 10 new titles have been added, it was pointed out, but their release had to wait upon completion of plans to add still further titles.

The MPA spokesman said that one of the time-consuming elements in increasing the number of titles available in the children's library was the care that had to be taken in selecting them. Not only must the picture, he said, be judged as suitable for children, but it must be considered from the viewpoint of whether or not the children want to see it.

Procedure

Originally the pictures selected included several which the children didn't particularly care for though their elders thought they would be just the things they wanted to see, the MPA spokesman said. Therefore the following procedure in selection has been set up:

1) The films are recommended by the Children's Film Library.
2) These pictures are screened.
3) A discussion follows.
4) The Committee then votes and sends its vote to the Motion Picture Association with the recommended pictures.
5) The selected pictures are then submitted to a committee of judges ranging from 8-12 years in age.
6) In the light of the recommendations made and the children's vote, plus suggestions made by psychologists who attend the premieres, the Children's Library Committee makes its selection.

While the Motion Picture Association moved to increase its number of titles to meet a need which it acknowledges came not only from Cleveland, informed sources in New York

These sources claim that in some instances circuits book the more popular titles and that this shuts out the independent who has to take what's left. A wider number of prints in each exchange area might obviate this, they point out.

Social workers, newspaper editors and radio commentators in many instances have warmly supported the children's matinee idea, which from first results seems to have been as splendid a public relations gesture as the industry has developed, observers say.

Towne is First Milwaukee Downtowner to Cut Prices

The Towne Theatre became the first downtown theatre in Milwaukee this week to cut its admission prices as a 20 per cent reduction was put into effect.

The new scale is now 46 cents for matinees and 62 cents for evening, taxes not included, and was advertised prominently in the press by owners on the grounds that the average 90-cent admission in the area was not justified since communities of the same size as Milwaukee charged 65 and 70 cents. Claiming that during the past years some theatres had increased their gross by 62 per cent but their attendance only by 12 per cent, the ad said:

"Downtown houses in Milwaukee are not playing to capacity audiences. We would rather fill our theatre than make the same amount of profit playing to smaller audiences."

Some other Milwaukee downtown houses had cut their matinees from 65 to 55 cents including taxes, but appeared not to consider any cuts in the night rate. Expressing this view was William Geehan, assistant to the Fox Wisconsin president, who stated that his company, which operates 27 show houses, did not contemplate any cut in night prices.

Ohio Passes Bill to Free Trailers from Censorship

The Ohio Senate this week passed [illegible] previously passed by the House, to exempt trailers from state censorship, provided they came from censored motion pictures. The bill now goes to Gov. Herbert. The Senate's taxation committee also formally voted to limit admission amusement taxes to five per cent if the state should abandon the field to the cities. The present tax is [illegible]

Mass. Ticket Tax

A bill is before the General Court (state legislature) in Massachusetts which would place an additional 10 per cent tax on theatre admissions for state purposes. The bill is being fought bitterly by the Motion Picture Coordinating Committee.

NATIONAL NEWSREEL

Smith Heads 20th-Fox Sales in Dept. Shuffle

(*Continued from Page 6*)

Joe Woodward of Kansas City steps up from salesman to manager of the Milwaukee unit.

The former eastern division has been carved into the following three new divisions:

1) The Yankee division, headquarters in New York, under Ray Moon, former New York district manager, whose territory now includes New York, Buffalo, Boston, New Haven and Albany.

2) The new mid-eastern division, headquarters in Philadelphia, under C. E. Peppiatt, embracing Philadelphia, Pittsburgh, Washington, D. C., Cincinnati, Cleveland and Indianapolis. This division includes the Atlantic district which is now under Sam Gross, formerly Philadelphia branch manager, who succeeded Peppiatt while Herb Gills, Philadelphia salesman, moved up to Philadelphia branch manager.

3) The Canadian division, headquarters in Toronto, which was formerly the Canadian district, embracing Canada's six exchanges and under Sidney Samson, who had formerly been Canadian district manager.

Close Contact

Reshuffling of the divisions was intended to enable the staff to keep closer contact with the field, 20th-Fox said.

All promotions made were from within the ranks of the organization, the company announcement pointed out.

Smith, who now heads the organization's vast sales department, came to the company as eastern sales manager in 1942 after leaving the sales manager post at RKO. Before that time he had been with Pathe, First National, Warner Bros., and Hodkinson. In 1935 he was a Vitagraph vice-president, a position he left a year later to join United Artists as general sales manager. In 1939 he left them for RKO where he was a division manager and subsequently sales manager.

Gehring is a Fox veteran, who interrupted his service to become eastern division manager for Tiffany Productions. He had started before that with Fox as a clerk in the exchange and had served as branch manager in several cities. After a job with Tiffany he returned to 20th-Fox in Cincinnati as branch manager and later became division sales manager and later western division sales manager.

The retiring Connors achieved the stature of an industry figure years ago. He came into the game around 1914 with Pathe, went to Metro and stayed with them through several important posts. Sidney R. Kent brought him to Fox in 1941 as his assistant and some time later he became general sales manager.

Warns 12 Atlanta Houses They Violate Building Code

Atlanta's Building Inspector Marving Harper this week mailed notices to approximately a dozen theatres in that city warning them of building code violations and ordering their correction. Harper, who had been making a survey of the situation for several weeks said that several of the theatres which he regarded as the most hazardous, would be given notices which will require them to start on the necessary improvements within 30 days.

Beard or Jail

All males in Idaho Springs, Colo., who refuse to raise beards for Gold Rush Days celebration in that community face confinement in an open-air jail. The ukase hit Paul Allmeyer, Paramount booker in the Denver exchange, and Sam Langwith, owner of the Western Service and Supply Company, both of whom live in Idaho Springs, and their faces bear hirsute adornments of which they are wearying. They are reported wishing June 21-25 would roll past so they can shave. The town will revert to the wide-open style prevalent in 1849 when the gold rush was really on. All theatremen are invited to Idaho Springs for the observance.

Columbia Sets 'Jolson' Terms on 'Down to Earth'

More than 50 executives and sales personnel of Columbia Pictures this week heard General Sales Manager A. Montague advise them that Columbia's forthcoming "Down to Earth" would be sold on the same basis as "The Jolson Story" as they met in Chicago for a four-day meeting of district and branch managers.

In addition, Montague announced that Gene Autry would deliver eight musical westerns to Columbia within the next two years. All of them, with the exception of the first—"The Last Roundup"—are to be in color, he said.

Montague's statement about "Down to Earth" was taken to mean that he would seek the same percentages which the company sought for "The Jolson Story" and that if feasible, he might try to bring it back into downtown houses for a "second first-run" after it had completed its other commitments. This policy is now being followed with "The Jolson Story."

The sales manager also discussed reselling "The Jolson Story" and plans for the forthcoming "Assigned to Treasury" "The Mating of Millie McGonigle," "Her Husband's Affairs" and "It Had to Be You."

In addition to Montague, home office executives attending the Chicago meet included: Rube Jackter, assistant general sales manager; Louis Astor, Louis Wennberg, Irving Wormser, circuit sales executives; Short Subject Sales Manager Maurice Grad.

District managers attending were: Nat Cohn, Sam Galanty, Carl Shalit, Jerome Safron, Ben Marcus, Harry Rogovin, R. J. Ingram, J. B. Underwood, Harry Weiner.

Autry Delivers One of 2 Pictures to Republic

Gene Autry, who will make a series of eight musical westerns for Columbia, has already delivered one of the two pictures he had committed himself to deliver to Republic before he won the suit which that company instituted against him, it was learned in New York this week.

The picture is "Robin Hood of Texas." The second picture apparently has not yet been made and will be produced by Autry after he finishes "The Last Roundup," first of his Columbia series. Autry had broken away from the Republic fold upon his return from military service. The company had sued him to compel him to carry out an asserted agreement and though he later won his case, Autry had agreed out of court to the delivery of two pictures.

Nebenzal Sees Tightening Of Production Financing

More care in the loaning money for production and decrease in the percentage which will be loaned against production costs was seen as forthcoming in New York last week as Seymour Nebenzal, independent producer who releases through United Artists met the trade press at an interview.

Nebenzal, who made it plain that costs would have to adjust themselves if business fell off and who seemed to believe that a revaluation of the entire system would be forthcoming, did not anticipate any difficulty in financing.

"They're only more careful to limit the percentage they give," he said. "They're tightening up all around."

Asked if he thought production costs would drop shortly, he replied: "I don't think so because costs are still going up. Now the Screen Actors Guild has asked all kinds of changes . . some of which are entirely impossible, some of which are justifiable, but if granted will cause production costs to go up."

He added that economies would finally put the break on costs, not more speedy production, which he did not approve.

Asked about the Hollywood labor situation, Nebenzal said the strike "has no influence whatsoever; had hardly any influence from the beginning and has not had any for the past six or eight months."

MPEA Has Paid Off Loan Advanced By 8 Majors

The Motion Picture Export Association has repaid its eight stockholder-owners—Paramount, 20th Century-Fox, Universal, United Artists, RKO, Loew's (MGM), Warner Bros., Columbia—the $250,000 advanced it by them to set up business and from now on profits will be paid to the stockholders in the form of dividends, the Association said in New York this week. The announcement was made after criticism of its apportioning system had been voiced by Producer Seymour Nebenzal and his representative, Budd Rogers, in an interview.

Not 'Sold' on MPEA

Dissatisfaction with the Motion Picture Export Association as a means of release for independent films abroad was expressed last week by Budd Rogers, representative for Seymour Nebenzal, United Artists producer.

Rogers' remarks came during an interview with Nebenzal in New York after the producer had been questioned on the subject:

"Very candidly," Rogers said, "I'm not sold on the export association. For the majors in the industry I can see where it has a lot of qualities, but for the independents it isn't so good."

He claimed that too many independents were not members and said that he had signed an agreement with the Association "under the impression that everybody would sign it. I thought," he continued, "the basic purpose was a very good thing. I'd be willing to bet that since the Association started over 100 pictures have been sold to Holland outside of the Association." Rogers claimed that Selznick, Hughes, Monogram and others had closed deals outside of the group.

SELLING THE PICTURE

Winners in Canada's $220 Contest on 'The Verdict'

The Canadian exhibitor contest on the best campaigns for Warners' "The Verdict," have been announced by Glenn Ireton of Warners' Canadian publicity office. Prizes totaled $220. The winners and amounts of their cash prizes follows:

Henry Wilson and Robert Nelson, manager and assistant of the Capitol, Chatham $100; Leno A. Turoldo of the Capitol, Brandon, $50; Russ McKibbin, Victoria, Toronto, $25; Henry Marshall, Regent, Ottawa, $15; Charlie Doctor, Capitol, Vancouver, $10.

The five judges in the contest were Jim Cameron of Famous Players, James Smith of the editorial staff of the *Canadian Moving Picture Digest,* Larry Graburn of Odeon Theatres, James Nairn of Famous Players, and N. Roy Perry, president of Toronto's Advertising and Sales Club.

Set National Advertising Campaign on 'Unfaithful'

Warner Bros. has set a national advertising campaign on "The Unfaithful" which will start in the August issues of 23 magazines of nationwide circulation. Because of the film's especial appeal to women, publications selected for the sendoff were those that go into the homes and are read mostly by women. The total reader circulations of the 23 chosen is 60,991,712.

Publications inclure *True Confessions, Modern Romances, True Love* and *Romance, True Romances, Real Romances, Personal Romances, Screenland, Silver Screen, Movie Show, Movie Life, Movies, Movie Stars Parade, Movieland, Screen Guide, Real Story, Photoplay, Radio Mirror, True Experience, Movie Story, Motion Picture, Modern Screen, Screen Romances,* and *True Story.*

Bob Hope in Free Father's Day Trailer

A Father's Day trailer featuring Bob Hope is being offered free to all exhibitors by the National Father's Day Committee, according to Melvin L. Gold, director of advertising and publicity for National Screen Service. In the trailer, Hope appears in a "live scene" and delivers the Father's Day message himself.

Gold said that requests for the trailer should be sent directly to the National Father's Day Committee, 50 East 42nd Street, New York 17, N. Y. In addition the Committee is also offering two 11 x 14 posters which can be used in the box-office windows, or in the lobby, to focus additional attention on the theatre's Father's Day promotion.

Libraries Cooperate

A display on MGM's "Sea of Grass" was arranged by Elias Schlenger, Fabian's Staten Island publicity director, for the picture's showing at the St. George Theatre, St. George, S. I. Schlenger was given permission to place them in the island's seven branches of the New York public library. Colored 30x40 blowups of scenes from the picture were used in addition to 30x40 cards with black-and-white stills

Huge Campaign Backs Start Of 'Miracle' at N. Y. Roxy

World premiere of 20th Century-Fox's "Miracle on 34th Street" at the Roxy Theatre this week, took on all the aspects of a gala civic celebration with Manhattan Borough President Hugo E. Rogers on hand to purchase the first ticket when the box office opened. Also present, and representing the stores, banks, hotels and merchants in the Herald Square area who cooperated in giving the picture a big exploitation campaign, was P. Raymond Haulenbeck, president of the 34th Street-Midtown Association.

The opening Wednesday climaxed an unprecedented long-range campaign under the direction of Charles Schlaifer, director of advertising, publicity, exploitation and radio, which saw the entire home office promotional staff engaged in a campaign which will be duplicated throughout the country.

The campaign started off in New York when the National Retailers Dry Goods Association cooperated by endorsing the picture to every one of its 7,500 member stores. Local participation was engineered through the aid of the 34th Street-Midtown Association, which tied all of its member stores in on a mass promotional push for the film. This exploitation effort embraced shield decorations on lampposts throughout the 34th Street area announcing the picture; heralds inserted in all packages of participating stores; banners on store fronts in the shopping district; posters in stores and store windows; and special display ads and drop-in lines on regular store advertising in the metropolitan papers. In addition, individual stores cooperated with special displays, the hanging of flags carrying picture and playdate copy, truck banners, window cards, and in-store and lobby display cards. Drop-in lines in prominent restaurants of the district were also placed prior to opening.

Macy's Department Store, where a major portion of "Miracle on 34th Street" was actually filmed, cooperated by arranging for a series of mass theatre parties staggered over a period of six days, during which the 12,000 employes of the store will see the picture. Macy's also took seven-column display ads in the local papers announcing the premiere of the film, plus 50-inch follow-up ads in the metropolitan press. The store also sent out 180,000 heralds, and used drop-in lines on its "Hi-Spot" handbill. Window displays, in-store cards and bulletin board announcements, as well as house organ publicity, made both customers and employes aware of the picture and its engagement at the Roxy. Jack Straus, president of Macy's, sent a strong personal letter of endorsement to all Macy affiliates throughout the country.

In a radio tieup, Mutual's WOR staged an around-the-clock tribute to the picture Tuesday when eleven of the station's top programs plugged the film throughout the morning and afternoon. Included in this series of programs were on-the-spot broadcasts from stores and windows in the 34th Street-Midtown area tying in with the shopping center's salute to the picture.

The Roxy staged a large advertising and exploitation campaign for the premiere. Included in its program were showings of the special 400-foot trailer on the film, a large teaser ad campaign, and one of the largest display ad campaigns ever used in its history. An exceptionally large outdoor posting campaign was used to blanket the city with announcements of the premiere. Subways, railroad cars, and station platforms throughout the metropolitan and suburban transit systems were also posted extensively. These were supplemented by cards announcing the picture as the "Go See" film of the month, as selected by the New York City Subways system.

The New York campaign is being duplicated throughout the nation following a series of meetings held last month by Schlaifer and his staff in key cities over the country.



DELAYED SANTA CLAUS. Kris Kringle in all his holiday trappings walking along the crowded main street in the springtime is an arresting sight, and Manager Bernard Ginley of the Southern Theatre, Columbus, O., snapped up the idea for street ballyhoo for Columbia's "The Jolson Story." On Santa's back was this sign: "I stayed in town to see 'The Jolson Story' Sunday through Thursday at the Southern Theatre."

Army Officers Attend 'Thunderbolt' Premiere

More than a score of high-ranking Army and Air Corps officers attended the world premiere of "Thunderbolt," documentary feature filmed in Technicolor by William Wyler during World War II, at the Ambassador Theatre in Los Angeles on Wednesday night. The premiere was part of the official agenda of the Aviation Writers Association of America, whose 120 members are holding their annual convention in Los Angeles this week.

"Thunderbolt," to be released by Monogram through arrangement with Carl Kreuger Productions and the United States Army Air Forces, has a special introduction by James Stewart.

SELLING THE PICTURE



DON'T LOOK TOO LONG—LAUGHS ARE CONTAGIOUS: Manager R. E. Stonebrook of the Orpheum Theatre, Omaha, booked MGM's "The Showoff" for a week and transformed his theatre front into a "House of Mirth" by means of laughing faces with wide-open mouths surrounding the words "Laugh Week." To complete the illusion of mirth, Stonebrook had a man dressed as a policeman standing in the lobby and laughing his head off, and placed "Laugh Week" poster signs about the lobby and theatre floor as though they had fallen off the walls—as well they might have, for concealed loud speakers played continuous laugh records for a week in advance. Patrons kept picking up the "fallen" signs and handing them to the doorman and the usherettes. It was a good stunt and one especially suitable for any theatre having a week-long celebration where a comedy (or comedies) form the screen fare.

Classified Ad Insertions Build Interest in 'Bedelia'

The personal column of the classified section of the daily newspaper offer opportunities for attracting attention from unusual sources for certain pictures. James Chapman, manager of the Kimo Theatre, Kansas City, Mo., sought just such a reaction for his recent showing of Eagle-Lion's "Bedelia." A series of two ads in the Kansas City *Star* proved to be the answer.

One ad read, "Pete, call me at Va. 7296. Your lovely, wicked girl, Bedelia." This brought 524 phone calls to the theatre, most of them from genuine "Petes," but a few from the to-be-expected curious and "wise guys." All, however, added up to the unusual notice desired for the picture, according to Chapman.

The second personal ad read, "Apt. for rent, no not quite. But a comfortable seat for rent at 65c to see the wickedest woman in town, Bedelia. Call Va. 7296." This ad brought 212 phone calls to the theatre, many of them asking times of showing and other details of the theatre's schedule. Some actually sought apartments, and a few called in person just to be sure no possibility was overlooked in these days of housing shortages.

The "Pete" ad was run every other day, a total of three insertions spanning the week. The "apt." ad was run on the other days.

On the strength of this and a completely rounded campaign "Bedelia" opened to strong business and played three weeks, a gratifying run in the Kimo.—KAN.

'Dear Ruth' Premiere Held at Asbury Park

Marking the 20th anniversary of Walter Reade's Mayfair Theatre and the 50th anniversary of the incorporation of Asbury Park, N. J., the world premiere of Paramount's "Dear Ruth" was held last Thursday evening (May 29).

Festivities began at a cocktail party held at the Hotel Kingsley Arms after which the guests proceeded to the Mayfair via an eight-ton, two-deck open bus, Reade's latest addition to his exploitation devices, which led a procession of other vehicles.

Following the parade, a simple stage ceremony was held at the Mayfair, with Reade receiving a scroll from the Asbury Park Chamber of Commerce.

Members of the Reade and Paramount organizations attending the premiere included Reade, Walter Reade, Jr., Hugh Owens, Henry Randall, Myron Satler, Sid Mesibov and Jack P. Harris.

Dave Nolan, Reade Asbury Park manager, and Nick Schermerhorn, Reade district manager, worked in cooperation with the Reade home office advertising and publicity department in working out details for the premiere.

Cohen Cashes in on Rival Theatre's Booking of Band

At the Poli Theatre, Hartford, Conn., Lou Cohen, manager, had a nice break on 20th-Fox's "Carnival in Costa Rica," when the State Theatre, downtown vaudefilm house, booked in a stage show featuring the Lecuona Rhumba Band which appears in the picture.

What happened next was that Cohen got numerous mentions in the papers.

Paramount-Philco Tieup On 'Welcome Stranger'

A large-scale national tieup on "Welcome Stranger" has been arranged by Paramount with Philco as part of an extensive promotion campaign for the Bing Crosby-Barry Fitzgerald-Joan Caulfield starrer.

As a first step in the promotion, Paramount has made arrangements with the Philco dealers to screen the picture for them on June 16 at their convention in Atlantic City.

The arrangement with Philco goes into effect with the August openings of the picture.

Friendliest Person Contest

Manager Harold Lyon of the Des Moines Theatre, Des Moines, Ia., arranged a contest with Gordon Gammack, Des Moines newspaper columnist, to find the friendliest person in that city, with the award a wrist-watch for the winner. The picture thus exploited was Allied Artists' "It Happened on Fifth Avenue" which deals with a number of friendly persons.—DEM.





BOSTON'S MADEMOISELLES were instructed in the style of print dress to wear to have "the best years of their lives" through a series of five window displays in R. H. White's famous store. Two of the displays are reproduced above. Various style of print dresses were draped around the mannikins, with patterns of other styles being fastened to the backdrop and covered with reviews of Samuel Goldwyn's production, "The Best Years of Our Lives," and stills from the film. Signs in the windows read: "Prints to wear during 'The Best Years of Our Lives'." Note the projection machine in one of the displays with strips of film showing scenes from the picture. Also note in another the outline of a small dog, seemingly so very proud of being made up of newspaper clippings about the production.

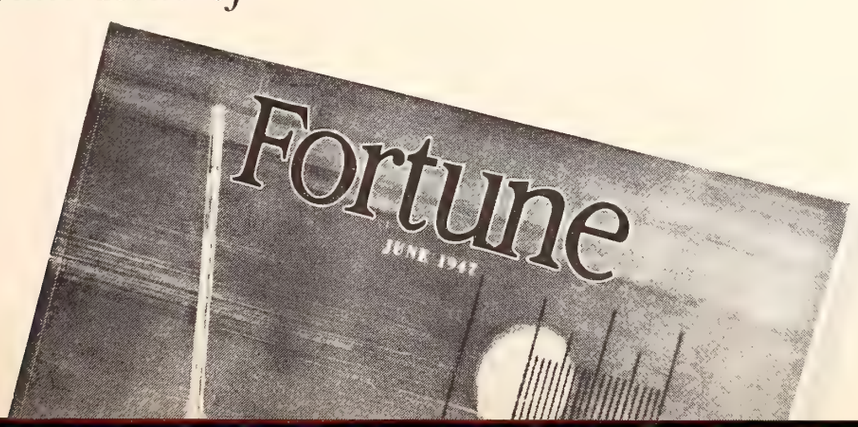
Read

The Dramatic Thirteen-Page Success Story of

PARAMOUNT

"The No. 1 U. S. Motion Picture Company"

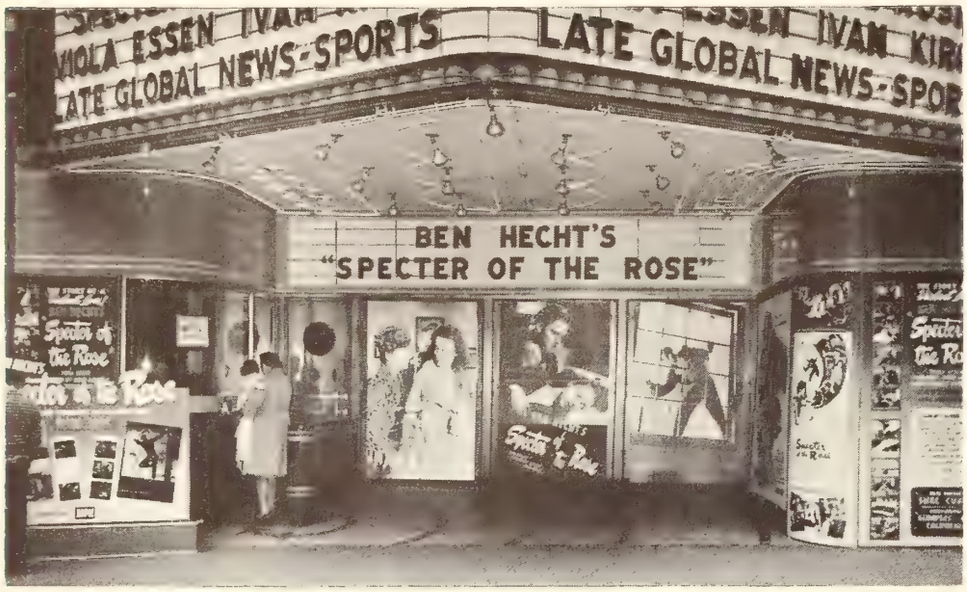
In the June Issue of



JUST OUT

One Dollar Per Copy
Ten Dollars Per Year

SELLING THE PICTURE



EXCELLENT TREATMENT of this limited-in-size theatre front indicates careful planning on the part of Manager Ross McCausland of the Dallas Telenews Theatre. Treatment of the lobby doors with photo-enlargements on "Republic's "Spectre of the Rose" is unusual in that the blowups are permitted to "bleed" on all sides, rather than the usual method of using parts of the doors as frames for pictures. No one passing the theatre could fail to notice that McCausland's house was playing "Spectre" or that he thought the picture was "big." Hold-over business indicates the success of the extensive campaign afforded the film.

'Jolson Story' Campaign Surmounts Two-Language Difficulty in Montreal

The two-language city of Montreal, Canada, posed a problem in the exploitation of Columbia's "Jolson Story" which was overcome through judiciously dividing newspaper advertising and radio plugs between English and French papers and radio stations. Al Jolson's popularity in Canada was a decided help in putting over window displays and various tie-ups. The Loew Theatre campaign was handled by John Reidy and Tom Cleary of the house publicity staff.

Special screenings were held for the personnel of radio station CKAC, another one for the CJAD employes and a third for the combined personnels of four other stations. A fourth screening was for a representative group of the 800 Club. The result was that the plugging of the stations for "The Jolson Story," in both languages, formed the backbone of the campaign. A transcription, in sections, of reactions of members of the 800 Club, enabled it to account for several radio plugs over CJAD.

Station CKAC started its plugging for the picture by releasing 150 balloons, with advertising copy in English and French, over the city. Twenty-five of the balloons contained free tickets to the film. In a French promotion, this station conducted a whistling contest of Jolson tunes for a week with cash prizes for the daily winners. It also gave Jolson albums as awards in some of its audience participation shows. Five stations used the record from the film's sound track, including CKVL, the French-language outlet.

More than 500 juke boxes were supplied with Jolson records and attached credit stickers. The organist at the Windsor Railroad Station played the Jolson tunes many times daily as did top night clubs which were supplied with orchestrations. Six other Loew houses in Montreal also played the sound track record in their lobbies, with display material on the picture. The important music stores carried window displays, while a Max Factor tie-up resulted in attractive displays in 17 stores of the Dulac drug chain, and in many other shops. The Warner Beauty Parlor used stills of Evelyn Keyes in two windows with English and French credits.

Lux Soap distributed over 200 streamers plugging the picture in both languages, which its distributors placed in their windows. Roberts-Decca used more than 200 streamers in French, combined with 40x60 and 30x40 screen processes in windows.

Identifying Mystery Tunes Good 'Pursued' Contest

A mystery tune contest over radio station WCPO was arranged by Walter Ahrens of the Grand Theatre in Cincinnati for the Warner-released United States picture, "Pursued." "Pursue the tunes and see 'Pursued'" was the slogan used during the full week of radio plugs by disk jockeys.

Contestants correctly identifying the tunes played were awarded passes to see the picture.

Request Granted

Sam Horne, chief usher for Manager Jack Dieber of Century's Marine Theatre, Brooklyn, N. Y., sent a telegram to a radio station's all-night record man the night before "The Jolson Story" opened at the house, requesting that he play Al Jolson's record of April Showers and dedicate the rendition to Manager Dieber in honor of the musical biography playing at the Marine the next day. The disk jockey obliged.

Atlanta Airwaves Loaded With 'Macomber' Plugs

Radio was the main field for Manager Boyd Fry's exploitation for United Artists' "The Macomber Affair" at Loew's Grand Theatre in Atlanta. Most effective of these was WGST's wild animal identification contest program for five days ahead of opening. WAGA's Tele-Foto program, with money and theatre passes as prizes, devoted on this one occasion exclusively to Loew's Grand, ran for eight days in advance. WSB used a jungle music background for eight 50- and 75-word plugs for the picture. In addition, it gave picture and theatre mention between innings of the opening baseball game between Atlanta and Chattanooga. WATL's "Man on the Street" program gave the picture prominent mention with certificates for soft drinks, cleaning and pressing, theatre tickets, etc., as giveaways.

Public address announcer at the wrestling matches in the City Auditorium talked up the film from a sporting angle. Seventeen downtown and neighborhood beauty parlors used pictures of Joan Bennett with tie-up copy. Reeder & McCaughley, dealers in sports wear, guns and ammunition, gave it a window display with a background of guns. Beck & Greeg Hardware Co., used stuffed bob-cats, foxes, honey bears and coyotes, for a wild animal window, while guns, ammunition, hunting clothes, boats and buffalo heads occupied the two windows given to "The Macomber Affair" by the King Hardware Co.

Three jewelry shops carried window displays with pictures of Miss Bennett with appropriate credits. Pictorial displays were given by the *Journal* and the *Constitution* two weeks in advance and again the day before the film opened.

Robinson Phone Interview Plug for 'Red House'

A trans-continental telephone interview with star Edward G. Robinson was the highlight of the exploitation for United Artists' "The Red House" at the Aldine Theatre, Wilmington, Del. Robinson was interviewed by the program director of radio station WILM, and the interview was the subject for a later broadcast on William Frank's 15-minute "Around the Town" commentary. The interview was arranged for by Al Gorson, UA exploiteer, and Manager Edward Doob of the Aldine and his assistant Robert Diem.

The trio also tied up with a realtor, Paul S. Wiley, who ran a series of cooperative ads in which a certain house was pictured, with clues as to its location. The first 30 persons to identify the house were offered free guest tickets to the picture. More than 200 replies were received.

Attractive window displays featuring the Edward G. Robinson pipe tobacco with stills from the picture and cards with theatre and playdate credit, were obtained.—PHA.

Dog Coloring Contest

Ken Workman of the United Artists Theatre, Berkeley, Calif., staged a coloring contest in which free passes to MGM's "Courage of Lassie" were offered to a dozen youngsters for coloring a quarter-page picture of Lassie printed in a local newspaper, a stunt equally applicable to "Gallant Bess" and "The Yearling"

SELLING THE PICTURE

National Hairdo Contest On 'Arch of Triumph'

As a result of recently-completed negotiations between Enterprise and Hair Fashion Council of America, Frank Frederick of the Council is conducting 48 statewide contests based on Ingrid Bergman's coiffure in "Arch of Triumph."

Contests are handled through all 27,855 beauty shops affiliated with Hair Fashion Council. Winners of contest are those whose general appearance and "Arch of Triumph" hairdo most approximate the official "Arch" hairdo picture of Bergman now on exhibit nationally.

Frederick has already held contests in California, Illinois and Arizona. He is currently setting up competitive meetings in Washington and Oregon. Publicity is expected to reach 45 million customers of the nation's cosmetic establishments.

Loth Gets Front-Page Story on 'Boys' Ranch'

Landing a story on MGM's "Boys' Ranch" on the front page of the *News-Virginian* in Waynesboro, Va., is a promotional feather in the cap of Manager Ellison Loth of the Wayne Theatre in that town. Story brought the picture and its theme of the regeneration of homeless and delinquent boys to the attention of most of the citizens.

Loth also arranged to have Cal Farley, founder of Boys' Ranch in Texas, visit Waynesboro where civic leaders gave him an enthusiastic reception.

Children's Fashions

Fashions are not altogether for the mother and big sister. When "Three Wise Fools" hit Boston, George Kraska of Loew's Theatres planted a full page co-op ad on Margaret O'Brien fashions with a leading department store.



"SHE LOST HER IDENTITY keeping the biggest secret in the world" is the legend on the sign carried by the unidentified miss to ballyhoo MGM's "The Beginning or the End" during its showing at Reade's Freehold Strand. Johnny Balmer, city manager, set up the stunt.

Money Dates for July

With the coming of warm July days, with vacations in full swing and with lakes, beaches and mountains calling the public into the wide open spaces for coolness and relaxation, the manager must take active steps to combat a possible summer box-office slump. Independence Day affords him his biggest opportunity to bring in some extra cash—almost his only opportunity—and plans to cash in on the day should be laid well in advance. Little or nothing can be done if he waits until July, for heads of organizations, patriotic, military and civic, which could set cooperating activities for the day, may then be out of town or otherwise unavailable. Contacts should be set up at once and arrangements for the theatre's patriotic activities mapped out. There are a few other occasions in the month on which the exhibitor can capitalize.

National Observance Periods.

JULY 4—INDEPENDENCE DAY.

With uncertainty as to how much higher prices of food and other commodities will go, the public is not in a spending mood, so it will take harder work and more ingenuity to attract them into the theatre. Only well-laid advance plans can get them in, therefore get in touch now with editors of newspapers for editorials, news copy and pictorial displays; with merchants for window tie-ups and prizes for children who may participate in your activities. See executive heads of the American Legion posts, Veterans of Foreign Wars, the American Veterans Committee, the Army and Navy Union radio stations and the Mayor, and urge them to cooperate in making the day one of patriotic fervor. Display the American flag, the state flag, and, if they are obtainable, the flags of the United Nations. Use red, white and blue bunting as marquee, lobby and proscenium decorations with flag clusters interspersed. The original American flag of 13 stars displayed alongside the flag of today atop the theatre or on the marquee would be an especially attractive feature. A good seamstress could, without too much difficulty, make up the 13-starred flag. Do not overlook the Declaration of Independence; get a copy of it if possible and blow it up to a 40x60 and place it in the lobby. Failing that, it might be feasible to have it read from the stage following the playing of the National Anthem, by some civic dignitary —the mayor, head of the schools or someone active in patriotic observances. In some sections—large cities particularly—the public schools may have closed only a week or so before the Fourth. Set an essay contest with school children on "What Independence Day means to me," with passes for the best essays good for July 4 performances at the theatre. There are a number of patriotic short subjects; find out from your exchanges what ones are available and book them, and play them up in heralds and newspaper advertising. Most veterans' groups will probably be glad to cooperate for a stage celebration of the day, in drills, flag salute or the manual of arms. If the weather is good, it should not be difficult to induce them to put on a parade right to the door of the theatre just before the performance in which they will participate on the stage. Invite all patriotic groups to help make the occasion a gala affair, being careful not to overlook any of them. Argumentative politics should not enter the celebration in any form; keep all speeches loyal and patriotic. The Parent-Teachers Association and women's groups should be approached to sponsor a special morning performance of children; most of them will willingly cooperate. Between regular shows Americanisms groups might sponsor a special showing of patriotic shorts. Another possibility that would attract many into the theatre is a contest among drum and bugle corps or among the bands of various societies. The Army Recruting Service should be contacted for a lobby booth. If the theatre is air conditioned, play up its "cool comfort" in your advertising. A goodwill builder is a party for newsboys or inmates of an orphans' home or other underprivileged group to which newspapers will give space. This is the day to display the manager's smartest showmanship—in booking and in patriotic activities and goodwill building. It will pay off not only for Independence Day but for long thereafter.

JULY 20-26. NATIONAL FARM SAFETY WEEK.

Theatres in agricultural sections of the country will do well to give a thought to this not-too-well-known occasion. Some dealers (or farmers themselves) might be willing to lend some of the smaller safety devices used on farms for a lobby display. State agriculture schools might offer suggestions for the display or for commercial films illustrating such devices. If the county has an agricultural department, contact it. Newspapers in agricultural regions have a large farmer subscription list and like to play up to their interests. Approach the editor for a tieup on a prize contest for farmers submitting the best suggestions for farm safety items, with ticket prizes good for any performance during the week. A dealer in farmers' supplies might contribute several worthwhile prizes in return for the publicity the theatre can give him.

Special Anniversaries.

JULY 3—FIRST NORMAL SCHOOL ESTABLISHED 1839 IN LEXINGTON, MASS.

This is the day before Independence Day when attendance is apt to be scant. Exhibitors in towns having normal schools (which are apt to be in session at this time) should get in touch with the head of the school for an announcement offering reduced prices for groups of 10 or more of the students. Newspapers would give it some publicity if accompanied by the names of the students in the party. Friday nights would be best for the parties, after the school week is over. Book stores handling the texts used in the normal school would use cards on the picture and playdate along with displays of the text books. Head of the normal school might give a brief talk on the rise, spread and value of normal schools, which should get newspaper space.

JULY 26—POSTAL SYSTEM ESTABLISHED, 1775.

Arrange for special rates for a party of postoffice employes at the evening show. The postoffice would reciprocate with some publicity and the newspapers, especially if supplied with names, would play it up, and still more strongly if the postmaster can be persuaded to give a short talk on the various means of delivering mail from the mail rider and stage coach to airplane delivery—stressing letter carriers, rural free delivery, registered and special delivery mail, the mail zoning of cities, etc.

Special Observances.

July 1: Dominion Day in Canada.

July 3: Idaho admitted to the Union, 1890.

July 16: District of Columbia established, 1790.

July 24: Pioneer Day in Utah.

July 25: Occupation Day in Puerto Rico.

Anniversaries.

July 4: First road test of auto, 1894.

July 4. Nathaniel Hawthorne born, 1804.

July 4: First rodeo held in America at Prescott, Ariz., 1884.

July 7: Japan invaded China, 1937.

July 7: Airmail service, New York to California, established, 1929.

July 9: Elias Howe, inventor of the sewing machine, born, 1819.

July 10: Howard Hughes started from Brooklyn the fastest around-the-world flight (until 1947) in 1938.

July 11: John Quincy Adams, born, 1767.

July 11: Triborough Bridge, New York, opened, 1936.

July 12: George Eastman, famous in the photographic and film industry, born, 1854.

July 14: Bastille Day—first celebrated in the U. S., 1914.

July 14: First world's fair in the U. S., 1853.

July 16: District of Columbia established, 1790.

July 18: United States-Canada St. Lawrence Treaty, 1932.

July 26: General of the Armies Douglas MacArthur took command of the American Army in the Philippines, 1941.

July 26: New York ratified the Constitution, 1775.

July 28: Beginning of World War I, 1914.

THEATRE MANAGEMENT



The Brass Tacks of Efficient Picture Theatre Management*

WHO PAYS COST OF COLLECTING TAX?

By Jack Jackson

Seems like it was only a couple of paragraphs ago that I was spouting about ideas—good practical ones deserving of the great consideration by managers and owners of theatres—popping up from the most unexpected sources. Well if there remained any doubt of the truth of my statements, here's an instance of irrefutable proof. And, it comes from—of all places—the pretty blond hat-rack that graces the shoulders of my personal "war department."

The other morning while at breakfast my matrimonial adversary raised her eyes over the rim of her coffee cup and innocuously queried; "Honey, what are theatre passes given for?"

Well, that question coming from that particular source kinda stumped me for a minute so I—thinking to dispose of the matter hurriedly — blandly replied: "Darling theatre passes are given in return for services rendered the theatre or at least that's the mission they are intended to serve." With that I went about the business of devouring my morning hen fruit expecting that the conversation would fall into its usual shallow channels about where bacon could be bought and the falling price of calico and gingham.

But my lady of a lifetime had other notions to advance on the subject and led me right into one of the neatest-laid conversational traps ever conceived by the supposedly frivolous feminine mind. She came back with; "What kind of service?" So, I went on to expound on the principal of distributing passes in expectancy of enticing the future paid attendance of the recipient; the expectancy of special favors, such as preferred placement of ads in newspapers; special service from those in charge of handling theatre business for other concerns; the payment for space on billboards, in windows and so on etc., etc. Considering the matter erased from the morning agenda I was just reaching for another slab of toast when she poured this one into my ear:

An Angle That You and I Have Been Overlooking

"The Government insists that every pass holder except theatre employes and others whose work takes them into theatres pay the stipulated tax, don't they?" To this I replied in the affirmative and was carefully laying a blanket of butter on that toast when she tipped the pedal that sprung the trap. "It seems to me from what you say that theatres use passes almost exclusively for the purpose of discharging existing obligations that would otherwise cost them money and to actually pay for a portion of its advertising program. Is that right?"

My foot was in so far there was no escape, so I surrendered and came up with the question: "What's this all about Sweet and why are you worrying your pretty head?" Then I got it, and, without going on with the chit chat exchange that took place, I'm going to pass the sense of the discussion on to you. I personally think that Mrs. J. has placed her well manicured finger on an angle of this business that you—and you—and you and I have been overlooking for entirely too many moons. I have already passed the notion along to my own superiors with the suggestion that they get at their attorneys and tax expertsto determine the merit of my spouse's opinion on the subject of theatre passes.

In the rapid, staccato-punctuated manner she has of going about her end of a conversation when she has negotiated the rougher passages and feels pretty sure of the road ahead, she went on to explain the principle of a theory she felt sure would help me in my business. And, I'm almost certain that, properly handled, it will help every theatre man everywhere. Here's the gist of what the thought gremlins manufactured under cover of Mrs. J's hairdo:

Uncle Sam, in insisting on the collection of his tax, acknowledges that the theatre is performing its regularly scheduled entertainment and service to the pass holder and that such service has value comparable in every way to the service and entertainment delivered to a paying patron. Such being the case, it is to be assumed that the theatre is providing a seat, service and its entertainment privileges in payment for some favor, labor or other consideration that would otherwise have to be compensated for in cash and charged to theatre expense. The only commodity the theatre has to sell is the occupancy of a seat and the rendition of service that accompanies the exhibition of the entertainment it provides. When the seat is occupied and the entertainment given to a patron in lieu of payment in cash for some service rendered it represents an actual disbursement of funds by the theatre. These things being so it seems only fair that the price of the seat so occupied should be charged off as a legitimate theatre expense and deductable from theatre income when rendering Government reports.

Well Worth Passing Along

Listening to my "one and only" and the argument she put up made me a little ashamed of myself for not having discovered the long-neglected premise of fact myself. As I made mention above I don't know whether it can be done or not but I do believe that her notion is well worth passing along to you fellows for hashing and rehashing with your legal advisors. I think we—or I should say she—found something that may serve to lessen our tax burdens considerably. Of course the deduction would not apply in instances of political or the so-called "courtesy pass" but in such cases where the pass lessens theatre expense by repaying someone for services rendered it seems only fair and just that we should be permitted to include the cost of the seat occupied by the passholder as an item of operating cost.

The "solid" thinking of my Mrs. got me to doing a little mental digging into the tax problem that is somewhat of a sore spot with all of us and I got to wondering about a lot of angles. Remember please that the following are just "thinks" and not opinions or recommendations. Before you do anything about these matters it is best that you consult with your attorneys and tax advisors. To be right safe I better put the ideas in the form of questions and let you figure the answers yourself, because all this entire article is intended to do is to make you think a little more clearly about your business and keep you from being made a dummy of by your wife or some other

(*Continued on Page* 15)

Check Sidearms

Having had plenty of trouble from young boys whenever a shooting western picture was shown, Manager Francis Crawley of the Grand Theatre, Mankato, Minn., hit upon an idea, right from western films, to eliminate the disturbance caused by the firing of cap pistols in the theatre. He put up a sign at the theatre door: "Check all sidearms here." No less than 67 cap pistols were deposited by the kids and all the shooting took place on the screen.

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Vacation Problem

Manager Ray Brown has solved the problem of giving all his theatre employes in Harlan, Ia., a vacation. He will close the Cozy Theatre for the months of July and August.

Rubens Urges Flexibility In Ideas on Coolness

Theatre managers are warned by Maurice M. Rubens, Great States Theatres executive, that their air conditioning plant is not a quick-freeze unit and that their ideas of coolness for the comfort of patrons must be flexible enough for quick change when the day suddenly becomes wet and chilly—as even warm days sometimes do in the summer months. Rubens' warning was directed to all managers of his circuit, which embraces midwestern houses where temperature changes are often quick and violent, but it is advice which all managers will do well to keep in mind.

"Nothing is so ridiculous" says Rubens on a cold rainy day as theatre front covered with 'cool' announcements.. In exploiting and operating the cooling system there is little more to it than using a cool valance, a 4 x 60 and iced signature cuts at the first sign of warm weather. Theatre managers should have their 'cool' ideas flexible enough so that they can be quickly removed when weather conditions make a quick change.

"A 40 x 60 'cool' display for this reason is more desirable than more or less permanent items like valances, banners and attraction board letters that emphasize the iced-air idea and take considerable time to change. Newspaper slugs, such as, 'Scientifically air-conditioned for your comfort' and 'Enjoy this show in cool comfort,' are preferable to signature cuts with icicles on the letters or North Pole illustrations. Patrons now accept air conditioning as a matter of course, its absence is the exception. In midsummer (July and August) when temperatures are stabilized, then more drastic copy can be used.

"Operating the air-conditioning plant as well as the exploitation needs careful supervision. Too often we hear the remark, 'we were in your theatre last night—and nearly froze to death!' From now on, people wear lighter clothing and when outside air drops several degrees and the cooling plant is permitted to run at its peak—great discomfort is caused to patrons, and electrical energy (which costs money) is wasted. Temperature and humidity checks should be made frequently and the plant operated accordingly.

"The whole idea is this: Patrons expect comfort—an air-conditioning plant is for that purpose—not a quick freeze unit! A Scientifically air-conditioned valance without polar bears, icebergs, penguins and icicles conveys the idea sufficiently. The same applies to your newspaper Cool Copy."

Check the Catwalk

That oft-forgotten catwalk over the auditorium sometimes accumulates trash. Its very inaccessibility and lack of periodic check may permit it to develop dry rot, or it even might be a harbor for termites. In any event it should be looked over carefully at periodic intervals to keep it ship-shape.

Jackson $64 Question: Who Pays Cost of Collecting Tax?

(*Continued from Page* 14)

person who never got closer to the job of theatre management than the occupancy of a seat in the auditorium.

When the Government passes along to the theatre the job of collecting the established tax are they not actually appointing us as tax collectors?

If we are regularly appointed tax collectors should we not at least be compensated to the extent of our actual cash outlay necessary to fulfill the duties with which we are charged?

Isn't there some way of fairly computing the time of the cashiers on our payroll that is spent in the handling of Government funds?

What about the cost of accounting? The postage expended in mailing our various tax compilations? The printed forms necessary to render an accurate statement? The time consumed by executives and others in checking and verifying reports?

Cost of Tax Tickets

What portion of the cost of printing tickets, box-office signs, etc. is caused by the inclusion of information about the Government tax This last is quite an item in these days when printing and composing room costs are anchored someplace near the Milky Way. There is also the cost of tax tickets necessary for the handling of those passes. Should not the cost of these rolls be assumed by the Government since they are printed and disbursed solely in the interest of tax collection?

Was It You, Roy?

I'm not sure but I believe that Roy Martin, who operates a chain of theatres in Georgia and Florida, is the fellow who conceived a clever idea of making his customers conscious of the nuisance of local or municipal taxes. If I remember correctly Mr. Martin took a position somewhat in line with Mrs. J's argument and contended that the local tax hounds were making him a collector when they insisted on his collecting a tax. He insisted that his cashiers were not at the service of the taxing bodies and insisted on permission to hire a girl to dispense tax tickets which were sold separately from admission tickets. I believe he was successful in deducting the total cost of operating the tax booth from the revenue accruing to he taxing body. Remember I don't make this statement as a fact but it's my impression that it was Roy Martin and, should such be the case, I'm equally certain he will provide details of the modus operandi he used to confuse if not confute the generally-accepted premise that the payment of taxes is an easy job. The job is only easy when it is made so at the expense of the tax collector and if the tax collector goes about the matter of making his customers conscious of the nuisance the taxing groups cause by discriminatory taxation, the blame for high costs, etc. will be saddled where it belongs —right on the backs and heads of the taxing officials.

I remember a few remarks made years ago by Sam Katz, then president of Paramount-Publix Theatres, when the service charge pass was first instituted as a circuitwide practice. Mr. Katz contended that while there may be a fair and good reason for allowing a person to enter the company's theatres without charge, there was no conceivable reason why the company should pay them for attending. He went on to explain the cost of the cashier's time, the price of the original "pass request," the cost of the pass ticket, the handling by the doorman, the wear and tear on equipment, the usher's service and the many processes of accounting involved that necessitated salaries and material cost to the company. To this day I can find no fault with his argument and I believe that all of you will agree that it costs the same in cash outlay to handle a pass holder as it does a cash customer.

Why—and remember I'm asking—why should we be required to pay the dubious honor of being Federal tax collectors? Suppose we should go on strike—and that course seems to be a generally acceptable form of resistance against unwarranted burden by the Federal Government—wouldn't it be necessary for the taxing authorities to hire someone to do the job and pay the cost of forms, postage, salaries, etc. involved.

The pass and tax problems are well worth considerable thought and it may be that you and your lawyers can get into the kind of an argument that will result in materially reducing your yearly contribution to Uncle Sam by insisting that he assume the expense involved in carrying out his orders and permitting you the same privilege he himself exacts in considering the occupant of a seat—when admitted on a pass—as in the same category of cash customers and allowing the deduction of the seat and entertainment cost as operating expense.

But, let me admonish that you don't have your face full of soft-boiled eggs when you get into the argument. It's embarrassing!

Oil Door Hinges

On the regular schedule of things to be inspected should be a regular check of all door hinges so that looseness or sqeaking can be eliminated. Oil applied at regular intervals should take care of the squeaking.

Door Checks Reminder

How long is it since the amount of fluid in door checks has been inspected? Silence and efficiency in action cannot be obtained unless the right amount of fluid is maintained in the checks.

Rewards Kiddie Patrons

Manager Les Markoski of the Music Box Theatre in New Britain, Conn., has hit upon an effective method of getting the youngsters to attend his Saturday afternoon Kiddie Shows at which he runs a feature of interest to the juveniles and several cartoons. To those who attend 10 consecutive matinees he awards a coin emblem—a stunt that delights the recipients and inspires others to obtain the emblem for themselves. He has proved that it pays off.

NOW THE GREATEST TRADE REVIEWS SINCE "GOING MY WAY" CONFIRM THE TRADE-SHOW AUDIENCES' VERDICT—

"GOING-MY-WAY DAYS ARE HERE AGAIN!"

"'Welcome Stranger' has what it takes to run up the same grosses as 'Going My Way.' A picture for all the members of the families of all the cities, towns and hamlets of this or any other country."—*M. P. Herald*

"A record-breaker comparable to 'Going My Way.' Should be seen by every member of the family. The two stars are just as excellent as they were in their previous picture." —*Showmen's Trade Review*

"As warming and commercially promising as 'Going My Way.' The picture gives an audience the rare privilege of leaving the theatre glad to have gone, uplifted in spirit and minded to tell friends to go and see Bing and Barry together again. The attraction figures to roll up handsome grosses." —*M. P. Daily*

"Follows the appealing lines of 'Going My Way' with its two stars scoring again. A must for every exhibitor." —*The Independent*

"Fits the 'Going My Way' pattern of story-telling with sock human interest, comedy and drama. Solid entertainment for sock boxoffice potential." —*Variety*

"Set controls for sock business. Crosby and Fitz click solidly." —*Film Daily*

"One of the season's most popular and most profitable offerings."—*Boxoffice*

"Unquestionably destined for staggering grosses." —*Daily Variety*

"Crosby and Fitzgerald click on all four...to please everybody."—*Exhibitor*

"If your patrons liked 'Going My Way,' they'll go for this."—*Film Bulletin*



"Catch a close-up of those congratulatory comments, Junior."

"Ev'ry one is a fine upstandin' example of American litrachoor at its best!"

BING AND BARRY ARE BACK AGAIN

In Paramount's

"Welcome Stranger"

BING CROSBY · starring JOAN CAULFIELD · BARRY FITZGERALD

with Wanda Hendrix · Frank Faylen · Elizabeth Patterson
Robert Shayne · Larry Young · Percy Kilbride

Directed by
ELLIOTT NUGENT

Screenplay by Arthur Sheekman • Adaptation by Arthur Sheekman and N. Richard Nash • Story by Frank Butler • Produced by Sol C. Siegel • Lyrics by Johnny Burke • Music by James Van Heusen

THE BOX OFFICE SLANT

Seven Keys to Baldpate

RKO Radio | Mystery | 68 mins.

AUDIENCE SLANT: (Adult) Latest remake is a satisfactory mystery with enough killings to help retain the suspense and excitement.

BOX-OFFICE SLANT: A standard second-feature offering.

Cast: Phillip Terry, Jacqueline White, Eduardo Ciannelli, Margaret Lindsay, Arthur Shields, Jimmy Conlin, Tony Barrett, Richard Powers, Jason Robards. Credits: Directed by Lew Landers. Screenplay by Lee Loeb. From the novel by Earl Derr Biggers published by The Bobbs-Merrill Co. and the dramatization by George M. Cohan. Photography, Jack Mackenzie. Produced by Herman Schlom.

Plot: A writer makes a bet with a friend that he can finish a novel in 24 hours in the calm and quiet of Baldpate, an isolated Inn, closed for the winter. The friend secretly sends a girl to the Inn to keep the novelist from writing. However, her efforts aren't needed, for other mysterious people check in, some are murdered and bodies disappear and reappear, before the writer and the girl clear up the mystery.

Comment: This latest remake of "Seven Keys to Baldpate" is just another mystery-drama with a certain amount of suspense and murder but without the eerie feeling necessary to make things ring true. Picture is a standard offering for the regular trade; its most suitable spot being with a musical or straight comedy. Top roles are capably handled by Phillip Terry, Jacqueline White and Eduardo Ciannelli, with good delineations turned in by Margaret Lindsay, Arthur Shields and the other members of the small cast. Jimmy Conlin, as a slightly-demented hermit, accounts for the picture's few laughs. Direction was by Lew Landers and Herman Schlom produced.

The Bachelor and the Bobby-Soxer

RKO Radio | Comedy | 95 mins.

AUDIENCE SLANT: (Family) Laughs come thick and fast in a hilarious comedy with an original theme and a cast that's tops. A film that the entire family MUST SEE.

BOX-OFFICE SLANT: This should turn out to be one of the top comedies of the season, especially with the draw of the title, the star names and the quality of the production as a whole.

Cast: Cary Grant, Myrna Loy, Shirley Temple, Rudy Vallee, Ray Collins, Harry Davenport, Johnny Sands, Don Beddoe, Lillian Randolph, Veda Ann Borg, Dan Tobin, Ransom Sherman, William Bakewell, Irving Bacon, Ian Bernard, Carol Hughes, William Hall, Gregory Gay. Credits: Directed by Irving Reis. Original story and screenplay by Sidney Sheldon. Photography, Robert de Grasse. Nicholas Musuraca. A Dore Schary Production.

Plot: An artist is forced to take out a young bobby-soxer because the youngster's sister, a judge, threatens him with jail. He goes to all the school games and does all the things the young high school kids do, in order to keep the judge from carrying out the threat: a long sentence in jail for having a seventeen-year-old girl in his apartment overnight, something he is entirely innocent of. The end, of course, turns out in his favor, for the lady judge falls for him and they leave together for parts unknown.

Comment: Audiences of all types will get plenty of laughs from this hilarious comedy which starts on a merry note and continues that way throughout its entire running time. The story is quite new and very entertaining and its appeal is universal: from bobby-soxer to adults of all ages. And the manner in which it is produced by Dore Schary and directed by Irving Reis, plus the excellent performances of the principals, make it ideal, up-to-the-minute entertainment. Cary Grant, who took time out from the heavy dramatic roles he has been portraying of late, is back again in a role that is a natural for his special style of comedy delivery. He endows the character with the same expert characterization that is apparent in any role he undertakes to play, and it is mainly his work that makes the film the entertaining offering it is. Myrna Loy's flair for comedy does a great deal towards making her character a human and understandable one, and Shirley Temple fits in nicely as the young bobby-soxer. The supporting cast is admirable, including Rudy Vallee, Ray Collins and Harry Davenport. Title plus name-draw of Cary Grant, Myrna Loy and Shirley Temple should put this comedy in the top spot in any situation.

Too Many Winners

PRC | Murder-Mystery | 60 mins.

AUDIENCE SLANT: (Adult) Mediocre murder-mystery that has far too many lapses in interest and suffers from hackneyed plot and dialog.

BOX-OFFICE SLANT: Will fit in the lower half of dual bills. "Michael Shayne" name might mean something.

Cast: Hugh Beaumont, Trudy Marshall, Ralph Dunn, Claire Carleton, Charles Mitchell, John Hamilton, Grandon Rhodes, Ben Welden, Byron Foulger. Credit: Producer, John Sutherland. Director, William Baudine. Screenplay, John Sutherland. Adaptation, Fred Myton and Scott Darling. Based on original characters and story by Brett Halliday.

Plot: Michael Shayne is assigned to investigate a gang counterfeiting winning race tickets. After a murder in which Shayne, himself, is wounded, he uncovers the fact that the operator of the race track was the brains behind the scheme. The race track operator was also responsible for two thugs who took part in the fatal shooting.

Comment: This offering fails to make the grade as a murder-drama largely because it is too weak on story structure and sustained suspense. Hugh Beaumont easily stands out as Michael Shayne, and proves himself worthy of better vehicles. Trudy Marshall has too many insipid lines to register, and Claire Carleton isn't believable as the supposedly dynamic moll. Up to their usual high standard of performances are old reliables John Hamilton, Grandon Rhodes and Byron Foulger. Music by Alvin Levin is better than usual for the series and the photography by Jack Greenhalgh is excellent. The picture will get by on the lower half of double bills.

Hollywood Barn Dance

Screen Guild | Comedy-Drama | 72 mins.

AUDIENCE SLANT: (Family) A special attraction for the folks who like hillbilly music and the type of acts they find amusing.

BOX-OFFICE SLANT: Suitable fare for the small towns and rural sections.

Cast: Ernest Tubb, Lori Talbott, Helen Boyce, Earle Hodgins, Frank McGlynn, Phil Arnold, Larry Reed, Red Herron, Anne Kundi, Betty Mudge, Cy Rino, Frank Bristow, Albin Rebeling, Dotti Hackett, Philharmonic Trio, Pat Combs, Jack Guthrie. Credits: Produced by Jack Schwarz. Directed by B. B. Ray. Original story by B. B. Ray. Photography, Jack Greenhalgh.

Plot: A young man and his pals, after accidentally burning down the local church while practicing, decide to tour the country with their hillbilly band to raise funds for a new church. They do all right, thanks to the glibness of a broken-down thespian who has joined them, but who is dodging a mysterious man who finally catches up with him, only to give him $10,000, his proceeds from the sale of a play. The band returns home, restores the church, and gets a barn to broadcast from.

Comment: Among the followers of the radio show "Hollywood Barn Dance," this picture might be interpreted as the film version of that bit of entertainment, with the cast numbering the people who have become familiar via the air lanes. But this is not the case. What audiences will find, is the same type of hillbilly entertainment with their specialized type of music. This makes it a good picture for the small towns and rural sections where the folks enjoy, and look for, this kind of amusement. Film is loaded with music, most of which is presented by Ernest Tubb and his Texas Troubadours, and for laughter there is the comic interpretation of Earle Hodgins in the role of their manager and the specialty acts of Jack Guthrie. Other acts and members of the cast serve adequately. Direction credit goes to B. B. Ray and Jack Schwarz was the producer.

Dear Murderer

(Reviewed in London)

Rank | Drama | 94 mins.

AUDIENCE SLANT: (Adult) Gripping psychological murder thriller based on the perfect crime theory combines good story values with excellent characterizations. Should please all comers.

BOX-OFFICE SLANT: Light on names, this is most likely to be restricted to duals, but it will send patrons out talking. It would be best paired with a comedy. Not for children.

Cast: Eric Portman, Greta Gynt, Dennis Price, Maxwell Reed, Jack Warner, Hazel Court, Andrew Crawford, Jane Hylton, John Blythe and others. Credits: Adapted from St. John Legh Clowes' play by Muriel and Sydney Box and Peter Rogers. Director, Arthur Crabtree. Produced by Betty E. Box for the J. Arthur Rank Organization. United Kingdom distribution, GFD.

Plot: Eric Portman, suspecting Greta Gynt, his wife, of infidelity, returns from America

(*Continued on Page* 20)

This you'll take to your heart!



ANN SHERIDAN

LEW AYRES · ZACHARY SCOTT

"THE UNFAITHFUL"

with EVE ARDEN STEVEN GERAY

Original Screen Play by David Goodis and James Gunn • Music by Max Steiner

Directed by VINCENT SHERMAN • Produced by JERRY WALD

Warners promise you Something Special to celebrate on the 4th of July!!!

WB

BOX-OFFICE SLANTS

Dear Murderer

(*Continued from Page* 18)

unexpectedly and finds that Dennis Price is her lover. He plans the perfect murder and while completing it is disturbed by Greta and Maxwell Reed. Discovering that she jilted Price for Reed, Portman plants evidence to involve the latter. Reed is charged with murder. In a defiant mood Portman taunts Greta with how Price died, knowing she can do nothing without implicating herself. She leaves him and he becomes conscience stricken. Pretending to love him she returns home and persuades him to convince the police that it was suicide. The detective realizes Portman is guilty but cannot pin him. Finding that the events have swung Reed's affections back to his fiancee, Greta kills Portman.

Comment: Subscribing to the theory that there can be the perfect crime, this is strong pyschological fare. Relying on a meaty story and credible characterizations, "Dear Murderer" is an honest-to-goodness thriller which will please all comers. While the comedy is not forced, there are chuckles, and the development is smooth throughout. Light on star names though not in talent, this will do best on dual bills when it should preferably be supported by a comedy. Eric Portman dominates the scene as the plausible yet fiendishly jealous husband, while Greta Gynt is sufficiently glamorous as the wife to make the actions of the males understandable. Maxwell Reed and Dennis Price as the lovers, in turn, will be appreciated by the feminine section of the audience. Not one of the film's lesser attributes is Jack Warner's detective inspector which is played straight. Directed by Arthur Crabtree, "Dear Murderer" is Betty E. Box's first production and it augurs well for her future offerings.

Under the Tonto Rim

RKO Radio **Western** **61 mins.**

AUDIENCE SLANT: (Family) A better story and seemingly more expertly done than the run-of-the-mill western. Should entertain the western fans. Kids will love it.

BOX-OFFICE SLANT: Good wherever westerns are popular, and good for any week-end double bill situation.

Cast: Tim Holt, Nan Leslie, Richard Martin, Richard Powers, Carol Forman, Tony Barrett, Harry Harvey, Jason Robards, Robert Clarke, Jay Norris, Les Barker, Steve Savage. **Credits:** Directed by Lew Landers. Produced by Herman Schlom. Screenplay by Norman Houston, based on the novel by Zane Grey. Photography, J. Roy Hunt.

Plot: The Tonto Gang swoops down on one of the coaches owned by Tim Holt, murders the driver and kidnaps a girl passenger. The Arizona Rangers know of the gang, but have been unable to identify its leader or find its hideout. Holt and Richard Martin conspire to have Holt jailed, stage a jail-break in which they liberate one of the Tonto Gang. Holt is led to the gang's hideout and later leads a posse which rounds up the gang and kills its leader.

Comment: "Under the Tonto Rim" has all the elements necessary for a good western and for added values chips in a bit of suspense that builds from early sequences until just before the film's climax, when Holt single-handedly holds off the notorious Tonto Rim Gang until the sheriff's posse can arrive and finish the job. Holt does a fine job of hard riding, fist and gun fighting, ably assisted by Richard Martin as his Irish-Mexican partner. Nan Leslie is pretty and effective as the girl in the case and Richard Powers is properly evil as the leader of the gang that had been marauding the whole countryside, in addition to making a regular job of robbing Holt's stagecoaches. The picture is better than the run-of-the-mill western, is beautifully photographed against some inspiring western backgrounds and is altogether suited for family entertainment. The western fans will be delighted and the kids will love it. Suitable for any week-end double bill program.

Riff-Raff

RKO Radio **Mystery** **80 mins.**

AUDIENCE SLANT: (Adult) This has definite places to go and keeps moving toward those places every minute. It's adventure-plus, well written, directed and acted. Should entertain all types of adult audiences.

BOX-OFFICE SLANT: Its excellent entertainment could very well move it into the "sleeper" class. Word-of-mouth is bound to be exciting and provoking. Smart and extensive exploitation is recommended.

Cast: Pat O'Brien, Walter Slezak, Anne Jeffreys, Percy Kilbride, Jerome Cowan, George Givot, Jason Robards, Marc Krah. **Credits:** Produced by Nat Holt. Directed by Ted Tetzlaff. Original screenplay by Martin Rackin. Music by Roy Webb. Musical director, C. Bakaleinikoff. Executive producer, Jack J. Gross. Photography, George E. Diskant. Special effects by Russell A. Cully.

Plot: A man is murdered in a plane traveling from Peru to Panama for the briefcase he was carrying. The murderer hires Pat O'Brien in Panama to guard him until he can leave next day but he, too, is murdered during the night. O'Brien is next approached by executives of an oil company to discover and obtain possession of a missing map, ostensibly carried by the first man who was murdered. Then Walter Slezak and a couple of plug-uglies give O'Brien a working-over trying to learn if and where O'Brien has hidden the map. Anne Jeffreys, first working for the oil men, then falls for O'Brien and tries to help him locate the map which contains locations of 25 oil wells in the Peruvian jungles and which can be registered as his own property by the holder of the map. After some hair-raising episodes O'Brien discovers the map, turns it over to the oil syndicate for a fabulous fee. O'Brien and Anne Jeffreys then evidently intend to join forces for life.

Comment: This is one of those modestly produced pieces that, with the help of top-notch screen writing, sparkling dialog, superb direction and clever use of the camera, plus excellent acting by everyone in the cast, adds up to exciting adventure that is certain to thoroughly entertain all types of adult audiences. It can very well be in the "sleeper" class and deliver much better than average business to exhibitors who are smart enough to recognize its entertainment values and sell it to the public for all it is worth. Pat O'Brien is splendid as the guy in Panama who outwardly is a private eye and who spends most of his waking hours "fixing" things for nearly every character in the city. He blithely hands out his business cards with directions scribbled on the back to someone or other directing aid and comfort to the card holder. But always for a fee! Percy Kilbride as a taxi driver who apparently is O'Brien's private property, drives a rattle-trap vehicle that always gives out with a back-fire before starting. And that back-fire is a directorial trick that adds suspense as the action proceeds, leading all viewers to believe that sometime during the proceeding it is going to mask the fire from a pistol that's going to kill someone. It never does, however, but it is tricks like this that keep audiences on the edges of their collective seats. Anne Jeffreys, too, does a fine job of acting, first as the cold-blooded cafe singer who wants to help her oil company boy friend, and who later warms up to O'Brien and goes on his side. Walter Slezak is a menace and a good one. Others are all fine in lesser roles. But it is, primarily, the screenplay by Martin Rackin and direction by Ted Tetzlaff that make this the splendid entertainment it is. Smart and extensive exploitation is highly recommended. "Sleepers" come and go, and it is the exhibitor smart enough to recognize them who get the most out of their entertainment values.

Bob, Son of Battle

(Technicolor)

20th-Fox **Drama** **103 mins.**

AUDIENCE SLANT: (Family) Several sequences containing amazing exhibitions of shepherd dogs controlling every movement of sheep during field trials will delight dog lovers and astound nearly everyone else. This, plus a tender love story, beautiful photography and some excellent performances add up to wholesome entertainment for the whole family.

BOX-OFFICE SLANT: What the picture will do appears to depend almost entirely on the kind and amount of exploitation effort put behind it. There are plenty of angles for exploitation that can be used effectively in almost every locality.

Cast: Lon McAllister, Peggy Ann Garner, Edmund Gwenn, Reginald Owen, Charles Irwin, Dave Thursby, John Rogers, Leyland Hodgson, Harry Allen, Edgar Norton, Norma Varden, Jean Prescott, Houseley Stevenson, Cyril Thornton, James Finlayson, C. Montague Shaw, George Melford, Charles Knight, George Kirby, Ad Ferguson. **Credits:** Directed by Louis King. Produced by Robert Bassler. Screenplay by Jerome Cady, based on the novel by Alfred Ollivant. Photography, Charles Clarke. Technicolor director, Natalie Kalmus. Associate, Clemens Finley. Musical direction, Alfred Newman. Music by Cyril Mockridge. Special photographic effects, Fred Sersen.

Plot: This is the story of a drunken old Scotsman, embittered by the loss of his wife. the disrespect of his son and the outward dislike of his neighboring villagers, who transfers all of his lonely affection to his shepherd dog. The son quarrels with his father, goes to a neighbor's home to live and falls in love with the neighbor's daughter. The neighbor and the old man enter their dogs in field trials and the neighbor's dog wins ths trophy. The old man's dog is discovered to be a sheep killer and the old man reluctantly kills him. When it appears that he has lost everything the son and his father patch up their differences.

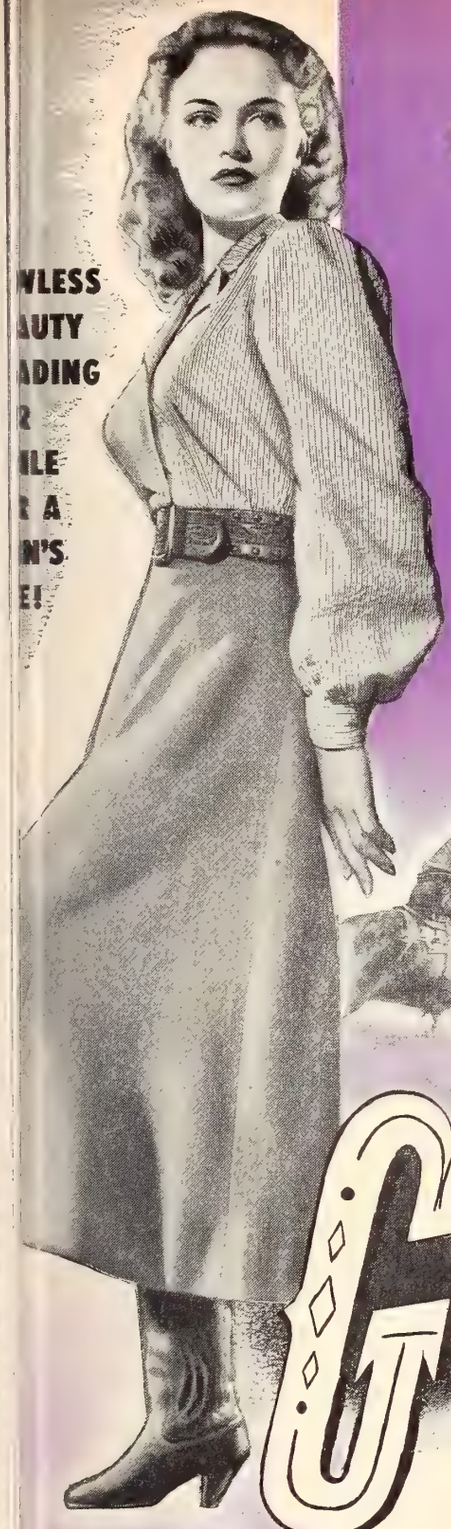
Comment: The plot of "Bob, Son of Battle" is a little thin upon which to hang a picture that runs 103 minutes and consequently the film appears to lose momentum at times. But it contains excellent characterizations by

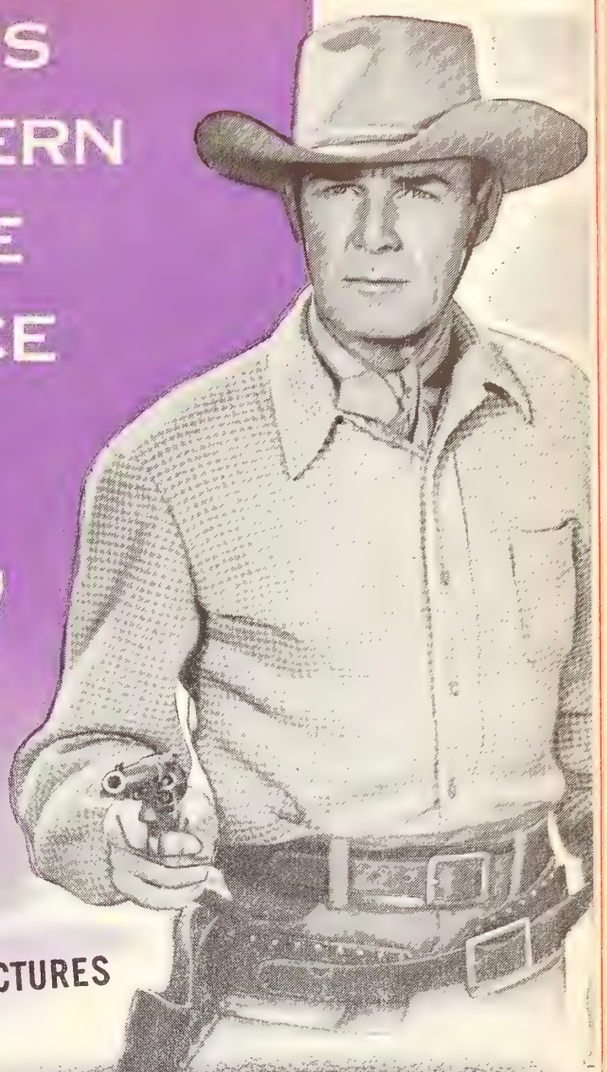
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GREAT WESTERN
ADVENTURE
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GUNFIGHTERS

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Screenplay by Alan LeMay
Adapted from Zane Grey's novel, "Twin Sombreros"

Directed by GEORGE WAGGNER • Produced by HARRY JOE BROWN





COLUMBIA PICTURES

REGIONAL NEWSREEL

LOUISVILLE

A theatre building boom is expected in Louisville and throughout Kentucky when CPA gives the go ahead signal. Construction on a large number of proposed houses, here and in other cities, is held up pending the green light. A large number of new houses are nearing the completion stage.

Admission prices for first-run theatres here are comparatively lower than in the majority of large cities, a study of the situation indicates, and there is no likelihood of an early reduction in prices. First-runs are charging 40 cents at matinees and 60 cents for evening shows.

With a new drive-in theatre proposed for Preston Street Road, Louisville now has an open-air theatre scheduled for every major highway leading to and from the city. They are well spaced in the suburbs and each has an excellent drawing territory.

E. L. Ornstein of Ornstein Theatres, Marengo, Ind., and Mrs. Ornstein have returned from a Florida vacation.

N. H. Quante has installed new chairs in the Star Theatre in Ferdinand, Ind.

The Kentucky State College Theatre at Frankfort has installed new Strong projection lamps and rectifiers.

Actor Victor Mature, a former Louisvillian, spent a few days here visiting his mother.

Kenneth Kaiser, Altec Service engineer, recently transferred to Louisville from Dallas, Tex., having been unable to rent accommodations, has bought one of the new homes being built in St. Matthews, a residential suburb. He was brought here on account of the increased number of service accounts in this vicinity which already had two Altec engineers, Frank Riffle and Ben Schroeder.

Theatre folk on recent visits to Louisville included: Foster Lane, Dixie Theatre, Williamsburg, Ky.; Ralph and Herbert Clausen, Bonnieville Amusement Co., Bonnieville, Ky.; A. N. Miles, Eminence Theatre, Eminence, Ky.; Clyde Marshall, Columbian Theatre, Columbia, Ky.; George Barr, Chakeres Theatres, Springfield, Ohio; Gene Lutes, Capitol Theatre, Frankfort, Ky.; C. K. Arnold, Arco & Crystal Theatres, Bardstown, Ky.; R. L. Harned, Empire Theatre, Sellersburg, Indiana; Otto Marcum, St. Clair Theatre, Lebanon Junction, Ky.; M. H. Sparks, Strand Theatre, Edmonton, Ky.

COLUMBUS

Norman Nadel, formerly music critic on the *Columbus Citizen,* has replaced Bud Kissel, resigned, as theatre critic. Before being inducted into the army Nadel was in the newspaper's amusement department.

The city council is expected to approve by July 1 provisions of a new city building code which may affect theatres planning to remodel. Chief Building Inspector John S. Stith says the new code would provide for rigid inspection of buildings that change ownership or management to permit the doing away with fire hazards that may not now be apparent. Another provision is that buildings remodelled at a cost of 50 per cent of their appraised valuation must conform with building standards now effective. Buildings that conform with previous codes, however, are still legal.

Lee Hofheimer and Al Sugarman held "Brief Encounter" for a second week at the World, the new foreign-language and British single-feature house.

Gene Ragle has been named assistant general manager and program director of the new radio station WCLT in Newark, O., which goes on the air for the first time on July 1. Ragle has been conducting the RKO matinee program broadcasts from the lobby of the Palace Theatre.

A daughter, Margaret Jane, weighing seven pounds and 13 ounces, was born to George Lyman Arms, WCOL's inquiring reporter who broadcasts from the lobby of Loew's Ohio Theatre, and Mrs. Arms, May 26.

The RKO Grand has installed a new $40,000 air conditioning plant. The two 40-ton compressors give the house one of the most modern cooling systems in the area, Manager Larry Caplane claims.

James C. Platt, 62, leader in Mt. Vernon, O., amusement circles for 25 years and manager of the Schine Theatrical Co. in that town, died from a heart attack.

Manager Carl Rogers reports that "Duel in the Sun" will open at Loew's Broad on June 12.

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Two-Year Wait

After waiting two years to see the film, "Dillinger," Chicago fans at last had this chance when, on May 29, the Oriental Theatre screened it. The subsequent-run house, the Biograph, in front of which FBI agents killed the notorious bandit, has booked the film. Essaness circuit publicity department put a heavy newspaper and radio campaign back of the showing.

BOSTON

Carl Goldman has been appointed house manager for Boston's Esquire Theatre and will direct activities during the New England premiere of "Carnegie Hall." He will be assisted by Julis Epstein formerly of Warners in Everett.

There is much excitement around the United Artists offices these days as "Ramrod" and "Dishonored Lady" are opening at the Paramount and Fenway, and "Red House" is due to open at Loew's State and Orpheum and the New England premiere of "Carnegie Hall" will take place at the Esquire on June 17.

UA District Manager Clayton Eastman is making a two-day trip to New Haven on company business.

United Artists Eastern Sales Manager Edward M. Schnitzer is visiting the Boston Exchange and commenting on the wonderful improvement of the offices.

John Derwin is calling in his salesmen and bookers to attend a screening of "The Other Love" and "Christmas Eve."

Miss Irene Hunter, who went to St. Adolphe de Howard, Quebec, for a rest, is recovering nicely and would like to hear from her friends.

Ralph Bangart, publicity chief in this section for RKO, spent the week visiting various theatres in his territory.

Tom Donaldson, former MGM manager in Boston, has been made district manager for PRC.

Members of the Advertising Federation of America are meeting in Hotel Statler, Boston this week and among the "hucksters" are many motion picture advertising and publicity men.

The Rex Theatre in Boston and the Empire in Manchester have signed contracts with the Altec company.

Joan Mansfield has been promoted to the position of assistant to the publicity director at Warners and will hereafter be in fact as well as name first aide to Art Moger, publicity head there.

Barbara Ann Bell, daughter of Floyd Bell, local publicist, underwent a successful operation at Phillips House, Massachusetts General Hospital on May 26. Greetings were received by her from members of the local film colony.

Ray Rice, general publicist for Raytheon Company, is in town and is arranging for a demonstration of the Radarange electronic cooking with representatives of the newsreels.

Terry Turner, chief of the RKO field publicity forces, will have a special staff working under the direction of Field Supervisor Harry Reiners in Boston for the world area premiere of "The Long Night," opening at the Keith's Memorial Theatre and 20 other theatres throughout New England and upper New York state on August 6. The field staff selected to handle the Yankee Network-sponsored premiere includes Ralph Banghart of Boston, Hugh MacKenzie who will come in from Cincinnati, Doug Beck who will leave his Philadelphia branch to handle the New Haven territory, Maury Pessaro of Detroit who will handle the Albany branch dates and Don McGregor who will move from Cleveland to handle "The Long Night" dates out of the Buffalo exchange.

REGIONAL NEWSREEL

CHARLOTTE

Ralph Iannuzzi has resigned as chairman of the local Variety Club house committee due to press of duties as Warner branch manager in Charlotte. Jim Frew, U-I branch manager, replaces him on the house committee.

The Dixie Theatre in Kings Mountain, N. C., owned and operated by the Cash brothers, has just installed a newly-patented screen invented by a Kings Mountain man, Otto Hehn. The screen, the first of its kind in the South, is the spun-glass Nu-Screen.

Max Bryant, owner of the Bryant Theatre Supply Company, became quite ill while in Rock Hill, S. C., recently and is at home confined to his bed.

The Theatre Owners of North and South Carolina, which had planned its summer convention aboard a Bermuda-bound boat, has had to cancel such plans due to inability to rent a craft.

Dan Loventhal of RKO's legal department spent several days in Charlotte conferring with RKO Branch Manager Rovy Branon.

H. D. Hearn of Exhibitor's Service was in New York last week on business.

R. F. Pinson has announced the sale of his Astor Theatre which is currently being constructed in the North Charlotte section of Charlotte to the Colonial Theatres in Valdese, N. C. Sam Hinson, former Monogram branch manager, and now general manager of Colonial Theatres, handled the deal with Pinson.

The case between Herman Meiselman of Meiselman Theatres and his partner, Philip Berlo has been one of much interest and speculation along Charlotte's film row for some time. Berlo went to court requesting a receivership for Meiselman's theatres. It was reported by a Charlotte newspaper that Meiselman wanted to settle out of court by offering Berlo his choice of complete ownership of either the newly-constructed Manor Theatre in the Myers Park section of Charlotte or the Strand Theatre in Asheville, N. C. Berlo replied that he would not give his answer until he could receive advice from his financial backer, E. M. Loew.

ATLANTA

J. W. Mangham, president of the Screen Guild and Film Classic of Georgia, has returned to his office after a sales meeting with the Screen Guild in Los Angeles.

Mose Lebovitz, president Grand Amusement Company, Chattanooga, and his wife have returned home after a pleasure trip to New York.

Albert Duren, former sales manager in Paramount's Atlanta branch, goes to Jacksonville, Fla., as manager of the company's new branch.

Tommy Read, Georgia Theatre official, had a surprise party recently and congratulations are due Helen Harty, secretary to William K. Jenkins, for the wonderful time had by all.

Mrs. Kate Wright, for the past 20 years with Monogram and the old Arthur C. Bromberg Attractions, has left New York for an extended trip to Europe.

C. E. Martin, Montezuma, Ga., opened his new Grand Theatre there recently. He estimates the cost of the theatre at more than $100,000.

William Richardson, president Astor Pictures of Georgia, is back at his desk after a fishing trip in Florida.

Charles Durmeyer, chief barker Atlanta Variety Club and president Southern Automatic Candy Company, and Mrs. Durmeyer, are back from the Variety Club's Los Angeles convention.

RCA Southern Division Manager Harry Paul has returned to his office after a business trip through Florida.

Mrs. Frankie English of Paramount Pictures is back after a pleasure trip to Ellijay.

Here on a booking and pleasure trip were H. Green, Albertsville, Ala.; Mack Jackson, Alexander City, Ala.; and R. E. Hooks of a theatre circuit in Alabama.

Ken Smith, office manager of Screen Guild, was called to Los Angeles account of the illness of his mother.

Ms. Grace Hammond, formerly with Monogram, is now with Universal-International.

Among film folks in Florida is Nat Levy, RKO's eastern division sales manager, in Coral Gables.

A. M. Schuman, general manager of the Hartford theatre circuit, and his wife, are back from Florida.

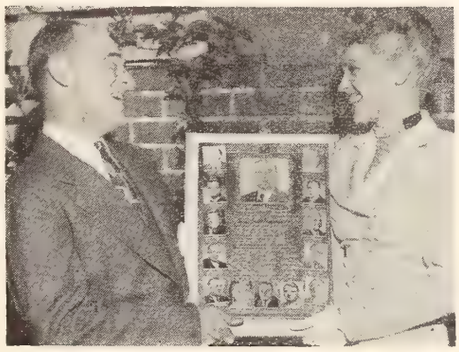
Joseph M. Franklin, president of Franklin & Herschorn Theatres, Ltd., went back to his home in Canada.

Wometco Theatre Circuit, Miami, Fla., has announced the following changes in managers: Gordon Spradley, manager Capital; William Coller, moved over to the Grove; Claude Wood, has been named as assistant manager at the Capital; Jack Kernell, named as relief; and George West will be relief manager of the downtown theatres.

Marvin Warren, former house manager for Paramount, Montgomery, Ala., has been made city manager for Wilby-Kincey theatres, Elizabethton, Tenn., while George Loften, former chief usher at the Paramount, Montgomery, has been appointed house manager.



FONTAINE HONORED AT STAG TESTIMONIAL. Washington, D. C., exchange and district manager were among the 200 showmen who honored J. E. Fontaine at a stag testimonial last week marking Fontaine's new position as local division manager of the Selznick Releasing Organization. Left to right: Jack Safer, Monogram; Harry Martin, Universal; Mark Silver, United Artists; Art Jacobson, National Screen Service; Bob Folliard, RKO; Joe Oulahan, Rank; Fontaine; Ben Caplon, Columbia; Al Benson, Paramount; Fred Rohrs, PRC; Jake Flax, Republic; Jerry Adams, MGM, and Glenn Norris, 20th-Fox. Fontaine, one of the 11 originators of Variety Clubs International, received a radio and a testimonial scroll signed by all present.



ADMIRE PLAQUE. John W. Mangham of Atlanta, Ga., Screen Guild Productions stockholder, and Ann Gwynne, SG star, admire the honorary plaque presented to Mangham by John J. Jones, company president, at a dinner. The plaque pays tribute to Mangham for having sponsored the meeting which resulted in the formation of Screen Guild.

NEW HAVEN

The Harry F. Shaws of the Loew Poli New England theatres are weekending in New York and attending the wedding of Robert Levine, son of Monogram's salesman and Mrs. Harry Levine.

Michael Arnold is the new assistant to Murray Rieder at the Community Theatre in Fairfield, Conn. He is the son of the late Michael S. Arnolsky of the Bridgeport police department and former star football player.

Ernest Grecula, who handles publicity for the Hartford chain operated by Al Schuman is visiting Bridgeport and renewing acquaintances.

It appears that June Havoc will be the lead-off star again this year when the Westport Country Playhouse opens on June 30. According to rumors the opening show will be "Girl of the Golden West."

The Murray Rieders of Fairfield, Conn. (he's manager of the Community Theatre) celebrated a wedding aninversary.

The Lord Theatre in Norwich, Conn., has switched its operating policy. It is now running two shows a day instead of a continuous policy.

"The Outlaw" finally gets started in Eastern Connecticut, where it is scheduled to play the Victory in New London.

Joe Erdang, head of Aetna Cleaning Company, cleaners of Massachusetts and Connecticut theatres, was in New Haven for a brief visit discussing operations with Harry F. Shaw,

(*Continued on Page 24*)

REGIONAL NEWSREEL

(*Continued from Page 23*)

division manager of the Loew Poli circuit.

Ben Rogers of Embassy Films of Boston was in Waterbury to give Paul Klingler a hand on the campaign on "Black Stallion" opening at the Loew Poli Strand.

RKO Branch Manager Barney Pitkin was elected president of the Probus Club of New Haven.

Al Bernstein, Columbia's exploitation representative out of Boston was in New Haven giving Harry Rose of the Majestic a hand on the campaign on "Framed."

Al Domian, manager of the Loew Poli Globe, Bridgeport, is vacationing.

With the State Theatre in Hartford to open with Monogram's "It Happened on Fifth Avenue," Harry Goldstein, Monogram's exploiteer in New England, was in town to give a hand in selling this feature.

MGM Division Manager Jack Byrne was in town to confer with MGM Branch Manager Harry Rosenblatt.

Columbia Branch Manager Tim O'Toole went to Chicago to attend a sales convention of his company.

With summer just around the corner, the Roger Sherman, Paramount, Loew's Poli and Bijou cooling plants are undergoing last minute adjustments before the motors are turned over and plants put into operation.

Memorial Day saw Savin Rock, local amusement resort, jammed to capacity. It marked the first good day of the season and theatres in New Haven took it on the chin during daylight hours.

MINNEAPOLIS

A total of 17 trustees for the Minneapolis film zone were elected at the recent meeting of the Motion Picture Foundation in Minneapolis. Elected for two-year terms are A. W. Anderson, Warners; L. J. Miller, Universal-International; Ben Berger, president of North Central Allied; E. R. Ruben, Welworth Amusement; Harry French, Minnesota Amusement Co.; William Elson, exhibitor; Charles Winchell, Minnesota Amusement Co.; and Ben Friedman, exhibitor. Elected for a one-year terms are Tom Burke, Theatre Associates; W. H. Workman, MGM; Henry Greene, Lake Amusement Co.; Ernest Peaslee, exhibitor; Leo Peterson, exhibitor; Maitland Frosch, equipment dealer; Harold Field, Pioneer Theatres; T. E. Mortensen, trade journal publisher; and Walter Palm, projectionists' union.

Paramount held a sales drive meeting in Minneapolis Friday and Saturday (June 6-7) in preparation for the drive starting August 31. Western Division Sales Manager George A. Smith was scheduled to preside at the sessions.

Republic business this year is far ahead of the corresponding period in 1946, Republic Assistant General Sales Manager Edward L. Walton said in Minneapolis. Republic is continuing its program of adding top-flight personalities in producers, directors, stars and other assets, Walton said, and added that Republic has "some pleasant surprises" in store for exhibitors in the color field.

A proposed ordinance at Cudahy, Wis., would tax theatres $50 to $200 a seat.

Lily Nelson, poster clerk at National Screen Service, has been vacationing at Cumbersome, Montana.

Paul Lahtenen, shipper at National Screen Service, will be married to Inez Selvala on Saturday, June 7.

Universal Short Subjects Sales Manager E. L. McEvoy was in town from New York getting ideas on what shorts would be popular for next year's production.

Lois Aldrich, bookers' secretary at MGM, is being married on June 14 to Al Sandvick, a student at the University of Minnesota.

Lorraine Syverson, inspectress at MGM, is leaving the exchange to make her home in San Francisco.

Irving Mills of 20th-Fox has been in New York with his family for a look at the Broadway shows and a vacation.

Jay Lapham, booker at MGM, is being married on June 27 to Joyce Metzger.

F. C. Hubbert has purchased the Palace, Marmarth, N. D., from Charles Erickson. The house will be renamed the Lynn.

Howard I. Henry is the new owner of the Arcade, Westhope, N. D.

Minnesota Amusement Co. has named George Brown manager of the Garrick, Duluth, Minn., succeeding Dan Hudson, who has been made manager of the Norshor in that city.

Michael Gisi has closed the Roxy, Bird Island, Minn., for six weeks for a complete remodeling and redecorating.

C. E. Bradshaw has sold the Martin, Martin, S. D., to Otto Einspacher.

New on the office staff at PRC are Roy Cohen and Harold Rosenberg.

Virginia Pierzinski, PRC contract clerk, is sporting a new diamond engagement ring.

Minnesota Amusement Co. Vice-President Charles Winchell, back from Hollywood, said he hopes to have a world movie premiere in Minneapolis during the Aquatennial in July. Winchell is a member of the Aquatennial board of directors.

Red Edinson, Eagle-Lion exploiteer, was in Milwaukee for the opening of "Lost Honeymoon" at the Riverside Theatre.

Kiddie Pickets Win

The kiddies picketing the Van Isle Theatre at Campbell River, British Columbia, won their objective. Owner Edward Bickle not only lowered their admission price to 25 cents but also reduced adult admissions from 75 cents to 60 cents.

LOS ANGELES

W. G. McKinney, Barnes Pardue and the boys and girls at the Western Amusement Company moved bag and baggage and booking books on Monday to new quarters at 432 N. LaBrea. These new quarters are much larger than the old suite in the Film Building. Western's old place is being occupied by Hygienic Productions; Jean Gaston, who used to work for Western, will be moving right back into her old office. The circuit's managers are scheduled for a meeting shortly.

His friends are all pulling for the speedy recovery of Tom Mellos, owner of the Mellos Peanut Company, who was rushed to the hospital for an operation. Mellos, who makes popcorn and popcorn machines for theatres, is out of the Wilshire Hospital and recuperating at home. Meanwhile, his aide, J. Tassop, is taking over.

Mr. and Mrs. Spyros G. Cardas announced the engagement of their daughter, Mary Ann, to James E. McClune. The wedding will occur Aug. 9 at St. Paul's Church. Cardas is manager of Loew's State. McClune, recently discharged after three years' service in France, Germany and Okinawa, is now finishing his studies at the University of Southern California.

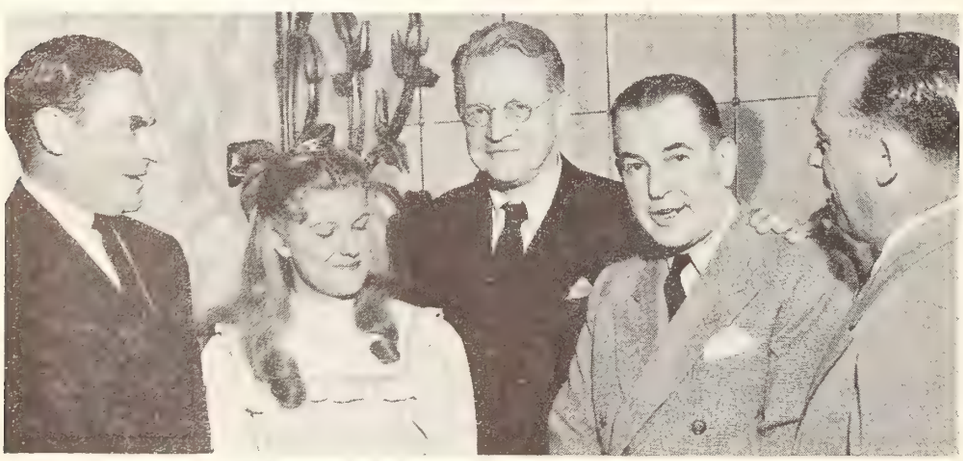
Jack Goldberg, short subject booker and buyer for the Eastland Circuit, is in New York on a vacation.

Fred Ableson is now making his home in Los Angeles. Bob Ableson, district manager for Film Classics, is Fred's brother. Fred resigned as Universal's Minneapolis salesman to make his home here.

Bill Evidon is another Minneapolis man now in the Sunshine City. He was transferred by Columbia from city salesman to Los Angeles, where he's Columbia's assistant branch manager.

John Bowles has been shifted from Los

(*Continued on Page 26*)



CONGRATULATED ON PERFORMANCE. Attending a reception in Hollywood following the press showing of her first RKO Radio release, "The Long Night," a Hakim-Litvak production, Barbara Bel Geddes is congratulated on her performance by RKO executives John Whitaker, Paul Hollister, S. Barret McCormick and Perry Lieber. Miss Bel Geddes arrived at the reception directly from the set of her current picture, "I Remember Mama," and lacked the time to get out of costume and make-up.





He takes the words right out of her mouth . . .

BY his interpretive use of equipment —his skill in anticipating motion— the microphone boom man takes the words "right out of the mouth" of actor or actress . . . correlates sound with action so that clarity and proper perspective are always maintained.

Thanks to him, today's motion pictures have the freedom of action which was lost when sound was first introduced on the screen. A great part of the reality which is so essential to a picture's success depends on the boom man's skill and on his close cooperation with the sound mixer.

And equally essential to the boom man's success are superior sound films . . . films which have the quality, so uniformly found in Eastman Films, of assuring faithful reproduction.

EASTMAN KODAK COMPANY
ROCHESTER 4, N. Y.

J. E. BRULATOUR, INC., DISTRIBUTORS
FORT LEE • CHICAGO • HOLLYWOOD

REGIONAL NEWSREEL

(*Continued from Page* 24)

Angeles to San Francisco as sales manager for Paramount there.

Glenn Hardy is now an exhibitor, entering into the business by way of buying the Ward Theatre in Pismo Beach. Hardy obtained the house from Ivan Rowley, who ran it for many years under lease.

Jane Hazard married Lowell J. Thompson of Santa Barbara in early May. She is an actress, while Thompson is a local theatre operator.

Paramount Western Division Manager George Smith has returned from a swing around his territory for meetings on Paramount's forthcoming sales drive, "Celebrating 35 years of leadership."

CHICAGO

Chicago police have been instructed by Mayor Martin Kennelly to warn all theatre owners who have not obtained a city license that their theatres will be closed if they do not procure them promptly. Some houses are operating on permits, not having completed repairs and alterations ordered by the city fire and building departments. They must complete this work in order to get city licenses.

Sid Blumenstock and William C. Gehring were here for 20th-Fox booking conferences.

John Balaban and Attorney Arthur Goldberg have returned from Minneapolis.

Allied President Jack Kirsch has returned from New York conferences.

President Frank Walker of the Comerford circuit, and his wife have returned east after a visit here.

Judge Walyer Labuy last week entered a temporary restraining order in the Troy Theatre Company's attempt to cancel RKO Grand Theatre's lease on the house. Lease runs to 1956. Court set June 4 to hear arguments.

Bill Ornstein, MGM exploitation representative, was a Chicago visitor last week.

Forty sound equipment systems were shipped by the Motiograph Company to India last month, it was stated by Fred Matthews. Evergreen Pictures of Bombay handles their distribution in India.

Jack Eckhardt is back at his post as chief booker at the 20th-Fox exchange after spending a short time in the Ravenswood Hospital.

Operators Union Secretary Clarence Jalas has returned from a week's business trip to the west coast.

Eagle-Lion General Sales Manager A. W. Schwalberg has left Chicago for Atlanta.

Will DeVry is in Canada on a fishing trip.

Ascap Sales Manager Herman Greenberg, here for conferences with Western Manager G. W. Kopp, reported that no change in music fees was contemplated for the time being.

Theatremen from all parts of the country are here attending the National Confectioners convention.

The service staff of Paramount Theatres New York headquarters were hosts Wednesday to 200 suppliers at a luncheon at the Stevens Hotel. John Balaban and Walter Immerman headed the Chicago group.

Eddie Brunnell of the Chicago Variety Club heads the committee, composed of the managers of all local exchanges, which will act as hosts at the Jack Flynn retirement dinner at the club rooms on June 30.

Ted Tod, publicity director for Selznick Releasing Organization, has returned from Minneapolis where he completed arrangements for the day-and-date openings for "Duel in the Sun," starting June 20, in 35 theatres in the area, including all stands of the Minnesota Amusement Co. First two weeks' receipts of "Duel" in Chicago were reported in excess of $175,000.

John Ott, Jr., will address the Rotary Club luncheon at the Sherman Hotel, June 17, on time lapse photography.

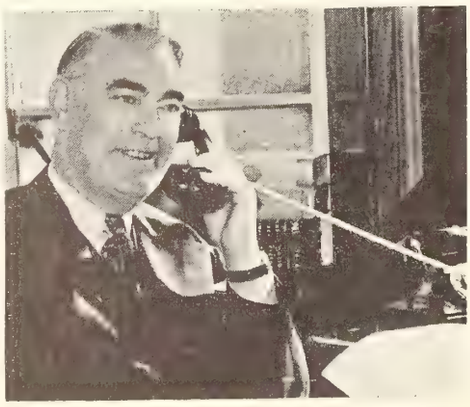
Viola Bruan, secretary to W. H. Strafford, business agent, IATSE Local 666, has returned from her vacation in the south. The union is moving to larger quarters at 327 South LaSalle Street and expects to be located there about June 15.

The express company which withdrew recently its half-rate charge for returning empty film cans to exchanges and increased its rates, is losing the business to film carriers out of Chicago. Carriers are finding difficulties in arranging their new delivery charge schedule.

"Voice of Theatre Speakers"
JOE HORNSTEIN has it!



POSTHUMOUS AWARD FOR PHIL BOBYS. Mrs. Jean Bobys, widow of the late MGM Washington salesman who was one of the organizers of the local Motion Picture Salesman's Club, serving for a time as its secretary-treasurer, is shown above receiving a posthumous award as a memorial to her late husband from members of the Club. From left to right are Maynard Madden, Jack Eskridge, Sam Taber, Mrs. Bobys, George Nathan, president, Hy Bettinger, secretary-treasurer, Eddie Martin, vice-president, and Joe Walsh, past president and also one of the organizers.



BACK ON JOB. Max Milder, managing director for Warner Bros. in Great Britain, is shown back at his desk, looking hale and hearty, following a two-month illness.

CLEVELAND

Opening of Warners' Vogue Theatre, first new motion picture theatre to be completed in this area since the imposition of war restrictions, opened Thursday. Jack Warner, Jr., Louis Kaufman and Nat Fellman came on from New York for the event. In the evening Nat Wolf, Warner zone manager, was host in the name of his company to some 150 guests at a late supper at Gruber's Restaurant, occupying one of the store units in the theatre project. Harold Friedman is manager.

Charles Bullock, 59, who served for 15 years as president of Local 160 IATSE and also as chairman of its executive committee, died last week following an illness of several months. Son of Sam Bullock, pioneer exhibitor and one of the charter members of the local exhibitors association, Bullock had been a projectionist with the local Loew organization for 28 years.

Ed Fisher, director of publicity for Loew Theatres for the past five years, has resigned on account of failing health and has gone west for an extended vacation. He is succeeded by Ted Barker, transferred here from St. Louis.

Wedding bells will be heard along Film Row in June. On June 7, Milton Ausman, son of Ruth Gardinier, booker for Co-Operative Theatres of Ohio, will marry Shirley Smith at St. Thomas' Church while on June 22, Roslyn Kramer, daughter of Mr. and Mrs. Abe Kramer (Associated Circuit) will become the bride of Herbert Brower, son of Mark and Mrs. Brower of Los Angeles, formerly of Pittsburgh.

Don Abeles, second in command at Loew's State Theatre for a long time, was married June 1 to Marie Horvack. Newlyweds will make their home in Cincinnati.

Bernie Rubin, one of the owners of Imperial Pictures, state rights distributors, passed out cigars last week on the birth of a second daughter named Helene.

Arthur Isaacs, formerly with Film Classics, is now covering the Toledo territory for Republic, succeeding Bob Munn, transferred to the Republic Pittsburgh office.

Lester Zucker took over the reins at local Universal-International branch the beginning

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Why the Railroads Can't Afford NOT to Modernize!

A Dollars-and-cents Example That Will Interest Travelers, Labor and Investors

For a long time the C&O has said that America's railroads must modernize their passenger equipment—or forfeit a great opportunity.

In print and in private we have lampooned the "rolling tenements" that still pass for sleeping cars. We have stumped for modern streamlined trains to replace tired, creaking old day coaches. And over and over we have stated that, given attractive equipment, and new comforts and services, railroads could open the door on a new era of travel . . . *The C&O is replacing every old sleeping car, day coach and diner on its main lines, with streamlined cars.*

But Is It Practical?

Standpatters in the industry are still shaking their heads. But lately more reasonable people have been asking, "How can the large-scale replacement of old trains be practical?"

They point out that several of our largest systems had serious deficits in 1946. And everyone knows that the railroads are caught between rocketing costs and lagging rates. "How," they ask, "can such an industry afford large outlays for new equipment?"

The answer is that the railroads can't afford *not* to make these outlays. And here is a dollars-and-cents example:

The Investment That Is Fast Returning Its Cost

Last August one of the C&O Lines, the Pere Marquette, installed two new daytime streamliners—the last word in passenger attractiveness.

The new trains have carried 86% *more passengers* than old trains carried over the same route during the same period of the previous year—when traffic was still swollen by war emergencies.



Which will it be—modernization or continued deficits?

Here is the proof of the pudding: In less than 4 years, at the present rate, the *increase in passenger receipts* will equal the total cost of the trains!

Modern equipment is not a luxury that only a few fortunate systems, like the C&O, can afford. Even a bankrupt railroad can borrow money today to buy such equipment at 2% interest.

Which Way Do We Go?

Railroads now face a critical choice: If pessimist thinking, old-line practices and Toonerville equipment continue to be tolerated, then regardless of rate relief, further deficits and bankruptcies are certain.

But, if, on the other hand, these liabilities are replaced by modern ideas and modern trains, our railroads can again be a credit to our country. They can also be a bulwark of our national defense, which, as every citizen knows, depends on a flourishing transportation system.

The Chesapeake and Ohio Lines

Terminal Tower, Cleveland 1, Ohio

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(*Continued from Page 26*)

of the week. He succeeds Max Cohen, resigned, who has returned to his home in Washington, D. C.

Herbert Horstemeier, Universal office manager and head booker for as long as anyone here can remember, has also resigned.

Al Kolitz, former local RKO branch manager, now district manager for RKO in the Rocky Mountain district, was here over the weekend to collect his family and his furniture and take them to Denver.

Milo DeHaven, recent purchaser of the Marblehead Theatre, Marblehead, has changed the name of the theatre to the Town.

Laura Kovach has been promoted at the U-I exchange from branch manager's secretary to secretary to the district manager. Loretta Grisko is secretary to the branch manager, Lester Zucker.

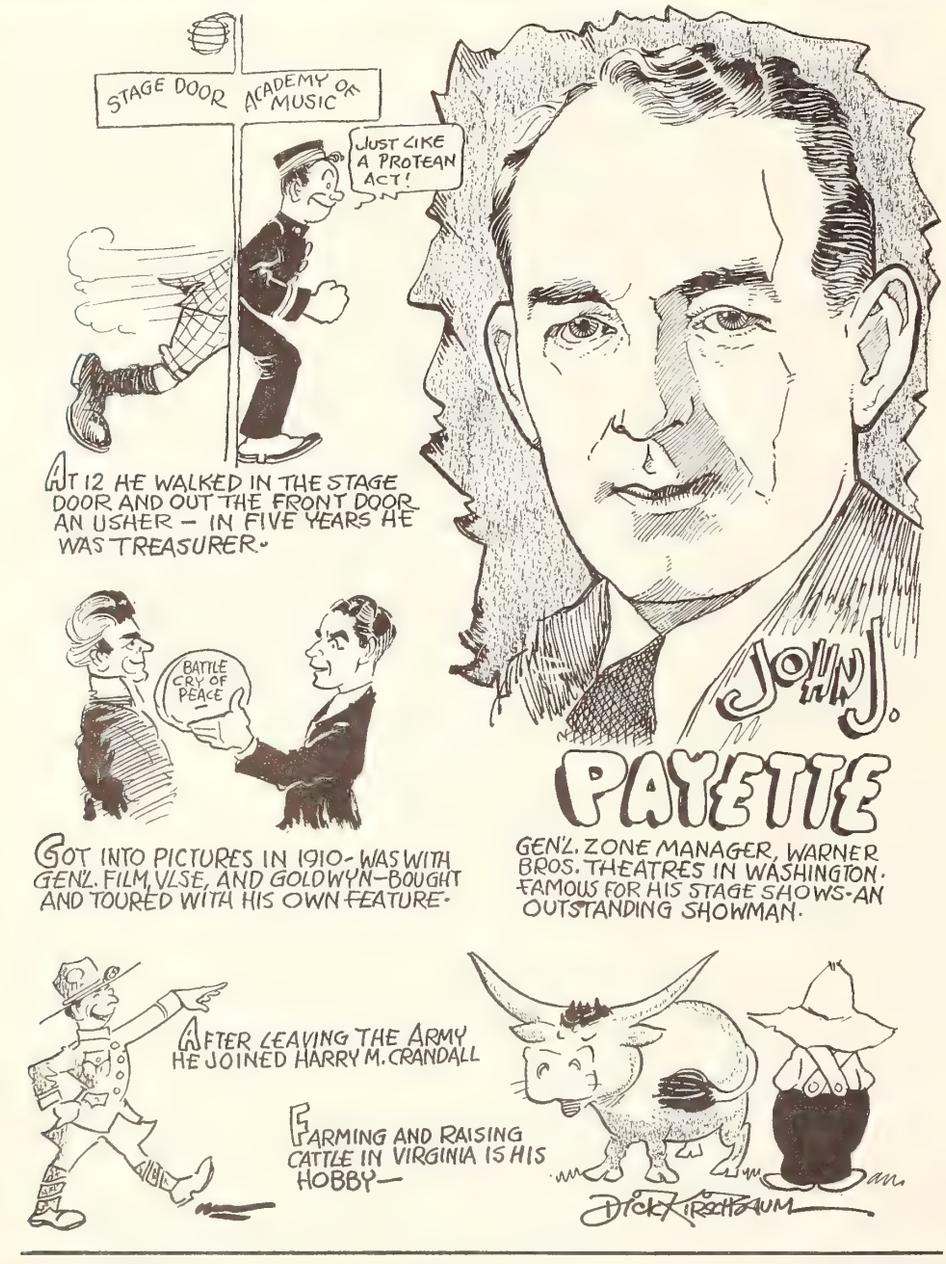
Julius Lamm, manager of Warners' Uptown Theatre, is back from a trip to California where he visited his son, Irving, now managing Ramona and Holly Theatres in Los Angeles.

Cleveland Cinema Club has elected the following officers for the coming year: president, Mrs. William Roger Thomas; first vice-president, Mrs. Herbert Smith; second vice-president, Mrs. Louis Zettlemeyer; recording secretary, Mrs. H. L. Hamilton; corresponding secretary, Mrs. A. C. Gilchrist and treasurer, Mrs. W. M. Murphy.

Comic Strip Program

The Odeon Paradise Theatre in Vancouver, B. C., is trying out a new idea that appears to be doing very well despite the really warm spell. It is a comic strip program of "Bringing Up Father" and "Gentleman Joe Palooka," both feature-length, first-run pictures.

SHOWMEN'S SILHOUETTES by Dick Kirschbaum



Next Week . . . . . JACK KIRSCH

HARTFORD

John Mackey, 53, of Hartford, died last week. He was at one time in charge of music for the Warner theatres in Hartford, New Britain, and Waterbury.

Frank Daly, assistant to Joe diLorenzo, Connecticut district manager for Daly Theatres Corp., Hartford, has been at home, recovering from a hernia operation.

Lester W. Markoski, manager of the Music Box Theatre, New Britain, and Mrs. Markoski became the parents of a baby girl—their second daughter—last week. Before the war, Markoski was assistant manager at the Proven Pictures Theatre, here in Hartford.

Herman M. Levy, executive secretary of the Connecticut Motion Picture Theatre Owners and general counsel of the MPTOA, will attend on June 14 in New Haven the 20th annual reunion of his Yale Class of 1927.

Harold Russell, star of "The Best Years of Our Lives" was in Hartford last week, as guest of the Hartford Disabled Veterans Chapter.

E. M. Loew of the E. M. Loew theatres, is back in the East, following a California vacation.

The E. M. Loew's circuit Drive-In Theatre, Milford, Conn., has been reopened for the season, with Carl Halprin in the manager's spot.

Herman M. Levy of New Haven, executive secretary of MPTO of Connecticut and general counsel of MPTOA, has been elected an honorary member of the Preferri Society in Hartford. The announcement was made here by the Hon. William G. Raynsford, member of the Connecticut House of Representatives and president of the society, which has been in existence since 1921. Its membership is composed of members of the House of Representatives elected to the society.

OMAHA

William Olive succeeds Tod Kuntzelman as 20th-Fox booker. Bill comes here from the Des Moines office. Tod resigns to become secretary of the Nebraska Beer Wholesalers.

Dorothy Weaver, 20th-Fox assistant cashier, is in California on vacation. She was to visit two former employes: Mrs. Thomas Hall (formerly Marj Wilkinson) and Francis Thorp.

Hazel Andersen, MGM office manager, attended a meeting of company office managers in Denver.

RKO exchange has added Virginia Murphy to the office force.

Georgia Greenlee resigned at the RKO-Brandeis as chief of staff to move to McCook. Fern Martin succeeds here.

Sidney Rose, who owns two dozen theatres in the Chicago area, visited here en route home from the Variety Club sessions.

Monogram District Manager Sol Francis was in town.

Ralph Falkinberg, Lexington (Neb.) exhibitor, is home after a visit to an eye specialist in Salt Lake City.

Phil Monsky, veteran Universal salesman, has taken a four-week leave of absence to complete his recovery from an illness. He will visit

REGIONAL NEWSREEL

in Colorado and California.

Universal Branch Manager Ed Heiber headquartering in Kansas City, was in Omaha.

Manager Will Singer reports $15,000 worth of air cooling equipment has been installed in the RKO-Brandeis lobby.

Byron Hopkins, exhibitor at Sidney, Ia., and Scribner, is back on the job after being in the hospital.

James L. Pace, retired exhibitor, is dead at Chadron, Neb.

Joyce Ingwerson, 20th-Fox information girl, is wearing a diamond.

Hans Habe, whose "Aftermath" is being filmed in Hollywood, was a visitor.

The Strand Theatre, Council Bluffs, netted $180 for the Children's Memorial Hospital on a children's matinee.

R. D. Goldberg has selected the Italian picture, "Open City," for one of his theatres here.

Theatre business began to drop slightly with the start of the six week's Ak-Sar-Ben race season here.

Tri-States is redecorating its Capital Theatre, Grand Island. Air condition is also being installed for the first time.

HARRISBURG

Rumors that agents for television companies are attempting to sell rural and small town fire companies in eastern Pennsylvania commercial television sets to provide entertainment for their areas have exhibitors in the nearby small towns at work trying to oppose it. The theatre owners and managers point out that if firemen do show television entertainment in their fire house auditoriums, either by paid or free admission, it will cut down revenue in the movies.

The Dauphin County Court heard argument of counsel on the question of whether television can be construed as movies under the terms of the Liquor Control Board act. The law requires licensees to buy special entertainment permits if they have any form of entertainment, including movies. The board claims television is movies, while retail liquor dealers oppose this on the ground that movies are moving images on film, and television is a fleeting and transient replica of persons in action, and not permanent. The court reserved decision.

The measure before the General Assembly which authorizes boroughs to tax amusements, including theatres, for general revenue purposes, was re-committed to the House committee on boroughs. Other tax and revenue acts still are pending, as is the bill which would prohibit ticket scalpers from charging beyond a certain price for handling tickets.

Air conditioning signs and marquee banners were raised two weeks ago to entice patrons to theatres, but over Memorial Day the exhibitors were forced to turn off their cooling units as the weather took a big drop.

Guests of Jack O'Rear and his wife at their summer home for Memorial Day week end were Milt Young, Columbia exploiteer, his wife and daughter, of Philadelphia. Frank Maury, assistant manager, with his wife and son, spent last Sunday in Reading.

Among the exhibitors taking a leading part in the membership drive of the Chamber of Commerce were Gerry Wollaston, State manager, and his assistant, Spike Todorov.

A meeting was held Wednesday and Thursday in the State, attended by managers of the Wilmer and Vincent circuit of Fabian theatres. The managers planned to attend the convention in New York in July.

Rachel Luciano, cashier at the Colonial, observed her 20th birthday on May 29, while doorman Foster Hack observed Memorial Day by a date with the dentist.



VISITORS IN VANCOUVER. Shown above are J. Arthur and Mrs. Rank (left, and third from left, respectively) during their recent Canadian visit to Vancouver, British Columbia. Next to Mr. Rank is Earl Hayter, his British Columbia supervisor, and at the extreme right is Howard Boothe, B. C. district manager.

NEW ORLEANS

Bob Conrad has sold his Conrad Theatre at Beaux Ridge, La., to Milton Guidry, who owns a number of other houses in south-central Louisiana.

The Nyla Theatre at New Iberia was just about ready to open for business. The new house needed only the doors to be hung to make it ready for business. Then the federal government stepped in. Seems the builders had overlooked getting a permit for materials from the Civilian Production Administration. Fate of the Nyla is still uncertain.

O. D. Harris, owner of the Caddo Hotel in Shreveport, La., and Thomas McElroy opened their new Broadmore Theatre on May 22.



LOOKING 'EM OVER. Players in Paramount's forthcoming product get the once-over at a Salt Lake City branch meeting as Hugh Braly (left), western district manager, and Frank H. Smith, branch manager, look through some star stills in advance of the company's 1947 "Celebrating 35 Years of Leadership" sales drive.

ST. LOUIS

Warner St. Louis Branch Manager Lester Bona will celebrate his 25th anniversary with the company on June 12 when a party will be given in his honor. The occasion will also mark his 40th year in the motion picture industry and his 35th year in the distribution field. His first job, 40 years ago, was at the Widow Theatre, St. Louis, as an usher and vocalist for illustrated songs.

Funeral services were held here May 29 for Charles Fiorito, 77, owner of the Ashland and Lee Theatre buildings. At one time he operated those houses and the old Criterion. He died of a heart attack May 25 at Alexian Brothers Hospital. His widow, two sons and two daughters survive. Burial was in Calvary Cemetery.

W. G. Carmichael, formerly Cincinnati manager for Universal-International, has joined the company's St. Louis territorial sales staff under St. Louis Exchange Manager Harry Hynes. Carmichael will have the title of sales manager.

William Trunick, formerly district sales manager for the Radio Corp. of America in Camden, N. J., is here as acting manager for the Cine Supply Co. until a permanent successor to Lou Walters, resigned president and general manager of the company, is named. Walter left St. Louis at the end of May to spend several weeks in Chicago.

Clarence M. Turley, secretary-treasurer of the St. Louis Amusement Co. and manager of the Ambassador and St. Louis Theatre office buildings, has been elected a director of the Building Owners and Managers Assn. of St. Louis, Inc.

Ben Reingold, St. Louis manager for 20th-Fox, was set to leave at the end of the week for a three-week vacation in Florida. He expects to do a lot of fishing. Jules Leventhal, St. Louis theatre owner, was to accompany him.

The St. Louis Family Club of 20th Century-Fox, held a picnic at Suburban Gardens in St.

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New Mirrophonic Sound
JOE HORNSTEIN has it!

REGIONAL NEWSREEL

LONDON OBSERVATIONS

British Renters Seek Revision of Booking Policy; Italian Company Hopes to Make Picture in England

By JOCK MacGREGOR

It has become an open secret that the renters would like to see a revision of booking policy in Great Britain. At present this is dictated to a great extent by the three circuits. With rising costs, extended playing time is required in the first-run cinemas. This is being denied them.

The situation is such that certain parties are toying with the growing American tendency to book into a centrally situated second-run house for an extended season.

It is possibly significant that though Sam Goldwyn's "Best Years of Our Lives" has been running three months in the West End, neither release date nor circuit is yet set. I should not be surprised to see this particular offering booked away from the circuits in the key provincial centres.

Sir Arthur Jarratt has been writing to the London *Daily Telegraph* on this subject and reveals that Odeon will not play a picture, no matter its quality or nationality, for more than a week out of the West End.

"The film producer—especially the British producer who, in order to stay in the business, must have the maximum results from the home market—is automatically deprived of the necessary income with which to continue to make good pictures *per se*," says Sir Arthur.

He also suggests that the legitimate theatre practice of letting a show run as long as the public supports it should be instituted. With the greatest respect, I feel he is overlooking the fact that out-of-town touring companies are booked for set runs, and secondly, for films to run as long as they merit would surely bring chaos to crossovers and economic routing of prints.

Sir Arthur, as managing director of British Lion, will of course be handling Sir Alexander Korda's productions for which no American release has yet been announced. Judging by the stories that are percolating out of Sound City no expense is being spared on "Ideal Husband" which promises to be an opulent and lavishly staged offering.

* * *

Over lunch recently, Vivienne Knight, publicist for the Archers, revealed that she follows a plan which I have always advocated. She does not announce a picture until it is definitely in production. While I have tried to follow a policy of never mentioning a picture until shooting has begun, to avoid writing about subjects which will never be screened, many producers like to announce imposing line-ups. A glance through the New Year's issues of the British trade papers reveals a remarkable number of non-starters while current schedules show pictures on the floor which were not mentioned then.

Vivienne is particularly pleased with Michael Powell-Emeric Pressburger's latest "Red Shoes," which is to be shot in Technicolor, for she is to go with a unit to Paris, Vienna and the South of France for exteriors. As a result, her trip to America has been postponed.

* * *

John Ware has resigned from the GFD publicity desk to write his second novel. "God Tempers the Wind," his first, has proved a best seller and his publisher has been pressing for the follow-up.

* * *

With Publicist Evelyn Barrie I visited the Southall Studios and was quite amazed at the number of sets in the 7,125-square-foot stage. By careful planning, an elaborate interior of an Elizabethan country house had been constructed for "Things Happen at Night" which Vernon Sewell is directing. This promises to be a very funny comedy about a poltergeist, and has Gordon Harker, Robertson Hare and Alfred Drayton for the leads.

Congratulations to Donald Walker and Marjorie Westlake of GFD publicity department on becoming Mr. and Mrs.

Betty E. Box, Britain's first woman producer, was very relieved after the press show of "Dear Murderer" to receive the critics' personal congratulations on her initial offering. In Greta Gynt, who stars, we have the sleekest and most glamorous actress to grace the British screen in a long time. Off the screen she looks a star and dresses like one.

The Italian film industry is raising its status again and its pictures are being widely screened. Now M. Marc Ferry of Universalia is in London planning to open an office and revealing their hopes to make a film here, using English finance. In Italy they have an ambitious program of multi-lingual productions including "Christopher Columbus." I shall watch developments with interest.



HOLLYWOOD SHIRT TALE. **British actress Jean Simmonds is wearing a Hollywood plaid shirt these days, and thereby hangs a tale. When STR London Representative Jock MacGregor was in Hollywood a few months ago, he acquired a plaid shirt. Recently at Pinewood, Miss Simmonds was so intrigued by the shirt that she expressed a desire for it. So, through the cooperation of Jerry Dale of the Jock Lawrence Associates in New York, STR provided one for Jean. Here she is, receiving the gift from MacGregor on the set of Wessex's "Woman in the Hall."**

(*Continued from Page 29*)

Louis County Tuesday, June 2. The exchange closed at noon for the event.

Engagement of Gloria Nikki Caporal, daughter of John Caporal, head of the Wellston Amusement Co., and Mrs. Caporal, to George Manders of Detroit, was announced at an informal dinner May 24.

Raymond J. McCafferty of Alton, Ill., has been added to 20th Century-Fox's local booking staff.

Bids on the construction of an Army Motion Picture Service Depot are being received by the U. S. Engineers for the St. Louis district.

Herman Buechel, 20th-Fox head shipper, has been made a Noble of the Mystic Shrine.

Miss Eva Wassen of 20th-Fox office personnel, is going to California for a month's vacation.

Arthur Bowman is receiving bids on materials and equipment for alterations in 307-seat Arbo Theatre in Nevada, Mo. He also owns the 725-seat Star Theatre there.

Rapid progress is being made on the construction of J. T. Goshen's one-story, $30,000 film theatre at Clinton, Mo.

The 400-seat Roxy Theatre in Coulterville, Ill., owned by Sparta Theatres, Inc., operated as a unit of the Farrar and Turner circuit, will be reopened soon following closing last year for enlargement and the installation of new equipment.

The 400-seat Granada in Granville, Ill., has been sold by Francis Ernat to Mr. and Mrs. Leroy McMahon of Chicago.

Earl D. McConkey of Ottumwa, Ia., has bought the 180-seat Eddy Theatre at Eddyville, Ia., from Milton Paul who plans to go to California to live.

KANSAS CITY

Granada Theatre, on the Kansas side, celebrated its eighteenth birthday week of May 28. Manager Charles Barnes, Jr., handed out free cake to all patrons.

James S. Elliott, 22, who has a prominent part in the production of "Accidentally Yours," visited in town a couple of days before the play hit the Music Hall for two days. Elliott is co-producer and co-director of the show which stars Billie Burke and Grant Mitchell.

Jon Yost, director of the Resident Theatre, left last week on a trip to Hollywood to see how it's done before the cameras.

Fox Midwest Chief Elmer Rhoden took time out from district meetings to ride his prize Golden stallion in the Saddle and Sirloin annual horse show.

"Bedelia" picked up some trade to stay a third week in the Kimo Theatre. Boxoffice traffic slowed a little at the beginning of the second week, but picked up last few days to win the extended run.

"Cheyenne" at the Newman Theatre is getting a lot of local attention because it is from a story written by Paul I. Wellman, formerly a member of the staff of the *Kansas City Star*.

Sneak previews came back to the Plaza Theatre last week with "It Happened on Fifth Avenue" as the "sneak." Manager Hugh Siverd had a big turnout for the affair.

Jack Maggard, 58, died at his home in North Kansas City May 22, of a heart attack. Since 1938 when the Esquire Theatre was remodelled and came under Fox Midwest management he had been the only stagehand at the theatre.

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Robert Fridley and Beverly Mahon, who own the 290-seat Sharon Theatre in New Sharon, Ia., have bought the adjoining office building and plan to remodel it as an addition to the Sharon.

Charles Hunerberg has sold the Princess Theatre, Parkersburg, Ia. to Harrison Bagley.

The Winthrop Theatre in Winthrop, Ia., has been taken over by Steve Ogburn and Patrick Reilly, both formerly of Los Angeles from W. T. Reinhold. They plan to operate it as a roller skating rink Tuesday and Thursday evenings, and give picture shows other nights in the week, including Sunday.

ALBANY

Hundreds of dollars worth of prizes will be given away at the annual golf tournament of the Variety Club scheduled for June 16. In addition to co-chairmen Arthur Newman and Alton Mendelson, other members of the committee are Charles A. Smakwitz, Edward Wall, Dr. Sam Kalison, Jerry Atkins and Nate Winig.

Leo J. Drexler, office manager of Warner Bros. Theatres, has been installed as state trustee of the Catholic War Veterans.

John Gottuso, Palace Theatre assistant managerfi is at the Albany Hospital following a recent operation. His condition, while serious, remains unchanged.

Upstate Theatres announces it books and buys for the following theatres, effective June 1: Arlington Theatre, E. Arlington, Vt. operated by Jack Stoops; Modern and Colonial Theatres, Manchester Depot, Vt., operated by J. W. Bird, and the Playhouse, Manchester, Vt. operated by Frank Deane.

Miss Rose Cascio, daughter of the Crane Theatre owner, Schenectady, has just returned from Italy where she visited her sister and has resumed her position as cashier.

Trudy Berlin and her new baby of Ann Arbor, Mich., are visiting her mother, Mrs. Bessie Horowitz, owner of the Rivoli Theatre, Troy.

Columbia Branch Manager Jack Bullwinkel, attended the sales convention for branch and district managers at the Drake Hotel, Chicago.

Dorothy Stein, former booker with MGM, Albany, is now booker and office manager for the Selznick Releasing Organization in Buffalo.

MGM District Manager Herman L. Ripps, has been promoted to assistant eastern sales manager.

National Screen District Manager Leo Abrams, visited the Albany office.

Adolph Edman, National Screen salesman has been travelling the northern territory, New employes at this office is Frank Matthews who replaces former assistant shipper John White who has returned to college.

Mrs. LaRose Fisher, formerly employed at MGM office, is now secretary to office manager at PRC-Eagle-Lion office. New salesman at latter office is Gordon Bugie who was formerly booker at Cincinnati. PRC District Manager Al Herman out of Buffalo and Eagle-Lion District Manager William Shartin out of Cleveland, visited the Albany office. John Michaelson, field representative, revisited the Albany office.

Lou Alleman, RKO field man, is being transferred to Detroit, Mich., on a temporary assignment and will be replaced by Maurey Passero.

Tom Barry has resigned as head booker of 20th Century-Fox's Albany office and has been replaced by Stanley Yentes, former print booker out of New York office.

Assistant cashier at Fox, Betty Gilmartin resigned and Zelma Akin has been promoted to that position. New employees include Mrs. Norma Van Hoesen, cashier department; Roberta Bingham, contract department and Florence Coleman, booking department.



SWAMPED BY DATES. Elaine Robbins, secretary, and George Benson, head booker of Warners' Chicago branch, are swamped by dates that put their exchange in first place for the second, third and fourth weeks in the company's current sales drive.

MILWAUKEE

The cold spring weather and the abundant rain in this vicinity has cut down attendance at film theatres and at the city's stores, many patrons remaining at home rather than venture out for a little relaxation at the movies.

Mrs. Blanche Fries, manager of the Hartford Theatre in Hartford, Wis., capitalized on the bowling craze to book "Bowling Fever" for two days. It brought a good spurt in theatre attendance.

The downtown Alhambra Theatre, first to be converted to movies after World War I, will be remodeled and redecortaed. Instead of closing the house June 1, as originally intended, the temporary shutdown is off to July 1. House, which gets the overflow from downtown first-runs, will be closed for the shortest period possible.

Going to the Palace Theatre in downtown Milwaukee wearing topcoats over their bathing suits, after a day of sun bathing on a Lake Michigan beach, landed two young women in the police station after a patron notified the manager of their scanty attire. They explained they thought it would be all right as long as the coats covered their bathing suits.

The Sun Theatre at Brodhead, Wis., has a new marquee with 75 light bulbs of 60 watts each inside the sign and in the ceiling. Nine 150-watt PAR lamps brings the total wattage to 5,850.

Sidney Scoville, maanger of the Viroqua Theatre in Viroqua, Wis., has purchased a publishing business and is retiring from exhibition. His co-manager of the theatre, B. C. Brown, will, it is believed, continue as manager of the house. Scoville had edited a number of large Wisconsin newspapers before getting into the exhibition field.

The Capitol Theatre at Madison, Wis., is undergoing a face-lifting, with a new ultra-modern metal front, new entrance panels and new lighting equipment in the outer lobby being installed. Manager Fred Reeth announced that next fall his house would show the color newsreels to be produced by Warner Bros.

Several of Milwaukee's theatres are screening between shows a film advertising the proposed $5,000,000 G.I. Memorial Center, to be built after the veterans' housing problem is a thing of the past.

NEW YORK

Film row went back to work this week after what was a long weekend for most of its workers who had Memorial Day. Trips to the country and the beaches were the order of the holiday.

Bess Goldstein Allen of 20th Century-Fox took advantage of the occasion to move for the summer to her beach home, and Estelle Hernan, who decorates an office in the same outfit, weekended in Asbury Park.

Max Fried, who used to be with Century Circuit, had a wedding in the family this week with his son Harry taking a bride. Over at United Artists, the staff threw a dinner for

(*Continued on Page 32*)

Leaders to Honor Kirsch

Industry leaders from the fields of distribution, exhibition and exhibitor associations will attend the testimonial dinner to be given in honor of national Allied President Jack Kirsch on June 24 in Atlantic City as part of the annual meeting of the Allied Theatre Owners of New Jersey, President Edward Lachman announced this week.

Topping the list of those who accepted the invitation to attend are 20th Century-Fox President Spyros Skouras; Warner Bros., Distribution Vice-President Ben Kalmenson; Allied General Counsel Abram F. Myers and Allied chieftain Harry A. Cole.

In addition to these the following have indicated they will attend, Lachman said:

Martin G. Smith of Toledo, Ohio; M. A. Rosenberg of Pittsburgh, Pa.; Sidney Samuelson of Philadelphia, Pa.; Nathan Yamins of Boston, Mass.; Leon Goldberg of Boston, Mass.; Max Alderman of New Haven, Conn.; Mike Leventhal of Baltimore, Md.; Walter Mitchell of Boston, Mass.; Benny Berger of Minneapolis, Minn.; Jesse L. Stern of New York City; Van Nomikos of Chicago, Ill.; Edward Lachman of Boonton, N. J.; Irving Dollinger of Linden, N. J.; H. W. Robertson of Covington, Va.; C. B. Wolf of Baltimore, Md.; Harry Fried of Ardmore, Pa.; Robert Goldblatt of Tarrytown, N. Y.; James Papayanakos of Gouverneur, N. Y.; Bob Pascoe of Newark, N. J.; Lee Newbury of Manasquan, N. J.; David Snaper of New Brunswick, N. J.; William Schnopper of Centerdale, R. I.; and Don Jacocks of Boston, Mass.

Previously Lachman had announced the following committee appointments:

Working: — Dr. Henry Brown, Haskell Block, Lou Martin, Sidney Franklin, Lou Gold, Maury Miller, Basil Ziegler, Wilbur Snaper, Joseph Siccardi and Harry Kridel.

Ladies:—Mrs. Edward Lachman, Mrs. Harry Lowenstein, Mrs. Lou Gold, Mrs. Sam Frank, Mrs. Irving Dollinger, Mrs. Haskell Block, and Mrs. Morris Fogelson.

REGIONAL NEWSREEL

(Continued from Page 31)

Booker Gertrude Denbow in honor of her approaching marriage, and Bee Carter, inspectress in the same office, celebrated her fifth wedding anniversary last week.

Stanley Yentis, assistant booker of the 20th Century-Fox exchange, has been promoted to head booker of the Albany branch. His promotion was announced, by coincidence, during the same week that Albany Branch Manager Joe Rosen visited New York with his wife and infant son Bobby for a holiday of show seeing and Broadway walking.

It's no trouble at all now for Filmrowite Janet Moses to tell you the time of the day. In fact she rather likes to do it since she is wearing that snappy new wrist watch her father and mother gave her on her recent birthday.

Producer Jules Levey of United Artists went exchange visiting recently to pep things up.

J. Harold Roth, of the Eagle-Lion home office contract department, and Mrs. Roth announce the birth of an eight pound, nine ounce daughter, who will be named Diane Jeanne, at the Peck Memorial Hospital on Tuesday, May 20. It is the Roth's second child. Their first daughter is now five and a half years old.

The second in a series of open forums being held by Century Theatres to establish a closer relationship between the field and home office will take place Tuesday, June 10, at the Waldorf-Astoria. Attending the session will be department heads, district managers and theatre managers. A light breakfast will be served at 9:30 A.M.

The Capitol Theatre returned to stage shows Thursday with the conclusoin of "The Duel in the Sun" run. The new picture is "High Barbaree" and the stage show is Guy Lombardo and his Royal Canadians, who drew a good crowd of the proletariat on the first day.

PITTSBURGH

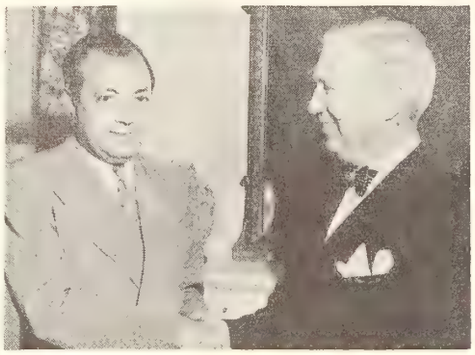
His many friends throughout the territory will be happy to learn of the promotion of Charles B. Kosco, main line salesman for 20th Century-Fox in Pittsburgh, to branch manager of the Buffalo Office of that company, effective June 2. Kosco had been a sales representative for the local office for the past five years. Before he was a Columbia salesman for a number of years.

A farewell dinner was given by the trade in honor of William Scott, sales representative for United Artists here for the past 23 years, who resigned to take an extended vacation. He was presented with a set of luggage as a token of esteem by the 150 friends and business associates at the dinner.

A son was born to Mr. and Mrs. John Urse, who operate the Eastland Theatre, Fairmont, W. Va., at the local hospital last week.

Dave Brown, office manager and head booker for United Artists for the past 10 years, has been promoted to sales representative, succeeding William Scott, resigned. Miss Jane Patterson, booker, will succeed Brown in his former capacity, and Roy Davis, shipper, has been promoted to booker, taking over Miss Patterson's prior duties.

A daughter, to be called Sheila, was born to Mr. and Mrs. Norman Fleishman, of the Brighton Theatre, Pittsburgh, on May 21.



WELCOME. Steve Broidy (right), president of Allied Artists Productions, extends the hand of welcome to Harold J. Mirisch, former head film buyer for RKO, on becoming vice-president of Allied Artists. The executives discussed plans for merchandising Roy Del Ruth's "It Happened on Fifth Avenue," AA's first release, which opens at the Rivoli in New York on June 10.

George Dillon, of New York, has been appointed sales representative for RKO-Radio Pictures here, succeeding Dave Silverman as northern representative. Silverman was recently promoted to city salesman, succeeding "Ike" Sweeney, who resigned to become branch manager for Republic Pictures here.

Charles Baron, MGM exploiteer here for the past 10 years, has resigned. His future plans have not yet been announced.

William Jervis, local manager for the National Theatre Supply Company, who suffered a heart attack almost a month ago, is still in critical condition and from latest reports will not return to duty for some time. "Knute" Williams, veteran salesman for this concern, has been appointed acting manager.

The marriage of Maurice Silverberg, city salesman for Universal-International Pictures, to Miss Shirley Darling, of this city, took place last week.

DENVER

Wives of the northern district managers of Fox-Intermountain Theatres have formed a group and will hold a convention on the same dates as the managers' meetings, but in a different city. The wives say they are meeting to discuss how better to manage the managers while they are studying how to better manage the theatres. Eleanor McGee, Cheyenne, Wyo., has been named president, and Dot Pennock, Ft. Collins, Colo., is secretary-treasurer.

W. B. Parks of Wyoming, has bought the Lake, Johnstown, Colo., from Dewey Gates, who operated it for a year.

Mr. and Mrs. Frank Barnes, and son Billy, of the Elite, Crawford, Neb., are on a trip to Lawrence, Kansas, where they will help his mother celebrate her 80th birthday.

Ned Greenslit, manager the Aladdin, was spotted in the *Denver Post* weekly hall of fame for his work as chairman of the cancer drive.

Republic District Manager Earl Collins, and Mrs. Collins, were in town, and while here took time out to run over to Boulder, Colo., where their son in attending the University of Colorado.

Reuben Caldron of Azteca Films, Los Angeles, and Albert Coppell, of the San Antonio, Texas, branch, spent some time here on business.

The Avalon, Grand Junction, has been closed by the Cooper Foundation for extensive alterations. It will be reopened this fall as the Cooper.

PRC Office Manager A. G. Edwards is spending part of his vacation attending the Exhibitors' Roundup in Salt Lake City, where he was exchange manager for several years.

Helen Spiller, manager of the Esquire, spent her vacation visting friends, inspecting theatres and seeing shows in New York City.

Bryan Hendricks, theatremen, has been named salesman for Service Theatre Supply.

Columbia Branch Manager Robert Hill, went to Chicago to attend the district and branch managers' meeting.

F. A. Boggess has reopened the Chautauqua Theatre, Boulder, Colo., for the usual two-and-a-half-month summer run.

Martin Winant, Columbia auditor, is checking at the local branch.

C. T. (Tommy) Charack, assistant to the district manager for Eagle-Lion, and Louie Falkoff, auditor, spent some time at the local exchange.

$20 for a Smoke

If you are a visitor in Louisville, Ky., and attending a film theatre it is well to know beside whom you are sitting, as Cy Coogins of New York City found out to his cost. Coogins lighted a cigarette only to find his neighbor was an off-duty police officer who took him to police court where he was fined $20 on a disorderly conduct charge on the testimony of the arresting officer, Lieut. Carl Dotson. This was the second time in recent months that the high fine had been imposed for lighting cigarettes in Louisvillie theatres.

INDIANAPOLIS

William S. Conway, operator of the Irwin Theatre, Cannelton, Ind., has returned from a six weeks' vacation spent in Ft. Lauderdale, Fla.

Harry Douglas, operator of the Dana Theatre, Dana, Ind., has gone to the west coast on a vacation.

Earl Herndon spent the week-end at the Boy Scouts Camp in Brown County, Ind., as an assistant scout master.

Christine Kirk, secretary of the Allied Theatre Owners of Indiana, was the guest at a dinner in the Grayland Hotel given in honor of her birthday Monday night.

The new Drive-In Thetare, near Muncie, Ind., has been opened for the season by Harris & Morgan.

Herbert Gaines, booker at Warner Bros. exchange, is spending his vacation in New York City and points of interest in the east.

Screen Star Clark Gable was one of the early birds at the Speedway Wednesday morning. He remained in the city over Memorial Day to see the final race.

Sam H. Abrams, manager Eagle-Lion-PRC branch, Carl Kemp, and Ted Hamer, salesmen, attended a regional sales meeting at the Blackstone Hotel, Chicago, over the week-end. Al Schwalberg, vice-president in charge of sales, presided at the gathering.

Mary Jane Larson, typist at the Eagle-Lion-

REGIONAL NEWSREEL

RPC exchange, has gone to Annapolis, Md., to attend the graduating exercises at the Naval Academy where her brother is a student.

Mrs. Helen Haney, operator of the Milan Theatre, Milan, Ind., is confined to her home by a broken rib, the result of an accident while entering her car.

Herbert Johnson, who operates the Ohio and Madison Theatres, Madison, Ind., went to New Jersey to attend the burial service of his father-in-law.

J. B. Bender, recently appointed salesman for Screen Guild in southern Indiana and northern Kentucky, returned from his first trip over the territory, with 42 new accounts.

Frank Paul, manager, Lyric Theatre, Indianapolis, is on vacation.

Ed Brauer, manager Republic exchange, has gone to University of Oklahoma, to attend the graduating exercises of his son Leslie G. Brauer.

Kenneth Law, operator of the Cozy Theatre, Argos, Ind., is busy remodeling his theatre. He reports the installation of new equipment and complete renovation of the house.

John Allison, operator of the Vivian Theatre, Carlisle, Ind., spent a day in Indianapolis, buying new equipment for his house.

Mildred Winer, office manager and head booker of the Monogram branch, has returned to her desk after an extended vacation at Miami Beach, Fla.

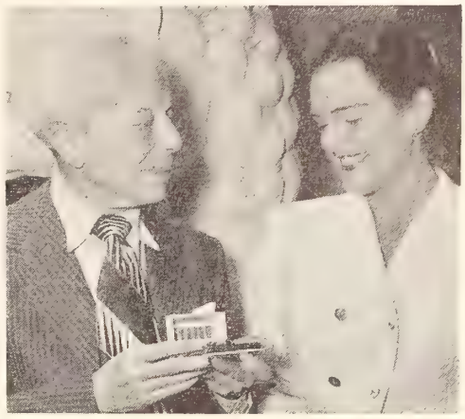
Mrs. Eva Harris, who operates the Zionsville, Ind., theatre, and Christian Herm, were married recently.

WASHINGTON

Two hundred Washington showmen crowded the Variety Club Rooms to honor J. E. Fontaine on Monday, May 26, at a stag testimonial. The veteran showman, one of the 11 original members of the Variety Club, recently joined the Selznick Releasing Organization as Mid-Atlantic division manager. Judge Alvin Newmyer, as master of ceremonies, presented Fontaine with a desk-model radio and a testimonial scroll containing signatures of 250 Washington showmen. Music, entertainment and door prizes helped to make the affair an outstanding success. The following were the lucky door prize winners: Joe Bernheimer, Elmer McKinley, Jack Safer, Joe Margolis, J. Proper, Bob Denton, Al Benson, Earl Taylor, Glenn Norris, Fred Schanberger, George Werner, Harley Davidson, Arthur Jacobson, Al Sherman, Albert Grover, Ben Caplon, Bob Folliard, Dan Rosenthal, Harry Cohen, Irving Jaffe, Fred Rippingale, and Frank Scully. John J. Payette and Sam Galanty were co-chairmen for the affair. Other committee members included: Frank Boucher, George Crouch, Joe Kronman, Sam Epstein, Carter Barron, Gene Ford, Bob Denton, Al Benson, Harry Lohmeyer, Frank La Falce, Sidney Lust, A. E. Lichtman and Fred Kogod.

Sid Zins was given a surprise party by his brother Les Sands of Station WWDC, on the occasion of his 20th year in show business. Sid Zins is publicity representative for Columbia Pictures.

Warner Bros. Washington Zone Manager John J. Payette and Eastern Division Manager Carter T. Barron of Loew's Inc., were elected permanent chairman and national trustee, respectively, of the Washington area committee of the Motion Picture Foundation. Both Payette and Barron were elected unanimously. The committee also elected several showmen to complete the full roster of 17 men. The committee list now includes: Payette, Barron, A. J. DeFiore, Wilmington, Delaware William Crockett, Virginia Beach, Virginia; Morton Thalhimer, Richmond, Virginia; Lawrence Schanberger, Baltimore, Md.; Lauritz Garman, Baltimore, Md.; Ben Pitts, Fredericksburg, Va.; Hunter Perry, Charlottesville, Va.; Elmore Heins, Roanoke, Va.; Mayor Edward C. Evans, Milford, Delaware; and Sam Galanty, Sidney Lust, Rudolph Berger, Morton Gerber, Tom Reed and A. Julian Brylawski, all of Washington, D. C.



24-MILLIONTH PATRON. Vera Stokes (right), 23-year-old visitor in Los Angeles from Portland, Ore., became the 24-millionth person to buy a ticket to Grauman's Chinese Theatre on May 23. Sid Grauman, above, presents a wrist watch to Miss Stokes, who that night was the guest of Don DeFore at dinner and at night clubs. DeFore is a star of the theatre's current attraction, Allied Artists' "It Happened on Fifth Avenue."

New Theatres

Minneapolis — International Falls, Minn., already heavily overseated, will have more competition with the erection of a new 700-seat house in Fort Francis, Ont., just across the border in Canada. The town now has a 600-seat house.

Atlanta—H. R. Simtherman will erect a new theatre in Midland, Ala.

Atlanta—Work is scheduled to start immediately on a new drive-in theatre in Winter Haven, Fla. Opening is expected around July 1.

Atlanta—The CPA has approved a new $75,000 neighborhood theatre in Birmingham, Ala., to be built by J. C. White and Mrs. Ethel White. It is under a 15-year lease to Waters Theatres which operates 17 movie theatres in suburban Birmingham.

Los Angeles—Charlie Caballero, president of Pacific Drive-in Theatres, has announced two new open-air theatres will be erected, one on Rosemead Boulevard and Rush near El Monte, and the other between Sepulveda and Van Nuys Boulevard in the San Fernando Valley. The two will cost $500,000, according to Caballero's estimate.

Omaha—Ground has been broken for a 400-seat theatre at Lyons, Neb. Henry Leriger will build the house.

PHILADELPHIA

Lewen Pizor, president of United Motion Picture Theatre Owners, has requested all theatres to cooperate in the Flag Day observance. "Theatres can help by displaying the flag in front of the house from June 8 to 14," he declared. In addition they should play the national anthem during the week. The Stanley-Warner nieghborhood theatres and some of the indies have been playing the anthem. On the committee with Pizor are George W. Elliot and David Triester.

Norman Weiss, vice-president of the William Goldman Theatres was married last week to Miss N. Bernstein.

The Fox has notified all exchanges that it is henceforth in the market for product.

Lou Colantuono, manager of the Stanley-Warner Stanton, celebrated his ninth wedding anniversary this week.

Sam Hayman, of the Cameo, was worried about business while enjoying himself at the Variety Clubs convention on the coast, so he called the theatre to find out how things were. He couldn't get an answer, so he called his manager at home and started bawling him out for "closing up early" and "nobody answering the phone at the theatre," etc. until the manager asked him what the idea was calling him at 2 a.m. Hyman forgot about the three hours difference in time, and thought it was only 11 p.m.

Clem Reck, formerly with PRC, has succeeded Russell Eichengreen as Paramount's Harrisburg and Reading salesman.

Gloria Kostecky has replaced Lee Scoff as Paul Castello's secretary. Paul is head of the Stanley-Warner district managers.

Emil Booker, 50, doorman of the Crescent Theatre, became involved in an argument with a colored boy over the youth's behavior and was forced to eject the young man. Thirsting for revenge, the youth and three accomplices followed Booker home after the theatre closed and jumped out of their car brandishing iron pipes. As the doorman tried to get away, one man brought a pipe down on his head. When he tried to get off the ground, blood oozing from a scalp wound, blows were rained on his head, shoulders and hands. Neighbors, hearing the victim's yells of agony, came to his rescue as the thugs vanished.

The new clerk at PRC is Ruth Dubrow.

A young lady dozed off while attending the Byrd Theatre and awoke to find that "Boomerang" had ended and she was the leading actress in something of a real life thriller, with police and firemen in the supporting cast. She went unnoticed when closing time arrived and continued sleeping until it was 2 a.m. Unable to open any of the doors in the dark theatre, she began screaming which attracted passersby who in turn called police. They, too, were unable to gain entry to rescue the young lady so the firemen from a nearby station were summoned and finally entered the theatre through a second story window and opened the door for the girl.

Bob Hope, accompanied by Jerry Colonna, Desi Arnaz and his band, Vera Vague, and Trudy Evan and his entire radio program company, headed the gala array of stars at Con-

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New Ideal Theatre Chairs
JOE HORNSTEIN has it!

REGIONAL NEWSREEL

(*Continued from Page 33*)

vention Hall on Thursday, May 29, for the benefit of the Salvation Army Fund Drive for 1947.

VANCOUVER

The 20th-Fox exchange here lost two front office employes, Ken McHale, booker, resigned to enter the automobile business, and Doug Luff, contract clerk, resigned to continue his music carrer. Luff is a member of the Vancouver Symphony Orchestra.

The trial of Michael Goldin, managing director of West Coast Theatres, Ltd., who now operate the York Theatre at Victoria, on a charge laid under the Wartime Labor Act, was remanded to await decision from the Labor Board on arguments presented in the case by counsel for the defense. Evidence in court was that Goldin gave members of his theatre staff, including the assistant manager, seven days' notice after they had joined the Theatrical Assistants Guild No. 252 (AFL). He is now charged with unlawfully seeking by dismissal to compel an employe to withdraw from membership in a trade union, a serious offense under Canadian laws.

Director Dmytryk, Ruby Rosenberg, production assistant; Al Herman, art director; Roy Hunt, cameraman, and Lou Shapino, location department head, were here on the way to Calgary to test filters and camera equipment in the Canadian Rockies preliminary to filming RKO's "The White Tower," to be shot in Alberta shortly.

Changes in managers in the British Columbia Odeon circuit announced by Earl Hayter, supervisor, are: Bob Mathieson, manager of the Odeon Haney, moves to the Cambie, Vancouver, succeeding Herb Wolfe, resigned; Albert Moss, assistant manager at the Vogue, promoted to manager of the Odeon Haney; Margaret Brewer moves from the Odeon-Hastings theatre to succeed Moss as Roy McLeod's assistant at the Vogue; Frank Brown of the Plaza staff moves down to the east end Hastings Theatre as assistant manager to Al Jenkins. Chnges were eeffctive May 31.

A guest of honor at a farewell party given by members of projectionists local 348 was Bill Oswald, veteran inspector of theatres in B. C. for the past 34 years, who is retiring on a pension. The dinner was held at Club Shangra-la Supper spot June 1.

Charlie Nelson, British Columbia manager, was in an automobile head-on collision here and suffered face injury. His car was a complete wreck.

Bert Headley, veteran Alberta exhibitor, has sold his 310-seat Empress Theatre at Ponoka Alta. to a newcomer to show biz—Herbert Labrie of Edmonton.

Theatre Equipment Supply Co. of Vancouver has made the following new installations in British Columbia theatres of projectors, sound systems and theatre chairs: Oliver Theatre, Oliver; Clova Theatre, Cloverdale; Agassiz Theatre, Agassiz; Cameo Theatre, South New Westminster, and the Richmond Theatre, Brighouse, B-C.

Arthur Rank, British picture head, was here for a one-day visit on his way to Hollywood. In a press interview he said feature-length motion pictures wlil be started in Canada in the near future.

A specially built theatre will be a feature of the first post-war Pacific National Exhibition at Hastings Park in August. The National Film Board, Provincial government and industrial firms will supply moving pictures for free. Pictures are getting some stiff opposition this summer across British Columbia and the prairie provinces from a raft of carnivals and circuses, the most since before the war. Exhibitors are working hard with local councils to keep them out.

Gulistan Wilton Theatre Carpet
JOE HORNSTEIN has it!

Carr in Cincy Post

Rex A. Carr, for 18 years with the Manny Marcus Enterprises in Indianapolis and for the past 10 years general manager, has been appointed general manager of the Theatre Owners Corporation of Cincinnati, a booking and buying service formed in July 1946 and now serving 44 theatres in the area. The company recently moved into new quarters in the Keith Building and will soon be ready to take on more accounts.

TORONTO

Employes of Paramount Film Service, Limited, and Famous Players Canadian Corp. head-office in Toronto are doing a good turn for Paramount associates in England during the critical food situation by sending a series of monthly food parcels, each containing 26 items and weighing 20 pounds, on an organized staff basis. The list of employes to whom the foods are being shipped was obtanied from J. E. Perkins, chairman of the board and managing director of Paramount at London, England. The contributions have the enthusiastic support of President J. J. Fitzgibbons and Vice-President R. W. Bolstad of Famous Players and Gordon Lightstone, general manager of Canadian Paramount. The purchasing and packing of the foodstuffs were arranged by a group of volunteers headed by James Cameron, Bert Brown and Marion Ballard.

General Theatre Investment Company, Limited, of which George H. Beeston of Toronto is president, has called a large quota of first-mortgage bonds for redemption July 2, including the three series of bonds maturing up to 1955. Beeston recently resigned from the Canadian Odeon board of directors to throw in his lot with Paul L. Nathanson's film companies in the Dominion.

Although the J. Arthur Rank Organization recently announced the obtaining of world distribution rights for the Canadian-made features, "La Fortresse" in French and "Whispering City" in English, the first engagement of the former picture outside of Montreal, where it was made, was conducted by the Cartier in Hull, Que., a Famous Players' theatre.

Louis Jackson of British National Films, Limited, London, has told Toronto interviewers that plans are progressing for the making of a series of features in Canada by his company.

Marcus Loew's Theatres, Limited, Toronto, operating two first-run outlets in the Ontario capital, has declared a one per cent dividend, equal to $1, on the common shares of the company for the three months ending June 30. The company recently redeemed all its seven per cent bonds.

Hon. Gordon Conant, K.C., of the Supreme Court of Ontario has ruled that the hearing must take place in Toronto only of the legal action involving an alleged distribution contract for Canada by Empire-Universal Films, Limited, and United World Pictures of Canada, Liimted, against J. Arthur Rank and eight of his direct or associated companies, five of which are located in the United States, two in Canada and one in Britain. There had been a move for a portion of the trial in New York State.

In observing its first anniversary, the Kent Theatre at Windsor, Ont., took advantage of the occasion to announce that it was the only theatre in that Ontario city which had not raised its prices in the past few months. Seven other Windsor theatres had done so.

The Little Theatre at Ottawa, Ont., ceased to operate as a film house May 31 when the owner, the Ottawa Drama League, took over the house for its own exclusive use on expiration of the lease with Casey Swedlove. The latter, however, is constructing the new Linden in the Eastern suburbs of Ottawa but it will not be ready for opening until mid-summer.

3 Cities Location Sites For 'Wild Calendar'

Three widely-separated cities will provide location sites for bulk of shooting schedule of Enterprise's forthcoming Ginger Rogers starrer, "Wild Calendar."

Initial shooting of Wolfgang Reinhardt production will get under way in Denver early in August. On completion of filming in the Denver capital, main location area, company will proceed to Chicago and will wind up away-from-studio shooting in New York.

Box-Office Slants

Bob, Son of Battle

(*Continued from Page 20*)

Edmund Gwenn as the besotted old Scotsman, Reginald Owen as the kindly neighbor who harbors Lon McAllister when he leaves his father's house and Peggy Ann Garner who plays the shy but determined daughter of the neighbor with understanding and skill. But the outstanding thing about the picture, and the part on which the film's exploitation will largely depend, are the amazing sequences in which trained shepherd dogs control every movement of a small flock of sheep during field trials. The dogs are trained so that they find the sheep in the fields, harry them over obstacles, in and out of wagons and eventually into a corral. It is toward these sequences that the action of the plot moves, with a background of mounting suspicion toward one of the dogs as a night killer of sheep, an offense always met with the death of the offending dog in an area in Scotland where the very livelihood of the villagers depends upon wool production and the sale of sheep at the market. The beautiful Technicolor photography is an asset, too, that should be well exploited. Altogether the film is an unusual one which contains many exploitable angles and excellent performances that should entertain the whole family.

HOLLYWOOD

STR West Coast Offices 6777 Hollywood Blvd. Hollywood 28, Calif. Telephone Hollywood 2055

STUDIO ROUNDUP

Features Currently in Production Over a Dozen Less Than 56 in Work a Year Ago This Week; MGM, U-I Hit New Strides as Each Starts 3 Films on the Same Day

Last year at this time there were 56 features in work in Hollywood; this week finds over a dozen fewer pictures being made. It is significant to notice, however, that in this same period of 1945, two years ago to the week, only 41 films were before the cameras. One might make a cyclical pattern out of this analysis. Noteworthy among the 43 features now in work are three just started by Metro-Goldwyn-Mayer and on the same day three begun by Universal-International. This marks a decided acceleration of production in these two studios, especially MGM, which has been decidedly quiet during the past six months.

Lull Broken at MGM

MGM finished its Technicolor musical, "Good News," but it started three new ones. Previously announced as starting but delayed in doing so, "The Kissing Bandit" finally did get under way June 2 under Laslo Benedek's direction. That same day found "Killer McCoy" starting, with Mickey Rooney completing his sparring sessions with Tommy Garland, local heavyweight.

"Virtuous," a Van Johnson-June Allyson starrer, was due to get the green light this week. William H. Wright produces and Norman Taurog directs. If not started this week, the picture will undoubtedly get going next week. Meanwhile, "On An Island With You" began work at Winter Haven, Florida, on June 2. Richard Thorpe is directing this Technicolor musical, which stars Esther Williams, Peter Lawford, Jimmy Durante, Cyd Charisse, Dick Simmons and the Mexican importation, Ricardo Montalban. Joe Pasternak is producing "Island" as well as "Bandit."

"The Pirate," Technicolor musical that has been going 69 days, closed down this week for three weeks to permit Gene Kelly and Judy Garland to rehearse their dance numbers. MGM currently has 10 films in work, which surpasses that company's production mark for the last six months.

'Family Day' at Paramount

It was "family day" at Paramount last week, with Joan Leslie's sister, Betty Brodel, being added to the cast of the Pine-Thomas Production, "Big Town After Dark"; and Johnny Weismuller's brother, Pete, also cast. Richard Travis, who is currently featured in the film, was signed to a contract calling for him to star in four pictures during the next two years for Paramount release. Director Bill Thomas finished his effort a day ahead of schedule and started "Big Town Scandal."

Over in jolly old London, prominent British stage and screen actor Raymond Lovell was taken on for the Paramount British picture, "So Evil My Love." In Hollywood, Charles Meredith, who, a quarter of a century ago was a leading man of the silent screen, terminated his 25-year absence from pictures by accepting a key role in "Dream Girl." One hundred and fifty dress extras were called to work last week for two days in night club scenes for the Betty Hutton-Macdonald Carey starrer.

Two Starting at Columbia

Columbia starts two new films June 9, including "When a Girl's Beautiful," produced by Wallace MacDonald and directed by Frank McDonald. Cast so far includes blonde Adele Jergens and Stephen Dunne.

The two assistant directors on Sam Katzman's serial, "The Sea Hound," Mike Eason and Mack Wright, have taken over for badly injured Sam Newfield. Robert Barrat was cast as the sardonic chief of detectives who opposes Franchot Tone, the private eye, in "The Double Take." Martha Montgomery, one of the most recent "Goldwyn Girls," won her first dramatic role in the picture. Gene Autry sings five songs in "The Last Round-Up."

Charles Starrett and Smiley Burnette started "Last Days of Boot Hill" on June 9, with Colbert Clark again producing.

'That's Life' Starts June 9

Danny Kaye starts his newest picture, "That's Life," for Samuel Goldwyn on June 9. Supporting cast includes Virginia Mayo and Steve Cochran. Goldwyn will release this through RKO; he is also shooting, for RKO release, "The Bishop's Wife."

A burning hayrack started flames going at the studio's Encino ranch on May 28 and caused $200 damage to the western street set being used in "Return of the Badmen." Cast, which is being directed by Ray Enright, assisted by Grayson Rogers, includes Randolph Scott, Gabby Hayes, Jacqueline White and Robert Ryan.

Five Shooting at UA

There are five different companies each making a picture for release through United Artists. These include Sam Bisschoff's Star Films, making "Intrigue." Mary Lee, Chinese night club entertainer, flew in from San Francisco last week to audition for Director Edwin L. Marin. Louis Forbes was signed as musical director for the picture.

Other UA films going are "They Passed This Way," an Enterprise western-type film; "The Time of Your Life," Cagney Productions' filmization of William Saroyan's play; and "Sleep, My Love," Triangle's recently started flicker, which Douglas Sirk is directing.

The new series of six Hopalong Cassidy westerns got under way June 2 with the start of "Without Honor." William Boyd is executive producer, as well as enacting the role of Hopalong. The film is being made at Lone Pine, Cal., with Lewis Rachmil as producer. George Archainbaud, who was recently pacted to direct the entire series, left ahead of the troupe with his camera crew. Andy Clyde and Rand Brooks support Boyd, as usual.

Wilder Finishes Scoring

Producer-director W. Lee Wilder wound up the final scoring and editing on his recently completed picture, "Backfire," last week. The picture is slated for an early release by Republic.

Nine-year-old Peter Miles was signed for a major role in the Charles K. Feldman-Lewis Milestone production of John Steinbeck's "The Red Pony." Milestone is both producing and directing the film, and selected Miles from over 200 young boys.

Warners Begin Three

Warner Bros. started three new pictures this week on the same day, June 2. "Mary Hagen" was begun, with Shirley Temple and Ronald Reagan starred, plus Rory Calhoun, Jean Porter, Charles Kemper and Canada's gift, Lois Maxwell. Story of a small-town girl, the picture is adapted from a novel. The Michael Curtiz Production, "Romance in High C," went before the Technicolor lenses with Oscar Levant and S. Z. Sakall added to the previously announced cast. "Head Over Heels," the third to go on June 2, stars Joyce Reynolds and Bob Hutton. Fred DeCordova directs this tale of young love. Alex Gottlieb is producing all three films!

Warners completed "Two Guys from Texas" and "Whiplash."

Six in Work at U-I

Universal-International added three films to its shooting schedule, making a total of six now before the lensmen. Those previously going are Douglas Fairbanks' "The Exile." Abbott and Costello's "The Wistful Widow of Wagon Gap" and Robert Montgomery's "Ride the Pink Horse." Started all on the same day, June 2, were "Tap Roots," "Imagination" and "Adventures of Black Bart." "Tap Roots," a George Marshall Production presented by Walter Wanger for U-I release, is in Technicolor. Marshall is also directing a cast headed by Van Heflin, Susan Hayward, Boris Karloff, Julie London and Ward Bond. 'Imagination," a Michael Kanin Production, is being produced by Kanin and directed by George Cukor. Ronald Colman stars, assisted by Signe Hasso, Edmond O'Brien and Howard Smith. "Black Bart," a Technicolor film produced by Leonard Goldstein, is a glorified western with Yvonne DeCarlo and Dan Duryea, plus Percy Kilbride. George Sherman is directing. The cast and crew of "Tap Roots" are in Asheville, N. C., for two weeks of shooting there.

"The Naked City" replaces "Homicide" as the title of Mark Hellinger's latest production for U-I release. Director Jules Dassin started

(*Continued on Page* 37)

Hope for Admission Tax Cut

(*Continued from Page* 5)

tax on admissions is at all passed on to the public and there is strong evidence that none of it is actually passed on. At least a large part of this tax comes out of the gross sales of the theatre, no matter how you figure it, before the theatre owner can meet his payroll and operating expenses."

In a clear analysis of the motion picture business, ATA's Ted Gamble told the committee:

Admission's Fixed

"It can be reasonably assumed that there exists a more or less fixed number of entertainment dollars and the 20 per cent tax is, directly or indirectly, absorbed by the industry. Indeed this is borne out with emphasis in areas where additional state taxes have been imposed. We have instances when an additional five per cent levy has been followed by an immediate decrease in business of 15 per cent.

"The 20 per cent admissions tax is discriminatory legislation in that it is tantamount to a 20 per cent gross sales tax and forces the motion picture industry that bears it to compete with other industries under an unfair handicap."

Gamble claimed that "any tax elimination would be immediately reflected in reduced admission costs to the public."

While Brylawski and Gamble presented a united front of two organizations who reasoned against the tax cut in almost identical terms, the views expressed to the committee did not necessarily reflect the only views of exhibitors. A minority of exhibitors, while welcoming any tax reduction it might get, seems to believe that it would immediately be offset in many instances by states moving into the admission tax field. They claim that they prefer to have the federal government doing the taxing rather than having to enter a wide-fronted state battle.

For Local Action

It was also noticed that while the Motion Picture Association had observers present, they did not take part in the testimony. National Allied did not attend. Allied's position is that the fight against taxes should be on a local level and has advised its members to contact the Congressmen of their respective districts in the matter. Another prominent exhibitor official has been heard to say that any fight against the tax at present was bound to be futile inasmuch as theatre profits and those of distributing companies are still high. He reportedly advocated waiting till an anticipated recession showed its effect in curtailed grosses and then hitting at the tax with more force.

Warns of Increasing Tax Threats in North Carolina

Warning that the future was going to present increasing threats of additional taxation for theatres in North Carolina was issued this week by H. E. Buchanan, chairman of the North Carolina Legislative Committee of the Theatre Owners of North and South Carolina.

Buchanan said that the past legislative season had shown him that most legislators thought theatres had made excessive profits and could stand the tax and that the state would face a revenue shortage to meet the heavy appropriations made by the legislature which just adjourned.

Among the bills which the North Carolina exhibitors succeeded in killing during the past session were: A three per cent tax on theatre grosses; a $10 inspection fee annually on all popcorn machines; a bill designed against outdoor advertising which was finally passed but limited to certain situations only—road intersections leading to and from schools or other public buildings; and a statewide minimum wage law, whose greatest difficulty would have been in the bookkeeping machinery it required.

Young Urges Exchange Of Films By Nations

(*Continued from Page* 5)

lieved in giving the creative artists of the industry as much freedom as possible, said there has been very little infiltration in the British industry and that he had no further plans for buying other American companies.

"There is no foundation," he remarked, "to the rumor about my buying Republic. I have no further ideas of acquisition."

A luncheon followed the conference. Among those attending were:

John W. Beck, Fred W. Beetson, Maurice Benjamin, Nate J. Blumberg, Charles Boren, George Borthwick, Pat Casey, Edward Cheyfitz, Harry Cohn, J. Cheever Cowdin, Cecil B. DeMille, Addison Durland, Marvin Ezzell, Bryan Foy, Y. Frank Freeman, Herbert Freston, Henry Ginsberg, William Goetz, Leon Goldberg, Samuel Goldwyn, William Gordon, Kay Harrison, James S. Howie, Judge Stephen Jackson, B. B. Kahane, Dr. Herbert Kalmus, Arthur Krim, E. J. Mannix, Louis B. Mayer, Joyce O'Hara, Fred Pelton, Howard Philbrick, Mary Pickford, N. Peter Rathvon, Hal Roach, Jr., Joseph M. Schenck, Dore Schary, Geoffrey Shurlock, Mendel Silberberg, Fred Spencer, Harry Thomas, Walter Wanger, Harry Warner, Jack Warner, Allen Wilson and Kenneth Young.

Individual Attention for High-Budget Para. Films

Paramount this week set up a special exploitation section which will give "individualized attention" to some of its high-budget pictures by the addition of several publicists to its staff, Curtis Mitchell, director of advertising and publicity, announced. The publicists will each be assigned an individual picture and will plan their campaigns as the picture starts shooting, following through for the New York and national openings.

William W. Johnson, formerly with Bob Hope, is the first to take off with "The Perils of Pauline" as his special; Morton Nathanson, who comes to Paramount from Liberty Films, will be assigned Hal Wallis' "Desert Fury." Paramount this week also added Bert Ennis, onetime ad director for the Roxy Theatre, New York, and Columbia Pictures, to its advertising staff as assistant to Advertising Manager Stanley Shuford.

Elected to RKO Directorate

RKO this week announced the election of the following to its board for the coming year: Ned Depinet, Harry M. Durning, Frederick L. Ehrman, L. Lawrence Green, L. Boyd Hatch, Floyd B. Odlum, N. Peter Rathvon, George H. Shaw, J. Miller Walker.

No Direct Fire Line

In the Hartford, Conn., Court of Common Pleas last week, Judge Thomas Wall denied petition of Albert Shulman, owner of the Rivoli Theatre, for a writ of mandamus requiring Fire Chief Henry Thomas to permit installation of a direct telephone connection between the theatre and the fire alarm center at fire department headquarters. Mandamus action was brought after the fire and building departments had ordered Hartford theatres to install American District Telegraph alarm systems. Judge Wall found that 15 other theatres had complied with the order and no rights of Shulman had been invaded by it. He said the system ordered installed by the city officials was for uniformity and proper protection of the public.

Hire Byrnes as Counsel For Smear and Appeal

(*Continued from Page* 5)

ly in an advisory capacity and would not appear in any legislative matters or before the House un-American Activities committee.

Hollywood is reported alarmed at the latest smear attack which has been launched against it based on the allegation that the industry is Communist-dominated.

Hits Secret Testimony

Johnston himself took issue with this several days after the supposedly secret and one-sided testimony offered the committee when it met in Hollywood had been broadcast across the nation by press and radio. Calling upon the committee to make a "fair" investigation, the MPA executive strove to counteract the bad effect the alleged red-scare testimony had caused.

"The millions of Americans who go to the movies every week would not tolerate communism on the screen," Johnston said. "Neither would the Hollywood producers . . . they know the benefit of the American system and are deeply concerned with protecting and advancing it. That is why they are offering their fullest cooperation to the Committee."

Johnston agreed the best way to fight communism was by bringing it out in the open but warned:

"Nothing can be accomplished by script-burning, head-hunting and publicity seeking. Only a fair, dignified and objective investigation will reveal the facts . . . We wholeheartedly invite such an investigation and pledge our complete aid."

Washington observers this week believed that the motion picture industry might be in for a hard time of it because the un-American Activities Committee had in its Hollywood sessions tended to sound off in the press before examining both sides of testimony offered. They pointed out that the committee was prepared to do a thorough job in delving which might take several weeks but also pointed out that the one-sided opinions made public at the west coast hearing had had a bad influence on the nation as a whole.

Film Mayor O'Dwyer's Life

Marathon Pictures will film the life of New York's Mayor William O'Dwyer under the title "The Pride of New York" for PRC release, PRC President Harry Thomas announced Wednesday.

Studio Roundup

(*Continued from Page* 35)

pre-production filming in New York May 29, with Barry Fitzgerald, Howard Duff, Dorothy Hart and Don Taylor due to report for work in Gotham in mid-June.

20th-Fox's Location Jaunts

Twentieth Century-Fox believes in travel. Only recently, "Captain from Castile" returned from a long location sojourn in Mexico, and "Gentlemen's Agreement" is shooting in New York City. Now, "Green Grass of Wyoming" has started and is being filmed in Lancaster, Ohio, in Technicolor. Louis King is directing for Producer Robert Bassler. Cast includes Peggy Cummins, Robert Arthur, Charles Coburn, Lloyd Nolan; story concerns training race horses.

Sol M. Wurtzel finished "The Invisible Wall," formerly tagged "Flamingo,' but the picture just about finished Wurtzel, Howard Sheehan, his executive assistant, and Eugene Forde, director, before it was ended. The trio narrowly escaped serious injury when a "wild wall" fell on them on the set, causing cuts and bruises for all three and delaying production.

Del Ruth Shooting 'Red Light'

Although Monogram is shuttered temporarily because of labor difficulties, Roy Del Ruth is proceeding with his second Allied Artists' production, "Red Light." Del Ruth's camera crew left June 3 to film background shots in San Francisco, Monterey, Carmel and Reno, Nevada. The veteran producer-director joined the group on June 5 to supervise special shots.

Freddie Stewart, star of the studio's Teen-Agers series, left for an extended personal appearance tour of all disc jockeys in key cities throughout the country. Stewart, a crooning tenor, just signed a five-year contract with Capitol Records. Jimmy Wakely, Monogram's singing cowboy, is also on tour, and Belita is planning an ice show to tour the nation.

E-L's Hosts J. A. Rank

Eagle-Lion shot added scenes for "Love from a Stranger," starring Sylvia Sydney and John Hodiak. Also at the studio "A Texas Story" is being produced by Joseph Fields. "Adventures of Casanova" goes into its sixth week on location in Mexico.

The studio hosted J. Arthur Rank, visiting from England, who exhibits E-L product outside of North and South America; and Robert Young, head of Pathe Industries, which controls 100 per cent of the company. Arthur Krim, E-L president, played host, along with Bryan Foy, production head.

SG Ends 'Burning Cross'

Screen Guild completed its indictment of the Ku Klux Klan in a picture tagged "The Burning Cross," made by Somerset Pictures. This effort was the first of the SG unit, organized by Walter Colmes, Selly Levinson and J. J. Milstein. The picture starts with a prologue telling of the KKK's history, and brings matters up to date on the hate-movement.

PRC's Busy Mr. Dean

Eddie Dean, PRC's crooning cowboy, completed "Shadow Valley." Lash LaRue started "Return of the Lash" on June 5, with Jerry Thomas, 26-year-old producer, handling it. Ray Taylor, who directs all of PRC's 18 westerns a year, is handling megaphone chores. Harry Thomas, PRC executive, revealed the lease of a studio by the company, at Highland and Lexington. All western interiors will be made there.

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FEATURE Booking GUIDE

TITLE INDEX

Listed in the following index are titles of features (exclusive of western series releases) with name of the distributor following the title. For data as to running time, stars, etc., refer to title under distributor company listings.

A

Title	Company
Abie's Irish Rose	UA
A Boy, a Girl, and a Dog	FC
Accomplice	PRC
Adventure for Two	Misc.
Adventures of Black Bart	Univ.
Adventures of Don Coyotes	UA
Adventures of Casanova	EL
Adventuress	EL
Affairs of Geraldine	Rep.
A Guy Named Joe Palooka	Mono.
A Lady Surrenders	Univ.
Albuquerque	Para.
Alexander's Ragtime Band	20th-Fox
Alias A Gentleman	MGM
A Likely Story	RKO
Alias Mr. Twilight	Col.
A Miracle Can Happen	UA
Angel and the Badman	Rep.
Adventuress, The	Eagle-Lion
Angel and Sinner	Misc.
Angel on My Shoulder	UA
Anna and the King of Siam	20th-Fox
Apache Rose	Rep.
Arch of Triumph	Ent.
Arnelo Affair	MGM
Assigned to Treasury	Col.
As You Desire Me	MGM
A Texas Story	EL
Atlantis	UA
A Yank in Rome	Misc.

B

Bachelor and the Bobby-Soxer	RKO
Bachelor's Daughters	UA
Backlash	20th-Fox
Banjo	RKO
Barber of Seville	Misc.
Battle for Music	Misc.
Beast With Five Fingers	WB
Beat the Band	RKO
Beauty and the Bandit	Mono.
Bedelia	EL
Before Him All Rome Trembled	Misc.
Beginning of the End	MGM
Bellman, The	Misc.
Bells of San Angelo	Rep.
Bells of San Fernando	SGP
Below the Deadline	Mono.
Best Years of Our Lives	RKO
Betty Co-Ed	Col.
Beware	Astor
Beware of Pity	Misc.
Beyond Tomorrow	Astor
Big Sleep	WB
Bill and Coo	Rep.
Birds and the Bees, The	MGM
Big Clock, The	Para.
Big Town	Para.
Big Town After Dark	Para.
Birth of a Star	Astor
Bishop's Wife, The	RKO
Black Angel	Univ.
Black Beauty	20th-Fox
Black Gold	Allied
Blackmail	Rep.
Blaze of Noon	Para.
Blind Spot	Col.
Blonde Alibi	Univ.
Blondie Knows Best	Col.
Blonde for a Day	PRC
Blondie in the Dough	Col.
Blondie's Big Moment	Col.
Blondie's Holiday	Col.
Blue Skies	Para.
Bob, Son of Battle	20th-Fox
Body and Soul	UA
Bohemian Girl	FC
Boomerang	20th-Fox
Boston Blackie and the Law	Col.
Born to Kill	RKO
Born to Speed	PRC
Bowery, The	20th-Fox
Boys' Ranch	MGM
Brasher Doubloon	20th-Fox
Brief Encounter	Univ.
Bringing Up Father	Mono.
Broadway Limited	Favorite
Brute Force	Univ.
Brute Man	PRC
Buckaroo From Powder River	Col.
Buck Privates Come Home	Univ.
Buffalo Bill Rides Again	SGP
Bulldog Rrummond at Bay	Col.
Bulldog Rrummond Strikes Back	Col.
Burning Cross, The	SGP

Features and western series pictures are listed alphabetically by title under name of distributor. (Consult TITLE INDEX *for distributor of pictures known only by title.) Numerals at left of titles indicate* PRODUCTION *or* BLOCK NUMBER, *(SP in this column indicates Special release sold separately), those at extreme right give publication date of Advance Data: a; or Box-Office Slant: b. Asterisk following title indicates color photography with adjoining letter giving name of type of color thus: *T: Technicolor, *C: Cinecolor, *M: Magnacolor, *U: Trucolor, *V: Vitacolor. Audience Classification is indicated by letters following titles: A—Adult; F—Family. Letters and combinations thereof in parenthesis indicate type of story in accordance with following key:*

(B) Biographical	*(C) Comedy*
(D) Drama	*(Doc) Documentary*
(G) Gangster	*(M) Musical*
(H) Horror	*(W) Western*
(My) Mystery	*(Wa) War*

ALLIED ARTISTS

Prod. No.			Run Time Mins.	Rel. Date	See Issue of
	CURRENT				
1	It Happened on Fifth Avenue (C)F	Gale Storm-Don DeFore	115	4/19/47	b2/8/47
	COMING				
	Black Gold	A. Quinn-K. deMille-E. Knox		8/1/47	
	Gangster, The	Belita-B. Sullivan-J. Lorring		9/1/47	
	Hunted, The	Belita-P. Foster			
	Song of My Heart	Frank Sundstrom-Audrey Long		Nov. '47	a4/26/47

ASTOR PICTURES

	Beware (M)F	Louis Jordan-Frank Wilson	55		b6/22/46
Sp.	Birth of a Star	Danny Kaye	38		New Release
Sp.	Caldonia	Louis Jordan & Band	28		New Release
	Flying Deuces, The	Stan Laurel-Oliver Hardy		10/10/46	Reissue
	Gentleman From Arizona	John King-Joan Barclay	70½		Reissue
	Her Enlisted Man (CD)	Barbara Stanwyck-Robt. Young	70		Reissued
	I Cover the Waterfront (D)	Claudette Colbert	80		Reissued
	Jimmy Steps Out	J. Stewart-P. Goddard	89		Release
	Let 'em Have It (G)	Bruce Cabot-Virginia Bruce	70		Reissued
	Little Men	Oakie-Francis-Bancroft	83		Release
	Second Chorus	Fred Astaire-Paulette Goddard		11/18/46	Re-release
	Silver Devil (D)F	H. Gibson-Stephin Fetchit	62		Remake
	Sky Devils (C-D)	Spencer Tracy	88		Reissued
	Thunder in the City	Edw. G. Robinson	81		Reissued

COLUMBIA — Current 1945-46

	Gallant Journey (D)F	Glenn Ford-Janet Blair	86	9/24/46	b9/7/46
	It's Great to Be Young (M-C)F	L. Brooks-R. Stanton-J. Donnell	68	9/12/46	b11/23/46
	Personality Kid	Anita Louise-Michael Duane	86	8/8/46	a5/23/46
	Shadowed	Anita Louise-Robert Scott	70	9/26/46	
	Thrill of Brazil, The (W)F	E. Keyes-Keenan Wynn-A. Miller	91	9/30/46	b9/14/46
	CURRENT 1946-'47				
828	Alias Mr. Twilight (D)A	Michael Duane-Trudy Marshall	69	12/19/46	b12/28/46
824	Betty Co-Ed (C)F	J. Porter-W. Mason-S. Mills	71	11/28/46	b11/23/46
	Blind Spot (My)A	Chester Morris-Constance Dowling	73	2/6/47	a11/2/46
807	Blondie's Big Moment (C)F	P. Singleton-A. Lake-A. Louise	69	1/9/47	b12/14/46
	Blondie's Holiday (C)F	Arthur Lake-Penny Singleton	67	4/10/47	b3/1/47
806	Blondie Knows Best (C)F	Penny Singleton-Arthur Lake	70	10/17/46	b9/21/46
822	Boston Blackie and the Law (My)F	Chester Morris-Trudy Marshall	69	12/12/46	b11/16/46
	Cigarette Girl (C)A	L. Brooks-J. Lloyd-J. Barton	67	2/13/47	b2/15/47
816	Crime Doctor's Man Hunt (My)F	Warner Baxter-Ellen Drew	60	10/24/46	b9/21/46
830	Dead Reckoning (D)A	Humphrey Bogart-Lizabeth Scott	99	Feb. '47	b1/4/47
	For the Love of Rusty	T. Donaldson-T. Powers-A. Doran	69	5/1/47	
	Framed (D)A	Glenn Ford-Janis Carter	82	April '47	b3/8/47
	Guilt of Janet Ames, The (D)A	Rosalind Russell-Melvyn Douglas	83	April '47	b3/8/47
	Gunfighters, The *C	Randolph Scott-Dorothy Hart			
	Johnny O'Clock (D)A	Dick Powell-Evelyn Keyes	86	Mar. '47	b1/4/47
	Jolson Story, The *T (D-M)F	L. Parks-E. Keyes-W. Demarest	128	Jan. '47	b9/21/46
	King of the Wild Horses (D)F	Preston Foster-Gail Patrick	79	3/27/47	b3/29/47
	Last of the Redmen	J. Hall-M. O'Shea-E. Ankers			
823	Lone Wolf in Mexico (My)A	Gerald Mohr-Eric Blore-Sheila Ryan	70	1/16/47	b12/28/46
	Millie's Daughter (D)F	Gladys George-Paul Campbell	71	3/20/47	b2/15/47
832	Mr. District Attorney (My)A	Dennis O'Keefe-M. Chapman	81	Feb. '47	b12/28/46
829	Return of Monte Cristo (D)F	L. Hayward-G. Macready-U. O'Connor	91	Dec. '46	b11/23/46
818	Secret of the Whistler (My)A	Richard Dix-Leslie Brooks	65	11/7/46	b11/2/46
804	Singin' in the Corn (C-M)F	Judy Canova-Allen Jenkins	66	12/26/46	b11/16/46
805	So Dark the Night (D)A	Stephen Geray-Micheline Cheirel	71	10/10/46	b9/14/46
	The Thirteenth Hour (My)A	Richard Dix-Karen Morley	65	3/6/47	b2/15/47
	COMING				
	Assigned to Treasury	Dick Powell-Maylia			
	Blondie in the Dough	P. Singleton-A. Lake-L. Simms			
	Bulldog Drummond at Bay (My)A	Ron Randell-Anita Louise	70	5/15/47	b4/19/47
	Bulldog Drummond Strikes Back	Ron Randell-Gloria Henry			
	Corpse, Came C.O.D., The	G. Brent-J. Blondell-A. Jergens	68	5/31/47	
	Down to Earth *T	Rita Hayworth-Larry Parks			a7/13/46
	Girl from Shanghai, The	Rita Hayworth-Orson Welles			a4/12/47
	Her Husband's Affairs (C-D)	F. Tone-L. Ball-E. E. Horton			a5/24/47
	It Had to Be You	Ginger Rogers-Cornel Wilde			
	Keeper of the Bees	Gloria Henry-Michael Duane			
	Key Witness	John Beal-Trudy Marshall			
	Lady from Shanghai, The	Rita Hayworth-Orson Welles			a4/12/47
	Little Miss Broadway	Jean Porter-John Sheldon	69	6/19/47	
	Lone Wolf in London	Gerald Mohr-Nancy Saunders			
	Man from Colorado, The (D)	Glen Ford-Ellen Drew-Wm. Holden			a5/24/47
	Millerson Case, The (M)F	Warner Baxter-N. Saunders	72	5/29/47	a5/24/47
	Prince of Thieves	Jon Hall-Patricia Morrison-A. Jergens			
	Smoky River Serenade	P. Campbell-R. Terry-Hoosier Hot Shots			
	Son of Rusty	T. Donaldson-T. Powers-A. Doran			
	Sport of Kings	Gloria Henry-Paul Campbell	68	6/26/47	
	Sweet Genevieve	Jean Porter-Jimmy Lydon			
	Swordsman, The	Larry Parks-Ellen Drew-G. Macready			a1/4/47
	The Last Round-Up	Gene Autry-Jean Heather			
	Three Were Thoroughbreds *T	R. Young-M. Chapman-W. Parker			a1/11/47
	Two Blondes and a Redhead	J. Porter-J. Llovd-J. Clark			

COLUMBIA (Continued)

Prod. No.			Run Time Mins.	Rel. Date	See Issue of
	Westerns (Current)				
863	Fighting Frontiersman (W-M)F	Charles Starrett-Smiley Burnette	61	12/19/46	b11/9/46
	Heading West (WM)F	Charles Starrett-Smiley Burnette	54	8/15/46	b8/24/46
	Law of the Canyon	Charles Starrett-Smiley Burnette	55	4/24/47	
861	Landrush (W)F	Charles Starrett-Smiley Burnette	54	10/17/46	b9/21/46
	Lone Hand Texan, The (W-M)F	Charles Starrett-Smiley Burnette	54	3/6/47	b3/1/47
854	Lone Star Moonlight	K. Curtis-J. Barton-G. Kibbee	67	12/12/46	
	Over the Sante Fe Trail (W-M)F	Ken Curtis-Jenifer Holt	63	2/13/47	b2/15/47
	Singing on the Trail (W)F	K. Curtis-J. Barton-G. Kibbee	58	9/12/46	b1/18/47
	South of the Chisholm Trail (W)F	Charles Starrett-Smiley Burnette	58	1/30/47	b2/1/47
862	Terror Trail (W)F	Charles Starrett-Smiley Burnette	55	11/21/46	b11/2/46
	Westerns (Coming)				
	Buckaroo From Powder River	Charles Starrett-Smiley Burnette			
	Law of the Canyon	Charles Starrett-Smiley Burnette	55	4/24/47	
	Prairie Raiders	Charles Starrett-Smiley Burnette	54	5/29/47	
	Riders of the Lone Star	Charles Starrett-Smiley Burnette			
	Stranger From Ponca City	Charles Starrett-Smiley Burnette			
	Swing the Western Way	J. Leonard-M. Dugan-Hoosier Hot Shots		6/26/47	

EAGLE-LION

	CURRENT				
	The Adventuress (Reviewed in London under title "I See A Dark Stranger")	Deborah Kerr-Trevor Howard	93	3/17/47	7/13/46
	It's a Joke, Son (C)F	Kenny Delmar-Una Merkel	62	1/25/47	b1/25/47
	Bedelia (D)A	Margaret Lockwood-Ian Hunter	90	2/1/47	b6/3/46
	Lost Honeymoon (C)A	Franchot Tone-A. Richards-T. Conway	71	3/29/47	b3/15/47
	COMING				
	A Texas Story	J. Johnston-J. Craig-L. Bari			
	Adventures of Casanova	A. deCordova-L. Bremer- T. Bey			
	Caravan	Stewart Granger-Jean Kent			
	Green for Danger My)A	Sally Gray-Trevor Howard	91	Rank	b12/14/46
	Love From a Stranger	J. Hodiak-S. Sidney-A. Richards			
	Out of the Blue	G. Brent-V. Mayo-T. Bey			
	Red Stallion	T. Donaldson-R. Paige-J. Dowell			
	Repeat Performance (D)A	Joan Leslie-L. Hayward-R. Basehart	93		b5/24/47

FAVORITE FILMS CORP.

	Broadway Limited	Dennis O'Keefe-V. McLaglen	74	1/1/47	Reissue
	Captain Caution (D)A	V. Mature-A. Ladd-L. Carrillo	86	8/1/46	Reissue
	Captain Fury (D)A	B. Aherne-V. McLaglen-P. Lukas	88	8/1/46	Reissue
	Daring Desperadoes	I. Lupino-L. Carrillo-N. Martini		May '47	Reissue
	Housekeeper's Daughter (C)A	J. Bennett-V. Mature-A. Menjou	79	10/1/46	Reissue
	Of Mice and Men (D)A	B. Meredith-Betty Field-L. Chaney, Jr.	105	12/1/46	Reissue
	One Million B. C. (D)A	V. Mature-C. Landis-L. Chaney, Jr.	79	10/1/46	Reissue
	Road Show	C. Landis-J. Hubbard-A. Menjou	86	Mar. '47	Reissue
	Sea Bandits	D. Morgan-Steffi Duna		May '47	Reissue
	There Goes My Heart	Frederic March-Virginia Bruce	82	Mar. '47	Reissue
	Topper Takes Trip	C. Bennett-R. Young-A. Mowbray	79	Feb. '47	Reissue
	Topper Returns	O'Keefe-Landis-Blondell-Young	87	Feb. '47	Reissue

FILM CLASSICS

	CURRENT				
	A Boy, a Girl, and a Dog (D)F	Jerry Hunter-Sharyn Moffett	88		b8/3/46
	Devil to Pay	R. Colman-L. Young-M. Loy	74		
	Dodsworth (D)A	Walter Huston-Hary Astor	101	8/1/46	
	North Star	Anne Baxter-Dana Andrews	109		
	Palmy Days	Eddie Cantor-George Raft	80		
	Return of the Scarlet Pimpernel	B. Barnes-J. Mason-S. Stewart	81		
	Scarlet Pimpernel, The	Merle Oberon-Leslie Howard	98		
	Stella Dallas	J. Boles-R. Stanwyck-A. Shirley	107		
	The Patient Vanishes (My)A	James Mason-Mary Clark-M. Vyner	78		b5/31/47
	The Thief of Bagdad	Sabu-Conrad Veidt-June Duprez	109		
	Unholy Garden	R. Colman-Fay Wray	77		
	Westerner, The	G. Cooper-D. Davenport-W. Brennan	102		
	Woman Chases Man	Miriam Hopkins-Joel McCrea	70		

METRO-GOLDWYN-MAYER

Group No.					
	CURRENT				
	Beginning Or the End, The (D)F	B. Donlevy-R. Walker-G. Tearle	112	Mar. '47	b2/22/47
	Cockeyed Miracle (C)A	Elizabeth Taylor-"Lassie"	81	Oct.	b7/20/46
17	Courage of Lassie *T (D)F	K. Wynn-F. Morgan	93	Aug.	b6/11/46
17	Faithful in My Fashion (C)F	Donna Reed-Tom Drake	81	Aug.	b6/15/46
	Gallant Bess *C (D)F	Marshall Thompson-Jim Davis	99	Jan. '47	b9/7/46
	Great Waltz, The (M)F	L. Rainer-F. Gravet-M. Korjus	110	May	Reissue
	Holiday in Mexico *T (M)F	W. Pidgeon-I. Massey-J. Powell	127	Sept.	b7/27/46
	It Happened at the Inn	Fernand Ledoux-Maurice Rollin	103	April '47	b9/21/46
	Lady in the Lake (My)A	Robert Montgomery-Audrey Totter	103	Jan. '47	b11/30/46
	Little Mister Jim (C)F	James Craig-Frances Gifford	92	April '47	b6/8/46
	Love Laughs at Andy Hardy (C)F	M. Rooney-B. Granville-D. Ford	93	Feb.	b12/7/46
	Mighty McGurk, The (C)F	Wallace Beery-Aline McMahon	85	Jan. '47	b11/23/46
	My Brother Talks to Horses (C-D)F	Butch Jenkins-Peter Lawford	93	Jan. '47	b11/30/46
	No Leave, No Love (CM)F	V. Johnson-P Kirkwood-K. Wynn	119	Oct.	b8/31/46
	Rage in Heaven	Ingrid Bergman-Robert Montgomery	84	Oct.	Reissue
	Sea of Grass (D)A	K. Hepburn-S. Tracy-M. Douglas	131	April	b2/15/47
	Secret Heart, The (D)A	C. Colbert-W. Pidgeon-J. Allyson	97	Dec.	b11/30/46
	Show-Off, The (C)F	R. Skelton-Marilyn Maxwell	83	Dec.	b8/17/46
17	Three Wise Fools (CD)F	M. O'Brien-L. Barrymore-E. Arnold	92	Aug.	b6/15/46
	Till the Clouds Roll By *T (M)F	J. Garland-R. Walker-F. Sinatra	135	Jan. '47	b11/15/46
	Two Smart People (CD)A	J. Hodiak-L. Ball-L. Nolan	93	Nov.	b6/8/46
	Undercover Maisie (C)A	Ann Sothern-Barry Nelson	90	May	b3/8/47
	Undercurrent (D)A	K. Hepburn-A. Taylor	115	Nov.	b10/5/46
	Yearling, The *T (D)F	G. Peck-J. Wyman-C. Jarman	128	May	b11/30/46
	COMING				
	Alias A Gentleman	Wallace Beery-Gladys George			
	As You Desire Me	G. Garson-Richard Hart			a9/7/46
	Arnelo Affair, The (D)A	John Hodiak-Frances Gifford	87		b2/15/47
	Birds and the Bees, The *T	J. MacDonald-J. Iturbi-J. Powell			a3/1/47
	Captains Courageous	Spencer Tracy-Mickey Rooney			Reissue
	Cass Timberlane	Spencer Tracy-Lana Turner			
	Cynthia (C-D)F	E. Taylor-G. Murphy-M. Astor	98	July '47	b5/17/47
	Dark Delusion (D)F	L. Barrymore-J. Craig-L. Bremer	90	June '47	b4/12/47
	Fiesta *T	Esther Williams-John Carroll		July '47	a2/9/46
	Good News	J. Allyson-P. Lawford-J. McCracken			
	Green Dolphin Street	Lana Turner-Van Heflin			a2/1/47
	High Barbaree (D)F	Van Johnson-June Allyson	91		b3/15/47
	Hucksters, The	C. Gable-D. Kerr-A. Menjou		Aug. '47	
	If Winter Comes	W. Pidgeon-D. Kerr-A. Lansbury			
	It Happened in Brooklyn (C-M)F	F. Sinatra-K. Grayson	103		a9/21/46
	Living in a Big Way (C-D)F	Gene Kelly-Marie MacDonald	104	June '47	b5/31/47

Title	*Company*
Bury Me, Dead	PRC
Bush Pilot	SGP

C

Caesar & Cleopatra	UA
Calcutta	Para.
Caldonia	Astor
Calendar Girl	Rep.
California	Para.
Canyon Passage	Univ.
Captain from Castile	20th-Fox
Captain Caution	Favorite
Captain Fury	Favorite
Captains Courageous	MGM
Captive Heart	Univ.
Caravan	EL
Carmen	Misc.
Carnegie Hall	UA
Carnival	Misc.
Carnival in Costa Rica	20th-Fox
Case of the Baby Sitter	SGP
Cass Timberlane	MGM
Cat Creeps	Univ.
Centennial Summer	20th-Fox
Chase, The	UA
Cheyenne	WB
Child of Divorce	RKO
Cigarette Girl	Col.
Clandestine	Misc.
Claudia and David	20th-Fox
Cloak and Dagger	WB
Cockeyed Miracle	MGM
Code of the West	RKO
Copacabana	UA
Corpse Came C. O. D., The	Col.
Corsican Brothers	PRC
Courage of Lassie	MGM
Courtneys of Curzon Street	Misc.
Crack Up	RKO
Crime Doctor's Man Hunt	Col.
Criminal Court	RKO
Crimson Key, The	20th-Fox
Crossfire	RKO
Cross My Heart	Para.
Cry Wolf	WB
Cuban Pete	Univ.
Curly	UA
Cynthia	MGM

D

Danger Street	Para.
Danger Woman	Univ.
Dangerous Millions	20th-Fox
Dangerous Money	Mono.
Dangerous Venture	UA
Dark Delusion	MGM
Dark Horse	Univ.
Dark Mirror	Univ.
Dark Passage	WB
Daring Desperadoes	Favorite
Deadline for Murder	20th-Fox
Dead of Night	Univ.
Dead Reckoning	Col.
Dear Ruth	Para.
Deception	WB
Decoy	Mono.
Deep Valley	WB
Desert Fury	Para.
Destry Rides Again	Univ.
Desperate	RKO
Devil's Hand	Misc.
Devil on Wheels	PRC
Devils Playground	UA
Devil Thumbs a Ride	RKO
Devil to Pay	FC
Dick Tracy's Dilemma	RKO
Dick Tracy vs. the Gruesome Gang	RKO
Dick Tracy Versus Cueball	RKO
Dillinger	Mono.
Dishonored Lady	UA
Dodsworth	FC
Don Ricardo Returns	PRC
Double Take	Col.
Down Missouri Way	PRC
Down to Earth	Col.
Dream Girl	Para.
Driftwood	Rep.
Duel in the Sun	Selznick

E

Earl Carroll's Sketchbook	Rep.
Easy Come, Easy Go	Para.
Easy to Wed	MGM
Egg and I	Univ.
Emperor Waltz, The	Para.
Escape Me Never	WB
Ever the Beginning	WB
Exile, The	Univ.
Exposed	Rep.

F

Fabulous Dorseys	UA
Fabulous Joe	UA
Fabulous Suzanne	Rep.
Faithful in My Fashion	MGM
Falcon's Adventure	RKO
Fall Guy	Mono.
Fangs of the Wild	Astor
Fanny By Gaslight	UA
Farmer's Daughter	RKO
Fear in the Night	Para.
Fiesta	MGM
Fighting Father Dunne	RKO
Flame, The	Rep.
Flight to Nowhere	SGF
Flying Dueces	Astor
Fool's Gold	UA
For the Love of Mary	U-I
For the Love of Rusty	Col.
Forever Amber	20th-Fox
Foxes of Harrow, The	20th-Fox
Framed	Col.

Title	Company
From This Day Forward	RKO
Front Page Scandal	Mono.
Fun and Fancy Free	RKO
Fun on a Weekend	UA
Fugitive	RKO

G

Gallant Bess	MGM
Gallant Journey	Col.
Gangster, The	Allied
Gas House Kids	PRC
Gas House Kids Go West	PRC
Genius at Work	RKO
Gentleman Joe Palooka	Mono.
Gentleman from Arizona	Astor
Gentlemen's Agreement	20th-Fox
Ghost and Mrs. Muir	20th-Fox
Ghost Goes Wild	Rep.
G. I. War Brides	Rep.
Ginger	Mono.
God's Country	SGP
Golden Earrings	Para.
Good News	MGM
Great Expectations	Univ.
Great Waltz	MGM
Green Dolphin Street	MGM
Green Fingers	Misc.
Green for Danger	E-L
Green Grass of Wyoming	20th-Fox
Green Years	MGM
Guilt of Janet Ames	Col.
Guilty	Mono.
Gunfighters	Col.

H

Hard Boiled Mahoney	Mono.
Hat Box Mystery	SG
Head Over Heels	WB
Heartaches	PRC
Heart of Arizona	SGP
Heaven Only Knows	UA
Heldorado	Rep.
Henry the Fifth	UA
Her Adventurous Night	Univ.
Her Enlisted Man	Astor
Her Husband's Affairs	Col.
Her Sister's Secret	PRC
Here Comes Trouble	UA
High Barbaree	MGM
High Conquest	Mono.
High School Hero	Mono.
High Tide	Mono.
Hit Parade of 1947	Rep.
Holiday in Mexico	MGM
Hollywood Barn Dance	SG
Home in Oklahoma	Rep.
Homestretch	20th-Fox
Home Sweet Homicide	20th-Fox
Honeymoon	RKO
Hoppy's Holiday	UA
Housekeeper's Daughter	Favorite
How Dear to My Heart	RKO
Hucksters, The	MGM
Hue and Cry	Misc.
Humoresque	WB
Hungry Hill	Misc.
Hunted, The	Allied

I

I Cover Big Town	Para.
I Cover the Waterfront	Astor
If I'm Lucky	20th-Fox
If Winter Comes	MGM
If You Knew Susie	RKO
I Know Where I'm Going	Univ.
Imagination	Univ.
Imperfect Lady	Para.
In Old Sacramento	Rep.
Indian Summer	RKO
Inner Circle	Rep.
International Lady	PRC
Intrigue	UA
Invisible Informer	Rep.
Invisible Wall, The	20th-Fox
I Remember Mama	RKO
I Stole a Million	Univ.
It Had to Be You	Col.
It Happened at the Inn	MGM
It Happened in Brooklyn	MGM
It Happened on Fifth Avenue	Allied
It's a Joke, Son	EL
It's a Wonderful Life	RKO
It's Great to Be Young	Col.
It's Moider	PRC
I'll Be Yours	Univ.
Ivan the Terrible	Misc.
I've Always Loved You	Rep.
Ivy	Univ.
I Walk Alone	Para.
I Wonder Who's Kissing Her Now	20th-Fox

J

Jewels of Brandenburg	20th-Fox
Jimmy Steps Out	Astor
Johnny Frenchman	Univ.
Johnny O'Clock	Col.
Jolson Story	Col.
Journey Together	Misc.
Jungle Flight	Para.
Jungle Princess	Para.

K

Keeper of the Bees	Col.
Key Witness	Col.
Kid Millions	FC
Killer at Large	PRC
Killer-Dill	SGP
Killers, The	Univ.
Kilroy Was Here	Mono.
King of the Wild Horses	Col.
Kings Row	WB
Kit Carson	PRC

METRO-GOLDWYN-MAYER (Continued)

Prod. No.			Run Time Mins.	Rel. Date	See Issue of
	COMING				
	Merton of the Movies	Red Skelton-Virginia O'Brien			a9/21/46
	On an Island With You *T	E. Williams-P. Lawford			
	Piccadilly Incident (D)A	Anne Neagle-Michael Wilding	100		b8/31/46
	Pirate, The *T	J. Garland-G. Kelly-W. Slezak			
	Romance of Rosy Ridge, The	V. Johnson-T. Mitchell-J. Leigh			a9/21/46
	Song of Love	K. Hepburn-P. Henreid-R. Walker	105	Aug. '47	a2/1/47
	Song of the Thin Man	William Powell-Myrna Loy			
	Summer Holiday *T	Mickey Rooney-Gloria DeHaven			a9/7/46
	Tenth Avenue Angel	M. O'Brien-G. Murphy-P. Thaxter			a9/21/46
	The Kissing Bandit *T	Frank Sinatra-Kathryn Grayson			
	This Time For Keeps *T	F. Williams-L. Melchior			a9/7/46
	Unfinished Dance, The *T	Cyd Charisse-Margaret O'Brien			a9/7/46
	Virtuous	V. Johnson-J. Allyson			

MONOGRAM

	CURRENT 1945-1946				
531	Beauty and the Bandit (A-D)F	Gilbert Roland-Ramsay Ames	71	11/9/46	b1/13/47
520	Below the Deadline (D)A	Warren Douglas-Ramsay Ames	65	8/3/46	b10/5/46
517	High School Hero (C)F	F. Stewart-June Preisser	69	9/7/46	b8/24/46
525	Missing Lady (My)F	Kane Richmond-Barbara Reed	59	8/17/46	b1/11/47
512	Spookbusters (CD)F	Leo Gorcey-The Bowery Boys	68	8/24/46	b8/24/46
	CURRENT 1946-'47				
604	Bringing Up Father (C)F	Joe Yule-Renie Riano	68	11/23/46	b10/19/46
603	Dangerous Money (My)F	Sidney Toler-Victor Sen Yung	66	10/12/46	b10/12/46
601	Decoy (D)A	Jean Gillie-Edward Norris	76	9/14/46	b9/14/46
613	Fall Guy (My)A	Cliff Penn-Teala Loring	64	3/15/47	b3/8/47
602	Gentleman Joe Palooka (C)F	Joe Kirkwood-Elyse Knox	72	10/5/46	b10/5/46
609	Ginger	Frank Albertson-Barbara Reed	67	1/4/47	a9/28/46
614	Guilty, The (My)A	Bonita Granville-Don Castle	71	3/22/47	b3/22/47
616	Hard Boiled Mahoney	L. Gorcey-Bowery Boys	63	5/10/47	a3/22/47
620	High Conquest (D)A	A. Lee-G. Roland-W. Douglas	83	6/21/47	b3/15/47
608	Mr. Hex (CD)F	L. Gorcey-H. Hall	63	12/7/46	b12/14/46
610	Riding the California Trail	Gilbert Roland-Teala Loring	61	1/11/47	a10/26/46
618	Sarge Goes to College (C)F	A. Hale, Jr.-F. Stewart-J. Preisser	63	5/17/47	b5/10/47
699	Suspense (D)A	Belita-Barry Sullivan-E. Pallette	101	6/5/46	b3/20/46
606	Sweetheart of Sigma Chi (M)F	Elyse Knox-P. Regan-P. Brito	75	12/21/46	b11/30/46
607	Trap, The (My)F	Sidney Toler-Victor Sen Yung	69	11/30/46	b1/11/47
611	Vacation Days (D-M)F	F. Stewart-J. Preisser	66	1/25/47	b4/5/47
615	Violence (D)A	Nancy Coleman-M. O'Shea	72	4/12/47	b4/12/47
	COMING				
	A Guy Named Joe Palooka	Joe Kirkwood, Jr.-Elyse Knox		8/16/47	
	Dillinger	Lawrence Tierney-Anne Jeffreys			Reissue
	High Tide	Lee Tracy-D. Castle-A. Shaw			a5/31/47
621	Kilroy Was Here	J. Cooper-J. Coogan-W. McKay		7/15/47	a5/31/47
	Louisiana	Jimmie Davis-Margaret Lindsay			a5/31/47
	Mutiny in the Big House	Charles Bickford-Barton McLane			Reissue
617	Queen of the Yukon	Charles Bickford-Irene Rich		5/31/47	Reissue
	Robin Hood of Monterey	Gilbert Roland-Evelyn Brent		7/26/47	
619	Wolf Call	John Carroll-Movita	62	6/7/47	Reissue
	Westerns (Current)				
671	Land of the Lawless (W)F	J. M. Brown-R. Hatton-J. Harrison	59	4/15/47	b5/31/47
564	Raiders of the South (W-M)F	H. Brown-Raymond Hatton	85	1/18/47	b2/22/47
683	Rainbow Over the Rockies (W-M)F	J. Wakely-"Lasses" White	56	2/6/47	b3/1/47
612	Silver Stallion	David Sharpe-Leroy Mason	59	12/14/46	Reissue
684	Six Gun Serenade	Jimmy Wakely-"Lasses" White	55	4/5/47	
681	Song of the Sierras (M-W)F	J. Wakely-"Lasses" White	56	12/28/46	b1/25/47
676	Trailing Danger	J. M. Brown-R. Hatton	58	3/29/47	
675	Valley of Fear (W)F	J. M. Brown-R. Hatton	57	2/15/47	b4/19/47
	Westerns (Coming)				
	Code of the Saddle	J. M. Brown-R. Hatton		6/25/47	
672	Law Comes to Gunsight, The	J. M. Brown-R. Hatton	56	5/24/47	
682	Song of the Wasteland	J. Wakely-"Lasses" White	58	6/31/47	

PARAMOUNT

Block No.					
	Current 1945-46				
	Jungle Princess, The	Dorothy Lamour-Ray Milland	84	9/1/46	Reissue
6	Monsier Beaucaire (C)F	Bob Hope-Joan Caulfield	93	8/30/46	b5/18/46
	Plainsman, The	Gary Cooper-Jean Arthur	113	9/1/46	Reissue
6	Searching Wind, The (D)A	R. Young-A. Richards-S. Sidney	105	8/9/46	b5/11/46
6	Strange Love of Martha Ivers, The (D)A	B. Stanwyck-V. Heflin-L. Scott	116	9/13/46	b3/16/46
6	Swamp Fire (D)A	Johnny Weissmuller-Viriginia Grey	69	9/6/46	b5/11/46
	CURRENT 1946-'47				
	Blaze of Noon (D)A	A. Baxter-W. Holden-S. Tufts	90	5/2/47	b3/8/47
	Blue Skies *T (M)F	Bing Crosby-F. Astaire	104	12/27/46	b9/23/46
	California *T (WD)	Ray Milland-B. Stanwyck	93	2/21/47	b12/21/47
	Cross My Heart (C-M)F	Betty Hutton-Sonny Tufts	83	1/10/47	b11/23/46
	Easy Come, Easy Go (C)F	D. Lynn-S. Tufts-Virginia Field	78	3/7/47	b2/8/47
	Fear in The Night (D)A	DeForest Kelley-Kay Scott	72	4/18/47	b2/22/47
	Imperfect Lady (D)A	R. Milland-T. Wright-V. Field	97	4/25/47	b3/15/47
	Ladies Man (C-M)F	Eddie Bracken-Virginia Field	90	2/7/47	b1/11/47
	My Favorite Brunette	Bop Hope-Dorothy Lamour	87	4/4/47	a8/24/46
	Pefect Marriage, The (C-D)A	L. Young-D. Niven-V. Field	87	1/24/47	b11/23/46
	Seven Were Saved	Richard Denning-Catharine Craig	73	3/28/47	a5/25/46
	Suddenly It's Spring (C)A	F. MacMurray-P. Goddard	87	3/21/47	b2/15/47
	Two Years Before the Mast (D)A	Donlevy-Ladd-Bendix	98	11/22/46	b8/24/46
	COMING				
	Albuquerque	Randolph Scott-Barbara Britton			a3/15/47
	Big Clock, The (M)	R. Milland-M. O'Sullivan-C. Laughton			a5/17/47
	Big Town	Philip Reed-Hillary Brooke	60	5/23/47	a2/9/47
	Big Town After Dark	Philip Reed-Hillary Brooke			
	Calcutta (My)A	A. Ladd-G. Russell-W. Bendix	83	5/30/47	b3/19/47
	Danger Street (My)A	J. Withers-R. Lowery	66	6/20/47	b3/1/47
	Dear Ruth (C)A	J. Caulfield-W. Holden-E. Arnold	95	7/18/47	b5/31/47

PARAMOUNT (Continued)

COMING	Run Time Mins.	Rel. Date	See Issue of
Desert Fury *T...Lizabeth Scott-John Hodiak			
Dream Girl ...B. Hutton-M. Carey-V. Field			
Emperor Waltz, The *T...Bing Crosby-Joan Fontaine			a7/13/46
Golden Earrings ...Marlene Dietrich-Ray Milland			a9/28/46
I Cover Big Town (My)A...Philip Reed-Hilary Brooke	63		b3/1/47
I Walk Alone...B. Lancaster-Kirk Douglas			a3/1/47
Jungle Flight (D)F...Robert Lowery-Ann Savage	60		b3/1/47
Perils of Pauline *T (CS)F...B. Hutton-J. Lund	92	7/4/47	b5/31/47
Road to Rio...B. Crosby-B. Hope-D. Lamour			a2/1/47
Saigon ...Alan Ladd-Veronica Lake-Douglas Dick			a1/4/47
Shaggy *C ...B. Joyce-G. Nokes-R. Shaynè			
Trouble With Women, The (C)A...T. Wright-B. Donlevy-R. Milland	80	6/27/47	b5/24/47
Unconquered *T ...Gary Cooper-Paulette Goddard			a9/28/46
Variety Girl ...Mary Hatcher-DeForest Kelley			a11/23/46
Welcome Stranger (CD)F...B. Crosby-B. Fitzgerald	106		b5/3/47
Where There's Life...B. Hope-S. Hasso-W. Bendix			a5/25/46
Whispering Smith *T ...A. Ladd-B. Marshall-R. Preston			
Wild Harvest ...A. Ladd-D. Lamour-R. Preston			a11/2/46

PRC

CURRENT 1945-1946

Accomplice (My)A ...Richard Arlen-Veda Ann Borg	68	9/29/46	b9/28/46
Big Fix, The (D)A...Noreen Nash-Shelia Ryan	61	4/19/47	b5/10/47
Blonde for a Day (C)F...H. Beaumont-Kathryn Adams	67	8/29/46	b8/3/46
Born to Speed (D)F...Johnny Sands-Terry Austin	65	1/12/47	b1/25/47
Down Missouri Way (M)F...Martha O'Driscoll-William Wright	74	8/15/46	b7/13/46
Her Sister's Secret (D)A...N. Coleman-P. Reed-M. Lindsay	83	9/23/46	b9/14/46
Secrets of a Sorority Girl (D)A...Mary Ware-Rick Vallin	58	8/1/46	b8/24/46
Strange Holiday (D)F ...Claude Rains-Martin Kosleck	57	9/2/46	b10/27/45

CURRENT 1946-'47

Brute Man, The (H)A...Tom Neal-Jane Adams	58	10/1/46	b10/26/46
Devil on Wheels, The (D)F...D. Hickman-J. Ford-J. Cardwell	67	3/2/47	b1/25/46
Don Ricardo Returns ...Isabelita-Fred Coby		11/5/46	a9/21/46
Gas House Kids Go West...C. Williams-J. Shelton-A. Switzer		10/28/46	
Kit Carson ...D. Andrews-L. Bari-J. Hall	97	3/22/47	
Lady Chaser ...Ann Savage-Robert Lowery	60	11/25/46	
Last of the Mohicans ...R. Scott-B. Barnes-H. Wilcoxen	94	3/22/47	Reissue
Lighthouse ...J. Lang-D. Castle-J. Litel	64	1/10/47	a10/19/46
Philo Vance Returns (My)F...W. Wright-R. Ames-I. Adrian	64	4/14/47	b4/26/47
Philo Vance's Gamble (My)A...Alan Curtis-Frank Jenks-Terry Austin	60	4/12/47	b4/26/47
Philo Vance Secret Mission...Alan Curtis-Sheila Ryan		3/20/47	
Return of Rin-Tin-Tin *V...D. Woods-B. Blake-C. Drake		2/20/47	
Three on a Ticket (My)F...Hugh Beaumont-Cheryl Walker	64	4/5/47	b4/5/47
Untamed Fury (D)A...Mikel Conrad-Gaylord Pendleton	61	3/22/47	b3/29/47
Wild West *C (W)F...Eddie Dean-Roscoe Ates	73	12/1/46	b11/30/46

COMING

Bury Me Dead...M. Daniels-G. McClure-C. O'Donnell			
Corsican Brothers ...D. Fairbanks Jr.-Tamiroff-Warrick	111	5/24/47	Reissue
Heartaches ...H. Ryan-C. Wills		6/28/47	
International Lady ...G. Brent-I. Massey-B. Rathbone	102	5/24/47	Reissue
It's Moider ...Alfalfa Switzer-Gas House Kids			
Killer at Large...Anabel Shaw-Robert Lowery		5/31/47	
Man Wanted ...Anabel Shaw-Robert Lowery			
Philo Vance's Peril ...W. Wright-L. Balasco-R. Ames			b1/25/47
Silent Voice ...Sheila Ryan-Edward Norris			a4/26/47
Stepchild ...B. Joyce-D. Woods	70	6/7/47	a3/22/47
Tomorrow You Die...J. Ireland-S. Ryan-H. Beaumont			
Too Many Winners...Hugh Beaumont-Trudy Marshall		5/24/47	a3/22/47

Westerns (Current)

Code of the Plains...Buster Crabbe-Al St. John	36	4/26/47	Reissue
Frontier Fighters ...B. Crabbe-Al St. John-M. Manners	41	4/26/47	Reissue
Law of the Lash (W)F...Al LaRue-Al St. John	53	2/28/47	b3/1/47
Panhandle Trail ...Buster Crabbe-Al St. John		4/26/47	Reissue
Prairie Rustlers (W)F...Buster Crabbe-Al St. John	54	11/7/45	b8/10/46
Raiders of Red Rock...B. Crabbe-Al St. John	38	4/26/47	
Range Beyond the Blue (W-M)F...Eddie Dean	53	3/17/47	
Shootin' Irons ...Jim Newhill-Tex O'Brien	40	4/26/47	Reissue
Thundergap Outlaws ...Tex O'Brien-Jim Newhill	38	4/26/47	Reissue
Wild Country (W)F...Eddie Dean	55	1/17/47	b2/1/47
Wild West ...E. Dean-A. Ates	59	12/1/46	

Westerns (Coming)

Black Hills ...Eddie Dean-Roscoe Ates			
Border Feud (W)F...Lash LaRue-Al St. John	53	5/10/47	b5/24/47
Ghost Town Renegades...Lash LaRue-Fuzzy St. John-J. Holt			
Gun Fighter ...Lash LaRue-Al St. John-Mary Scott			a12/18/46
Pioneer Justice ...Lash LaRue-Fuzzy St. John-J. Holt		6/28/47	
Return of the Lash...Lash LaRue-Al St. John			
Shadow Valley ...Eddie Dean-Roscoe Ates			

RKO-RADIO

CURRENT 1946-'47

Block No.		Trade Shown	
5	A Likely Story (C)F...Bill Williams-Barbara Hale	88 May	b4/19/47
5	Banjo (C-D)F ...S. Moffet-J. White-W. Reed	67 May	b4/19/47
4	Beat the Band (M)F...Frances Langford-Gene Krupa	67 Feb.	b3/1/47
Sp.	Best Years of Our Lives, The (D)A...D. Andrews-M. Loy-F. March	172 Dec.	b11/23/46
5	Born to Kill (D)A...C. Trevor-L. Tierney-W. Slezak	91 April	b4/19/47
2	Child of Divorce (D)A...Sharyn Moffett-Regis Toomey	62 Oct.	b10/19/46
4	Code of the West...James Warren-John Laurenz	57 Feb.	a8/10/46
3	Crack-Up (D)A ...P. O'Brien-C. Trevor-H. Marshall	93 June	b6/15/46
2	Criminal Court (My)A...T. Conway-M. O'Driscoll	62 Aug.	b8/10/46
6	Desperate (G)A ...Steve Brodie-Audrey Long	73	b5/17/47

Title	Company
L	
Ladies Man	Para.
Lady from Shanghai, The	Col.
Lady in the Lake	MGM
Lady Chaser	PRC
Last Crooked Mile	Rep.
Last of the Mohicans	PRC
Last of the Redmen	Col.
Late George Apley	20th-Fox
Laughing Lady	Misc.
Let 'Em Have It	Astor
Les Miserables	20th-Fox
Les Miserables	Misc.
Life With Father	WB
Lighthouse	PRC
Little Iodine	UA
Little Men	Astor
Litle Miss Big	Univ.
Little Miss Broadway	Col.
Little Mister Jim	MGM
Living in a Big Way	MGM
Locket, The	RKO
Lone Wolf in London	Col.
Lone Wolf in Mexico	Col.
Long Night	RKO
Lost Honeymoon	EL
Lost Moment's, The	Univ.
Louisiana	Mono.
Love and Learn	WB
Love from a Stranger	EL
Love Laughs at Andy Hardy	MGM
Love on the Dole	Misc.
Lured	UA
M	
Macomber Affair	UA
Mad Venture	Rep.
Magic Bow	Univ.
Magic Town	RKO
Magnificent Doll	Univ.
Magnificent Obsession	Univ.
Magnificent Rogue	Rep.
Man About Town	RKO
Man from Colorado, The	Col.
Man from Morocco	Misc.
Man Wanted	PRC
Man Within, The	Misc.
Marauders, The	UA
Margie	20th-Fox
Mary Hagen	WB
Meet Me at Dawn	20th-Fox
Memory of Love	RKO
Men of Two Worlds	Misc.
Merton of the Movies	MGM
Michigan Kid	Univ.
Mighty McGurk, The	MGM
Millerson Case, The	Col.
Millie's Daughter	Col.
Miracle on 34th St.	20th-Fox
Mising Lady	Mono.
Mr. Ace	UA
Mr. District Attorney	Col.
Mr. Hex	Mono.
Monsieur Beaucaire	Para.
Monsieur Verdoux	UA
Moss Rose	20th-Fox
Mourning Becomes Electra	RKO
Mother Wore Tights	20th-Fox
Mutiny in the Big House	Mono.
My Brother Talks to Horses	MGM
My Dog Shep	SGP
My Darling Clementine	20th-Fox
My Favorite Brunette	Para.
My Heart Goes Crazy	Univ.
My Wild Irish Rose	WB
N	
'Neath Canadian Skies	SGP
Never Say Goodbye	WB
New Orleans	UA
Nicholas Nickelby	Misc.
Night and Day	WB
Nightmare Alley	20th-Fox
Night Unto Night	WB
Nobody Lives Forever	WB
Nocturne	RKO
No Leave, No Love	MGM
Nora Prentiss	WB
North of the Border	SGP
North Star	FC
Northwest Outpost	Rep.
Notorious	RKO
Notorious Gentleman	Univ.
Notorious Lone Wolf	Col.
O	
Odd Man Out	Univ.
Of Mice and Men	Favorite
Off to Buffalo	20th-Fox
Oh Say Can You Sing	Univ.
On an Island With You	MGM
One Hundred Men And A Girl	Univ.
One Million B.C.	Favorite
One Romantic Night	Astor
On the Old Spanish Trail	Rep.
Other Love	UA
Out California Way	Rep.
Out of the Blue	EL
Out of the Past	RKO
Outlaw	UA
Overlanders, The	Univ.
P	
Palmy Days	FC
Paradine Case	Selznick
Partners of the Plains	SGP
Perfect Marriage	Para.
Perils of Pauline	Para.
Personality Kid	Col.
Philo Vance's Gamble	PRC
Philo Vance Returns	PRC

Title	Company
Philo Vance's Peril	PRC
Philo Vance's Secret Mission	PRC
Piccadilly Incident	MGM
Pilgrim Lady	Rep.
Pirates, The	MGM
Pirates of Monterey	Univ.
Plainsman	Para.
Plainsman and the Lady	Rep.
Portrait of Jennie	SRO
Possessed	WB
Prince of Thieves	Col.
Prison Story	RKO
Private Affairs of Bel Ami	UA
Pursued	WB

Q

Queen of the Amazons	SGP
Queen of the Yukon	Mono.

R

Rage in Heaven	MGM
Raider	Misc.
Ramrod	UA
Razor's Edge	20th-Fox
Red House	UA
Red Pony, The	Rep.
Red Stallion	EL
Renegade Girl	SGP
Repeat Performance	EL
Resistance	Misc.
Return of Monte Cristo	Col.
Return of Rin-Tin-Tin	PRC
Return of the Badmen	RKO
Return of the Scarlet Pimpernel	FC
Ride the Pink Horse	Univ.
Riding the California Trail	Mono.
Riff-Raff	RKO
Road to Rio	Para.
Road Show	Favorite
Robin Hood of Monterey	Mono.
Rolling Home	SGP
Roll on Texas Moon	Rep.
Romance in High C	WB
Romance of Rosy Ridge, The	MGM
Root of All Evil	Misc.
Rupert of Hentzau	SRO
Rustlers Valley	SGP
Runaround	Univ.

S

Saigon	Para.
San Demetrio, London	20th-Fox
San Quentin	RKO
St. Francis of Assisi	Misc.
Sarge Goes to College	Mono.
Scared to Death	SGP
Scarface	Astor
Scarlet Pimpernel, The	FC
School for Danger	Misc.
School for Secrets	Misc.
Scudda Hoo, Scudda Hay	20th-Fox
Sea Bandits	Favorite
Sea Hawk, The	WB
Sea of Grass	MGM
Sea Wolf, The	WB
Searching Wind	Para.
Second Chance	20th-Fox
Second Chorus	Astor
Secret Beyond the Door, The	U-I
Secret Heart, The	MGM
Secret Life of Walter Mitty	RKO
Secrets of Sorority Girl	PRC
Secrets of the Whistler	Col.
Seven Keys to Baldpate	RKO
Seven Were Saved	Para.
Shadow of a Woman	WB
Shadowed	Col.
Shadows Over Chinatown	Mono.
Shaggy	Para.
Shocking Miss Pilgrim	20th-Fox
Show-Off	MGM
Shoot to Kill	Screen Guild
Silent Voice	PRC
Silver Devil	Astor
Silver River	WB
Sinbad the Sailor	RKO
Singapore	Univ.
Singin' In the Corn	Col.
Sin of Harold Diddlebock	UA
Sky Devils	Astor
Slave Girl	Univ.
Sleep, My Love	UA
Slightly Scandalous	Univ.
Smash-Up	Univ.
Smoky River Serenade	Col.
So Dark the Night	Col.
So in Love	SRO
Something in the Wind	Univ.
Son of Rusty	Col.
Song of Love	MGM
Song of My Heart	Allied
Song of Scheherazade	Univ.
Song of the South	RKO
Song of the Thin Man	MGM
So Well Remembered	RKO
Spoilers of the North	Rep.
Spook Busters	Mono.
Sport of Kings	Col.
Springtime in the Sierras	Rep.
Stanrway to Heaven	Univ.
Stallion Road	WB
Stampede	UA
Stanley & Livingcston	20th-Fox
Stella Dallas	FC
Step-Child	PRC
Stork Bites Man	UA
Story of the Pope, The	Misc.
Strange Holiday	PRC
Strange Journey	20th-Fox
Strange Love of Martha Ivers	Para.
Strange Woman	UA
Stranger, The	RKO

RKO-RADIO (Continued)

Block No.			Run Time Mins.	Trade Shown	See Issue of
	CURRENT 1946-'47				
4	Devil Thumbs a Ride, The (D)A	Lawrence Tierney-N. Leslie	62	Feb.	b3/1/47
6	Dick Tracy's Dilemma (M)A	Ralph Byrd-Kay Christopher	60	June	b5/17/47
3	Dick Tracy vs. Cueball (D)F	Morgan Conway-Anne Jeffreys	62	Dec.	b11/9/46
3	Falcon's Adventure (D)F	Tom Conway-Madge Meredith	61	Dec.	b12/14/46
4	Farmer's Daughter, The (C-D)A	L. Young-J. Cotten-E. Barrymore	97	Feb.	b2/22/47
4	From This Day Forward (D)A	J. Fontaine-M. Stevens-A. Judge	95	Mar.	b3/2/46
2	Genius at Work (C)F	A. Carney-W. Brown-A. Jeffreys	61	July	b8/3/46
5	Honeymoon (C)F	S. Temple-F. Tone-G. Madison	74	June	b5/19/47
Sp.	It's a Wonderful Life (D)	J. Stewart-D. Reed-L. Barrymore	128	Dec.	b12/21/46
3	Locket, The (D)	Laraine Day-B. Aherne	86	Dec.	b12/21/46
Sp.	Long Night, The (D)A	Henry Fonda-Barbara Bel Geddes	96	May	b5/31/47
2	Nocturne (D)A	George Raft-Lynn Bari	85	Oct.	b10/19/46
Sp.	Notorious (My-D)A	Cary Grant-Ingrid Bergman	101	July	b7/27/46
3	San Quentin (D)A	L. Tierney-M. Carr-B. MacLane	66	Dec.	b12/7/46
Sp.	Sinbad the Sailor T (F)F	D. Fairbanks, Jr.-M. O'Hara	117	Jan.	b1/18/47
Sp.	Song of the South *T (D-M)F	Luana Patten-Bobby Driscoll	95	Nov.	b11/2/46
Sp.	Stranger, The (D)F	Ed. G. Robinson-L. Young-O. Welles	95	June	b6/25/46
5	Tarzan and the Huntress (D)F	J. Weismuller-B. Joyce	70	April	a3/22/47
6	They Won't Believe Me (D)A	Robert Young-Susan Hayward	95		b5/17/47
6	Thunder Mountain (W)F	T. Holt-R. Martin-M. Hyer	60		b5/17/47
4	Trail Street (W)F	R. Scott-R. Ryan-A. Jeffreys	83	Mar.	a3/1/47
3	Vacation in Reno (C)F	Jack Haley-Anne Jeffreys	60	Oct.	b10/12/46
6	Woman on the Beach, The (D)A	J. Bennett-R. Ryan-C. Bickford	71		b5/17/47
	COMING				
	Bachelor and the Bobby-Soxer	G. Grant-M. Loy-S. Temple	95		a8/31/46
	Bishop's Wife, The	G. Grant-T. Wright-D. Niven			
	Crossfire	R. Young-R. Mitchum-G. Grahame			
	Dick Tracy vs. the Gruesome Gang	R. Byrd-B. Karloff-A. Gwynne			
	Fighting Father Dunne	P. O'Brien-M. Dell-D. Hickman			
Sp.	Fun and Fancy Free	E. Bergen-D. Shore			
	Fugitive, The	Henry Fonda-Dolores Del Rio			
	How Dear to My Heart *T	Luana Patten-Bobby Driscoll			
	If You Knew Susie	E. Cantor-J. Davis-A. Joslyn			
	Indian Summer	A. Knox-A. Sothern-G. Tobias			
	I Remember Mama	I. Dunne-B. Bel Geddes-O. Homolka			
	Magic Town	James Stewart-Jane Wyman			
	Man About Town	Maurice Chevalier			
	Memory of Love	D. Andrews-M. Oberon-E. Barrymore			
	Mourning Becomes Electra	R. Russell-K. Paxinou-R. Massey			
	Out of the Past	Robert Mitchum-Jane Greer			a2/1/47
	Return of the Badmen	Randolph Scott-Jacqueline White			
	Riff-Raff	Pat O'Brien- Anne Jeffreys			a6/1/46
	Secret Life of Walter Mitty, The *T	D. Kaye-V. Mayo-F. Bainter			a9/7/46
	Seven Keys to Baldpate	Phillip Terry-Jacqueline White			a3/22/47
	So Well Remembered	M. Scott-J. Mills			
	Tycoon *T	John Wayne-Laraine Day			
	Under the Tonto Rim	T. Holt-N. Leslie-R. Martin			

REPUBLIC

Prod. No.			Run Time Mins.	Trade Shown	See Issue of
	Current 1945-46				
520	Earl Carroll Sketchbook (M)F	C. Moore-W. Marshall	90	8/22/46	b8/17/46
528	G. I. War Brides (C)F	Anna Lee-James Ellison	69	8/12/46	b8/10/46
543	Heldorado (WM)F	Roy Rogers-Dale Evans-"Gabby" Hayes	70	12/15/46	b12/23/46
5542	Home in Oklahoma (W-M)F	R. Rogers-G. Hayes-D. Evans	72	11/8/46	b11/2/46
526	Inner Circle (My)F	Adele Mara-William Frawley	65	8/7/46	b12/7/46
529	Invisible Informer (My)A	Linda Sterling-William Henry	57	8/19/46	b8/24/46
527	Last Crooked Mile, The (My)A	D. Barry-A. Savage-T. Powers	67	8/9/46	b8/17/46
5503	Out California Way *U (WM)F	Monte Hale-Adrian Booth	67	12/5/46	b12/14/46
532	Plainsman and the Lady (W)F	W. Elliott-V. Ralston-G. Patrick	82	11/15/46	b11/9/46
542	Roll on Texas Moon (W-M)F	R. Rodgers-G. Hayes-Dale Evans	68	9/12/46	b9/14/46
533	That Brennan Girl (D)A	James Dunn-Mona Freeman	95	12/23/46	b11/16/46
541	Under Nevada Skies (W)F	R. Rogers-Dale Evans	69	8/26/46	b8/31/46
	CURRENT 1946-'47				
603	Affairs of Geraldine (C-D)F	Jane Withers-Jimmy Lydon	68	11/18/46	b10/26/46
608	Angel and the Badman (W)F	J. Wayne-G. Russell-I. Rich	100	2/15/46	b2/15/46
641	Apache Rose *U (W-M)F	Roy Rogers-Dale Evans	75	2/15/46	b3/22/47
642	Bells of San Angelo *U (W)	R. Rogers-D. Evans	71	4/15/47	b5/24/47
607	Calendar Girl (M)F	J. Frazee-W. Marshall	88	1/31/47	b2/8/47
604	Fabulous Suzanne (C)	Barbara Britton-Rudy Vallee	71	12/15/46	b12/21/46
605	Ghost Goes Wild, The (C)F	James Ellison-Anne Gwynne	66	3/8/47	b4/5/47
610	Hit Parade of 1947 (M)	E. Albert-C. Moore-J. Edwards	90	3/22/47	b5/3/47
601	I've Always Loved You *T (DM)F	Catherine McLeod-Philip Dorn	117	12/2/46	b8/31/46
606	Magnificent Rogue, The (C-D)A	L. Robert-W. Douglas	74	2/15/47	b11/23/46
602	Pilgrim Lady, The (C-D)A	Warren Douglas-Lynne Roberts	67	1/22/46	b1/25/47
612	Spoilers of the North (D)A	Paul Kelly-Evelyn Ankers	66	4/24/47	b5/10/47
611	Yankee Fakir (C)F	D. Frawley-J. Woodbury-C. Bevans	71	4/1/47	b4/12/47
	COMING				
	Bill and Coo	George Burton's Birds			
	Blackmail	W. Marshall-A. Mara-S. Bachelor			
	Driftwood	Wood-Brennan-Warrick-Jagger			
	Exposed	Adele Mara-Robert Scott			
	Flame, The	John Carroll-Vera Ralston			
	Mad Venture	A. Dekker-L. Stirling-C. Drake			
615	Northwest Outpost (O)F	Nelson Eddy-Ilona Massey	91	6/25/47	b5/10/47
	On the Old Spanish Trail *U	R. Rogers-T. Guizar-J. Frazee			
	Red Pony, The *T	M. Loy-R. Mitchum-L. Calhern			
	Springtime in the Sierras *U	Roy Rogers-Jane Frazee-Andy Devine			
609	That's My Gal *U (M)A	L. Roberts-D. Barry	66	5/15/47	b5/31/47
613	That's My Man (D)A	D. Ameche-C. McLeod	99	6/1/47	b4/12/47
	The Trespasser (D)	J. Martin-W. Douglas			a5/24/47
616	Web of Danger	A. Mara-B. Kennedy	58	6/10/47	a11/16/46
614	Winter Wonderland (C-R)A	L. Roberts-C. Drake	71	5/17/47	b5/31/47
	Wyoming	B. Elliott-V. Ralston			a3/8/47
	Westerns (Current)				
553	Cherokee Flash (W)F	Sunset Carson-Linda Stirling	55	12/13/46	a3/2/46
664	Homesteaders of Paradise Valley (W)F	Allan Lane-Bobby Blake	58	4/1/47	b4/12/47
5504	Last Frontier Uprising *U (W-M)F	Monte Hale-Adrian Booth	65	2/1/47	b4/12/47
558	Rio Grande Raiders	Sunset Carson-Linda Stirling	56	9/9/46	
661	Santa Fe Uprising (W)F	Allan Lane-Bobby Blake	57	11/15/46	b4/26/47

REPUBLIC (Continued)

Prod. No.		COMING	Run Time Mins.	Rel. Date	See Issue of
681	Sioux City Sue (W)F	Gene Autry-Lynne Roberts	69	11/21/46	b11/30/46
662	Stagecoach to Denver (W)F	Allan Lane-Bobby Blake	56	12/23/46	b1/4/47
682	Trail to San Antone (W)F	Gene Autry-Peggy Stewart	57	1/25/47	b2/1/47
683	Twilight on the Rio Grande (W)F	G. Autry-S. Holloway-Cass County Boys	71	4/1/47	b4/19/47
663	Vigilantes of Boomtown (W)F	Allan Lane-Bobby Blake	56	2/15/47	b2/15/47

Westerns (Coming)

	Along the Oregon Trail *U	Monte Hale-Adrian Booth			
	Marshall of Cripple Creek	Allan Lane-Bobby Blake			
	Oregon Trail Scouts (W)F	Allan Lane-Bobby Blake	58	5/15/47	b5/24/47
	Robin Hood of Texas	Gene Autry-Lynn Roberts-Adele Mara			
	Rustlers of Devil's Canyon	Allan Lane-Bobby Blake			
684	Saddle Pals	G. Autry-L. Roberts	72	6/15/47	
	Wild Frontier, The	Allan Lane-Jack Holt			

SCREEN GUILD PRODUCTIONS

CURRENT

HC12	Bar 20 Justice	Wm. Boyd-R. Hayden-G. Hayes	65	7/19/47	Reissue
4614	Bells of San Fernando (D)F	Donald Woods-Gloria Warren	69	4/5/47	b4/5/47
4613	Buffalo Bill Rides Again (W)F	Richard Arlen-Jennifer Holt	66	4/19/47	b4/5/47
4616	Bush Pilot	R. Hudson-J. LaRue-A. Willis	60	6/7/47	
HC10	Cassidy of Bar 20	Wm. Boyd-H. Clark-R. Hayden	59	5/10/47	Reissue
4605	Flight to Nowhere	E. Ankers-A. Curtis	75	8/15/46	a5/13/46
HC11	Heart of Arizona	Wm. Boyd-G. Hayes-R. Hayden	68	6/14/47	Reissue
4609	My Dog Shep	Flame (dog)-Tom Neal	60	12/1/46	
4606	'Neath Canadian Skies	R. Hayden-I. Cooper-L. Talbot	41	8/15/46	b8/24/46
4610	North of the Border	R. Hayden-I. Cooper	46	10/1/46	a8/24/46
HC09	Partners of the Plains	Wm. Boyd-H. Clark-R. Hayden	71	4/26/47	Reissue
4611	Queen of the Amazons (D)A	Patricia Morison-Robert Lowery	62	1/15/47	b3/29/47
4612	Renegade Girl (D)F	Alan Curtis-Ann Savage-Jack Holt	65	12/25/46	b3/29/47
4607	Rolling Home (D)F	J. Parker-R. Hayden-P. Blake	67	9/20/46	b2/8/47
HC07	Rustlers Valley	Wm. Boyd-G. Hayes-R. Hayden	60	3/15/47	Reissue
4608	Scared to Death *C	B. Lugosi-J. Compton	65	5/13/47	
4615	Shoot to Kill (D)A	R. Wade-E. MacDonald-S. Walters	60	5/17/47	b4/12/47
HC08	Texas Trail	Wm. Boyd-R. Hayden-G. Hayes	59	4/12/47	Reissue

COMING

	Burning Cross, The	Hank Daniels-Virginia Patton			
	Case of the Baby Sitter, The	Tom Neal-A. Jenkins-P. Blake	40	7/26/47	
	Hat Box Mystery	T. Neale-A. Jenkins-V. Sale	40	7/15/47	
	Hollywood Barn Dance	E. Tubb-L. Talbott-H. Boyce	65	6/21/47	
	Killer Dill (CD)A	Anne Gwynne-Frank Albertson	71	8/2/47	b5/17/47

SELZNICK RELEASING ORGANIZATION

CURRENT

	Duel in the Sun *T (WD)A	J. Jones-G. Peck-J. Cotten	138	4/17/47	b1/4/47

COMING

	Paradine Case, The	G. Peck-A. Todd-C. Laughton			
	Portrait of Jennie	J. Jones-J. Cotten			
	Rupert of Hentzau	Louis Jourdan-Valli			
	So in Love	Shirley Temple			

20TH-FOX

CURRENT 1946-'47

634	Anne and the King of Siam (D)F	I. Dunne-R. Harrison-L. Gargan	128	Aug.	b6/8/46
620	Behind Green Lights (D)A	Carole Landis-William Gargan	64	Feb.	b1/19/46
636	Black Beauty (D)F	Mona Freeman-Richard Denning	74	Sept.	b7/20/46
642	Bowery, The	Wallace Beery-Jackie Cooper	84	Oct.	Re-release
633	Centennial Summer *T (M)F	J. Crain-L. Darnell-C. Bennett	102	Aug.	b6/1/46
637	Claudia and David (D)F	Dorothy McGuire-Robert Young	78	Sept.	b7/27/46
648	Dangerous Millions (D)F	Kent Taylor-Dona Drake	69	Dec.	b12/7/46
635	Deadline for Murder (My)A	Sheila Ryan-Kent Taylor	65	Aug.	b6/22/46
640	Home Sweet Homicide (MyC)F	P. Ann Garner-R. Scott	90	Oct.	b7/20/46
638	If I'm Lucky (M)F	V. Blaine-P. Como-H. James	78	Sept.	b8/31/46
646	Margie *T (C-D)F	Jeanne Crain-Alan Young	93	Nov	b10/19/46
645	My Darling Clementine (W-D)F	H. Fonda-L. Darnell-V. Mature	97	Nov	b10/12/46
641	Sun Valley Serenade	Sonja Henie-John Payne	86	Sept.	Re-release
639	Three Little Girls in Blue *T (M)F	Haver-Blaine-G. Montgomery	90	Oct.	b9/7/46
649	Wake Up and Dream *T (M)F	John Payne-June Haver	92	Dec.	b11/30/46
644	Wanted for Murder (D)A	Eric Portman-Dulcie Gray	91	Nov.	b4/13/46

CURRENT 1947-'48

709	Alexander's Ragtime Band	T. Power-A. Faye-D. Ameche	106	Mar.	Re-release
711	Backlash (My)A	R. Travis-J. Rogers-L. Blake	66	Mar.	b3/22/47
706	Boomerang (D)A	Dana Andrews-Jane Wyatt	88	Feb.	b1/25/47
707	Brasher Doubloon, The (My)A	G. Montgomery-Nancy Guild	72	Feb.	b2/8/47
710	Carnival in Costa Rica *T (M)F	D. Haymes-C. Holm-C. Romero	96	April	b3/29/47
715	Ghost and Mrs. Muir, The (D)A	G. Tierney-R. Harrison-G. Sanders	104	May	b5/24/47
713	Homestretch, The *T (D)A	Maureen O'Hara-Cornel Wilde	99	May	b4/26/47
716	Jewels of Brandenburg (D)A	Richard Travis-Micheline Cheirel	64	May	b4/12/47
712	Late George Apley, The (D)A	Ronald Colman-Peggy Cummins	98	April	b2/3/47
704	Les Miserables	Fredric March-Chas. Laughton	109	Jan.	Re-release
701	Razor's Edge, The (D)A	T. Power-G. Tierney-J. Payne	146	Jan.	b11/23/46
714	San Demetrio, London (D)A	W. Fitzgerald-A. Young-R. Michael	76	April	b4/4/47
703	Shocking Miss Pilgrim *T	Betty Grable-Dick Haymes	85	Jan.	b1/4/47
705	Stanley & Livingstone	Spencer Tracy-Richard Green	101	Jan.	Re-release
708	Strange Journey (D)F	Paul Kelly-Osa Massen	67	Feb.	b9/14/46
702	13 Rue Madeleine (D)	Jams Cagney-Annabella	95	Jan.	b12/21/46

COMING

	Bob, Son of Battle *T	P. A. Garner-L. McCallister			a9/28/46
	Captain from Castile *T	T. Power-J. Peters-C. Romero			
	Crimson Key, The	Kent Taylor-Doris Dowling			
	Forever Amber *T	L. Darnell-C. Wilde-G. Sanders			
	Foxes of Harrow, The	R. Harrison-M. O'Hara-R. Haydn			
	Gentlemen's Agreement	G. Peck-D. McGuire-J. Garfield			
	Green Grass of Wyoming *T	P. Cummins-R. Arthur-C. Coburn			
	Invisible Wall, The	Don Castle-Virginia Christine			
	I Wonder Who's Kissing Her Now *T	June Haver-Mark Stevens			a9/14/46
	Meet Me At Dawn (C-D)F	William Eythe-Hazel Court	99		b1/18/47
718	Miracle on 34th St. (C)F	J. Payne-M. O'Hara	96	June	b5/10/47
717	Moss Rose (M-D)A	V. Mature-P. Cummings-E. Barrymore	82	June	b5/24/47
	Mother Wore Tights *T	B. Grable-D. Dailey-P. A. Garner			a11/16/46
	Nightmare Alley	T. Power-J. Blondell-Helen Walker			
	Off to Buffalo *T	N. Guild-D. Dailey-C. Winninger			
	Scudda Hoo, Scudda Hay *T	J. Haver-L. McCallister-A. Revere			a5/17/47
	Second Chance	K. Taylor-Louise Currie-D. Hoey			

Title	Company
Suddenly It's Spring	Para.
Susie Steps Out	UA
Summer Holiday	MGM
Sun Valley Serenade	20th-Fox
Suspense	Mono.
Swell Guy	Univ.
Sweet Genevieve	Col.
Sweetheart of Sigma Chi	Mono.
Swiss Family Robinson	Astor
Swordsman	Col.

T

Tap Roots	Univ.
Tarzan and the Huntress	RKO
Temptation	Univ.
Temptation Harbour	Misc.
Tenth Avenue Angel	MGM
Texas Trail	SGP
That Brennan Girl	Rep.
That's My Gal	Rep.
That's My Man	Rep.
That Way with Women	WB
The Kising Bandit	MGM
The Man I Love	WB
There Goes My Heart	Favorite
The Last Round-Up	Col.
The Patient Vanishes	FC
The Time, the Place & the Girl	WB
They Made Me a Killer	Para.
They Passed This Way	UA
They Won't Believe Me	RKO
Thief of Bagdad	FC
Thieves' Holiday	UA
13 Rue Madeleine	20th-Fox
Thirteenth Hour	Col.
This Happy Breed	Univ.
This Time for Keeps	MGM
Thrill of Brazil	Col.
Three Little Girls in Blue	20th-Fox
Three on a Ticket	PRC
Three Were Thoroughbreds	Col.
Three Wise Fools	MGM
Thunder in the City	Astor
Thunder Mountain	RKO
Till the Clouds Roll By	MGM
Time of Their Lives	Univ.
Time of Your Life	UA
Time Out of Mind	Univ.
Tom Brown's Schooldays	Astor
Tomorrow You Die	PRC
Too Many Winners	PRC
Topper Returns	Favorite
Topper Takes a Trip	Favorite
Torment	Misc.
Trail Street	RKO
Trap, The	Mono.
Treasure of the Sierra Madre	WB
Trespasser, The	Rep.
Trouble With Women	Para.
Two Blondes and a Redhead	Col.
Two Guys From Milwaukee	WB
Two Guys From Texas	WB
Two Mrs. Carrols	WB
Two Smart People	MGM
Two Years Before the Mast	Para.
Tycoon	RKO

U

Unconquered	Para.
Undercover Maisie	MGM
Undercurrent	MGM
Under Nevada Skies	Rep.
Under the Tonto Rim	RKO
Unexpected Guest	UA
Unfaithful	WB
Unfinished Dance	MGM
Unholy Garden	FC
Unsuspected, The	Warner Bros.
Untamed Fury	PRC

V

Vacation Days	Mono.
Vacation in Reno	RKO
Variety Girl	Para.
Vendetta	UA
Verdict	WB
Vigiliantes Return	Univ.
Violence	Mono.
Virtuous	MGM
Voice of the Turtle	WB

W

Wake Up and Dream	20th Fox
Wallflower	Warner Bros.
Wanted for Murder	20th-Fox
Web, The	Univ.
Web of Danger	Rep.
Welcome Stranger	Para.
Welldigger's Daughter	Misc.
Westerner, The	FC
Where There's Life	Para.
While the Sun Shines	Misc.
Whiplash	WB
Whispering Smith	Para.
White Cradle Inn	Misc.
White Tie and Tails	Univ.
Who Killed Doc Robin	UA
Wicked Lady	Univ.
Wild Beauty	Univ.
Wild Bill Hickok Rides	WB
Wild Harvest	Para.
Wild West	PRC
Winter Wonderland	Rep.
Wistful Widow of Wagon Gap	U-I
Wolf Call	Mono.
Woman Chases Man	FC
Woman Hunt	SG
Woman in White	WB
Woman on the Beach	RKO
Wyoming	Rep.

Y

Yankee Fakir	Rep.
Yearling, The	MGM
Years Between	Univ.
You Can't Cheat an Honest Man	Univ.

TITLE CHANGES

"Dark Bullet" (SG) now WOMAN HUNT

"My Awful Wife" (Col.) now HER HUSBAND'S AFFAIRS

NEW PICTURES STARTED LAST WEEK

METRO-GOLDWYN-MAYER

On An Island With You—Principals: Esther Williams, Peter Lawford, Jimmy Durante. Director, Richard Thorpe.

Virtuous — Principals: Van Johnson, June Allyson. Director, Norman Taurog.

PRC

Return of the Lash—Principals: Lash LaRue, Al St. John. Director, Ray Taylor.

Shadow Valley—Principals: Eddie Dean, Roscoe Ates. Director, Ray Taylor.

RKO

Return of the Badmen—Principals. Randolph Scott, George "Gabby" Hayes, Jacqueline White. Director, Ray Enright.

20TH-FOX

Gentlemen's Agreement — Principals: Gregory Peck, Dorothy McGuire, John Garfield. Director, Elia Kazan.

Green Grass of Wyoming (Tech.)—Principals: Peggy Cummins, Robert Arthur, Charles Coburn. Director, Louis King.

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Adventures of Black Bart (Tech.)—Principals: Yvonne De Carlo, Dan Duryea, Edmond O'Brien. Director, George Sherman.

Imagination—Principals: Ronald Colman, Signe Hasso. Director, George Cukor.

Tap Roots—Principals: Van Heflin, Susan Hayward, Julie London. Director, George Marshall.

WARNER BROTHERS

Ever the Beginning—Principals: Lilli Palmer, Sam Wanamaker, Akim Tamiroff. Director, Elliott Nugent.

Head Over Heels—Principals: Joyce Reynolds, Robert Hutton. Director, Frederick de Cordova.

Mary Hagen — Principals: Shirley Temple, Ronald Reagan, Rory Calhoun. Director, Peter Godfrey.

Romance in High C (Tech.)—Principals: Jack Carson, Doris Day, Janis Paige, Oscar Levant, Don DeFore. Director, Michael Curtiz.

ADVANCE DATA

On Forthcoming Product

SINGAPORE (U-I) *drama. Principals*: Fred MacMurray, Ava Gardner. *Director*, John Brahm. *Plot*: In Singapore just before the war, a young couple on their way to be married are caught in a Japanese attack. Believing the girl to be killed by a bomb, the man leaves Singapore. After the war, he returns to recover some pearls and finds her a victim of amnesia, married to another man. A blow on the head restores her memory. After explaining everything to her husband, she leaves for the United States with her first love.

KEEPER OF THE BEES (Col.) *Drama. Principals*: Gloria Henry, Michael Duane, Harry Davenport. *Director*, John Sturges. *Plot*: An old bee master befriends an embittered young artist who helps him run the apiary. Under the influence of his new friend, and his fondness for a 12-year-old orphaned girl, the young man's bitterness ebbs and he commences to paint again. When he falls in love with a young girl, his ex-wife tries to cause trouble between them, but the orphan girl comes to their aid and it all ends happily.

BURY ME DEAD (PRC) *Mystery. Principals*: Mark Daniels, Greg McClure, Cathy O'Donnell. *Director*, Bernard Vorhaus. *Plot*: A wealthy girl shocks everyone by returning home the day after her own funeral.

(*Continued on Next Page*)

UNITED ARTISTS

Prod. No.	CURRENT 1945-1946		Run Time Mins.	Rel. Date	See Issue of
	Caesar and Cleopatra *T (D)A	Claude Rains-Vivien Leigh	126	8/16/46	b12/22/46
	Outlaw, The (D)A	Jane Russell-Walter Huston	115	2/8/46	b3/23/46
	CURRENT 1946-'47				
	Abie's Irish Rose (C)F	Joanne Dru-Michael Chekhov	96	12/27/46	b11/30/46
	Adventures of Don Coyote *C (W)F	F. Rafferty-M. Cramer	66	5/9/47	b5/3/47
	Angel on My Shoulder (C-D)A	P. Muni-A. Baxter-C. Rains	100	9/16/46	b9/21/46
	Bachelor's Daughters, The (C)F	G. Russell-C. Trevor-A. Dvorak	90	9/6/46	b9/14/46
	Chase, The (D)A	Robert Cummings-Michele Morgan	85	11/22/46	b10/19/46
	Devil's Playground, The (W)F	William Boyd-Andy Clyde	65	11/15/46	b9/21/46
	Fabulous Dorseys, The (M)F	T. Dorsey-J. Dorsey-J. Blair	87	2/21/47	b3/1/47
	Fool's Gold (W)F	William Boyd-Andy Clyde	65	1/31/47	b10/12/46
	Little Iodine (C)F	Jo Ann Marlowe-Marc Cramer	57	10/11/46	b9/14/46
	Macomber Affair, The (D)A	Gregory Peck-Joan Bennett	90	3/21/47	b1/25/47
	Mr. Ace (D)A	George Raft-Sylvia Sidney	82	8/2/46	b8/31/46
	New Orleans (D-M)A	A. deCordova-D. Patrick	90	4/16/47	b5/3/47
	Private Affairs of Bel Ami, The (D)A	George Sanders-Angela Lansbury	115	3/7/47	b3/1/47
	Ramrod (W-D)A	J. McCrea-V. Lake-D. DeFore	94	5/2/47	b3/1/47
	Red House, The (My)A	Ed. G. Robinson-L. McCallister	98	2/7/47	b2/8/47
	Sin of Harold Diddlebock, The	H. Lloyd-R. Walburn-J. Conlin	89	4/4/47	a2/9/46
	Strange Woman, The (D)A	H. Lamarr-G. Sanders-L. Hayward	100	10/25/46	b11/2/46
	Susie Steps Out (C-D)F	David Bruce-Cleatus Caldwell	65	12/13/46	b11/23/46
	Unexpected Guest, The (W)F	Wm. Boyd-Andy Clyde	60	3/28/47	b12/14/46
	COMING				
	Atlantis	Maria Montez-Jean Pierre Aumont			a4/5/47
	A Miracle Can Happen	James Stewart-Henry Fonda			
	Arch of Triumph (D)	I. Bergman-C. Boyer			a5/3/47
	Body and Soul	John Garfield-Lillie Palmer			
	Carnegie Hall (D-M)A	M. Hunt-W. Prince-M. O'Driscoll	134		b3/1/47
	Christmas Eve	G. Raft-G. Brent-R. Scott-J. Blondell			a3/29/47
	Copacabana (M-C)F	C. Miranda-A. Russell-G. Marx	92	5/30/47	b5/24/47
	Curly *C	Frances Rafferty-Larry Olsen			a5/25/46
	Dangerous Venture (W)F	A. Clyde-W. Boyd-B. Alexander	59	5/23/47	a2/22/47
	Dishonored Lady (D)A	H. Lamarr-D. O'Keefe-J. Loder	89	5/19/47	b4/26/47
	Fabulous Joe	Walter Abel-Margot Grahame			
	Fanny By Gaslight	James Mason-Phyllis Calvert			
	Fun on a Weekend (C)A	Priscilla Lane-Eddie Bracken	93	5/15/47	b4/12/47
	Heaven Only Knows	Robert Cummings-Brian Donlevy			a1/4/47
	Henry the Fifth (D)F *T	L. Olivier-R. Asherson	134		b4/27/46
	Here Comes Trouble	William Tracy-Patti Morgan			a8/24/46
	Hoppy's Holiday (W)F	William Boyd-Mary Ware	60		b5/10/47
	Intrigue	G. Raft-J. Havoc-D. Seymour			
	Lured (D)	G. Sanders-L. Ball			a5/10/47
	Marauders, The	W. Boyd-R. Brooks-A. Clyde			
	Monsieur Verdoux (C-D)A	Charles Chaplin-Martha Raye	123		b4/19/47
	Other Love, The (D)A	Barbara Stanwyck-David Niven	96		b4/5/47
	Sleep, My Love	C. Colbert-R. Cummings-D. Ameche			
	Stampede	John Wayne-Walter Brennan			
	Stork Bites Man	Jackie Cooper-Gene Roberts			a2/15/47
	Time of Your Life	J. Cagney-Wm. Bendix-J. Cagney			
	Vendetta (D)	Hillary Brooke-Faith Domergue			a5/10/47
	Who Killed Doc Robin?	E. Janssen-L. Olsen-D. Belding			a5/31/47

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	CURRENT 1945-1946				
543	Black Angel, The (D)A	D. Duryea-J. Vincent-P. Lorre	80	8/2/46	b8/3/46
547	Dead of Night (D)A	Michael Redgrave-Googie Withers	77	8/23/46	b7/6/46
548	Killers, The (My)A	Ava Gardner-Albert Dekker	102	8/30/46	b8/17/46
549	Little Miss Big (D)F	Fay Holden-Beverly Simmons	61	8/30/46	b9/7/46
	Overlanders, The (D)F	Chips Rafferty-John Hayward	91		b9/28/46
544	Slightly Scandalous (C-M)F	Fred Brady-Paula Drew	63	8/2/46	b8/3/46
1065	They Were Sisters (D)A	Phyllis Calvert-James Mason	108	9/20/46	b7/27/46
546	Time of Their Lives, The (C)F	Abbott & Costello	82	8/16/46	b8/17/46
550	White Tie and Tails (C-D)A	Dan Duryea-Ella Raines-William Bendix	77	8/30/46	b9/14/46
545	Wild Beauty (D)F	Don Porter-Lois Collier	61	8/9/46	b8/17/46
	CURRENT 1946-'47				
	Brief Encounter (D)A	Celia Johnson-Trevor Howard	86		b5/3/47
612	Buck Privates Come Home (C)F	Bud Abbott-Lou Costello	77	April	b3/15/47
	Captive Heart, The (D)A	Michael Redgrave-Mervyn Johns	87		b4/13/45
601	Dark Mirror, The (My)A	O. DeHavilland-Lew Ayres	85	Oct.	b10/15/46
2791	Destry Rides Again	M. Dietrich-J. Stewart	94	Mar.	Reissue
	Egg and I, The (C)F	Claudette Colbert-Fred MacMurray	108		b3/23/47
607	I'll Be Yours (C-M)F	D. Durbin-T. Drake-W. Bendix	93	Jan.	b1/25/47
2794	I Stole a Million	G. Raft-C. Trevor-D. Foran	78	April	Reissue
	Johnny Frenchman	Francoise Rosay-Patricia Roc	104		
602	Magnificent Doll (D)F	G. Rogers-D. Niven-B. Meredith	94	Nov.	b11/23/46
2795	Magnificent Obsession	Irene Dunne-Robert Taylor	101	May	Reissue
610	Michigan Kid *C (W)F	John Hall-Rita Johnson	69	Mar.	b2/15/47
1066	Notorious Gentleman, The (D)A	Rex Harrison-Lilli Palmer	106	Nov.	b2/16/46
	Odd Man Out (D)A	James Mason-Robert Newton	116	June	b2/14/47
2796	One Hundred Men and a Girl	Deanna Durbin-L. Stokowski	84	May	Reissue
608	Song of Scheherazade *T (M)F	Y. DeCarlo-B. Donlevy-J. P. Aumont	106	Mar.	b2/1/47
609	Smash-Up, The Story of a Woman (D)A	S. Hayward-L. Bowman-E. Albert	102	Mar.	b2/8/47
611	Stairway to Heaven *T (D)A	David Niven-R. Massey	103	Mar.	b11/16/46
606	Swell Guy (D)A	Sonny Tufts-Ann Blyth	86	Jan.	b12/14/46
604	Temptation (D)A	M. Oberon-G. Brent-C. Korvin	98	Dec.	b12/14/46
	This Happy Breed *T (D)A	Robert Newton-Celia Johnson	110		b4/19/47
614	Time Out of Mind (D)A	P. Calvert-R. Hutton-E. Raines	88	May	b3/22/47
2793	You Can't Cheat an Honest Man	W. C. Fields-Edgar Bergen	73	April	Reissue
	Vigilantes Return *C	Jon Hall-Margaret Lindsay		June	a7/13/46
615	Web, The (M)	V. Prince-E. Raines	87	June	b5/24/47
2792	When the Daltons Rode	R. Scott-K. Francis-B. Donlevy	81	Mar.	Reissue
605	Wicked Lady, The (D)A	M. Lockwood-J. Mason-P. Roc	98	Jan.	b1/12/47
	COMING				
	Adventures of Black Bart *T	Y. De Carlo-D. Duryea			
	A Lady Surrenders (D)A	Margaret Lockwood-Stewart Granger	113		b10/12/46
	Black Narcissus *T (D)F	D. Kerr-Sabu	100		b5/3/47
	Brute Force	B. Lancaster-H. Cronyn-C. Pickford			a4/29/47
	Exile, The	D. Fairbanks, Jr.-M. Montez-P. Croset			
	For the Love of Mary	D. Durbin-J. Dall-D. O'Connor			a4/19/47
	Great Expectations (D)	John Mills-Valerie Hobson	116		b12/21/46
	I Know Where I'm Going (D)F	W. Hiller-R. Livesy-P. Brown	91		b1/5/46
	Imagination	Ronald Colman-Signe Hasso			
	Ivy	Joan Fontaine-Patric Knowles			
	Lost Moment, The	S. Hayward-R. Cummings-J. Loring			
	Magic Bow, The (D-M)F	Stewart Granger-Phyllis Calvert	106		b9/28/46
	My Heart Goes Crazy *T (M)F	Sid Field-Greta Gynt	120		b9/7/46
	Oh Say Can You Sing	Sheila Ryan-Fred Brady			a5/25/46

UNIVERSAL-INTERNATIONAL (Continued)

Prod. No.		COMING	Run Time Mins.	Rel. Date	See Issue of
	Pirates of Monterey *T	Maria Montez-Rod Cameron-P. Reed			a5/25/46
	Ride the Pink Horse	R. Montgomery-W. Hendrix			
	Secret Beyond the Door (D)	J. Bennett-M. Redgrave-A. Revere			a5/17/47
	Singapore	F. MacMurray-A. Gardner-P. Dorn			
	Slave Girl *T	Yvonne deCarlo-George Brent			a8/17/46
	Something in the Wind	D. Durbin-J. Hall-D. O'Connor			
	Tap Roots	Van Heflin-Susan Hayward			
	Wistful Widow of Wagon Gap	B. Abbott-L. Costello-M. Main			
	Years Between, The	M. Redgrave-V. Hobson-F. Robson			

WARNER BROS.

CURRENT 1945-1946

523	Night and Day *T (BM)	C. Grant-A. Smith-J. Wyman	128	8/3/46	b7/13/46
524	Two Guys From Milwaukee (C)F	Dennis Morgan-Joan Leslie	90	8/17/46	b7/27/46

CURRENT 1946-'47

613	The Beast With Five Fingers (H)	Robert Alda-Andrea King	88	2/8/47	b12/21/46
601	Big Sleep, The (My)A	Humphrey Bogart-Lauren Bacall	118	8/31/46	b8/17/46
603	Cloak and Dagger (D)A	Gary Cooper-Lilli Palmer	106	9/28/46	b9/7/46
605	Deception (D)A	B. Davis-P. Henreid-C. Rains	112	10/26/46	b10/19/46
612	Humoresque (D)A	J. Crawford-J. Garfield-O. Levant	126	1/25/47	b12/23/46
608	Kings Row	A. Sheridan-R. Cummings-R. Reagan	127	12/7/46	Reissue
620	Love and Learn (C-M)A	J. Carson-R. Hutton-M. Vickers-J. Paige	83	5/3/47	b3/29/47
606	Never Say Goodbye (C)F	Errol Flynn-Eleanor Parker	96	11/9/46	b10/26/46
614	Nora Prentiss (D)A	A. Sheridan-K. Smith-R. Alda	113	2/22/47	b2/8/47
604	Nobody Lives Forever (D)A	J. Garfield-G. Fitzgerald	100	10/12/46	b9/28/46
	Possessed (D)A	J. Crawford-Van Heflin-R. Massey	108		b5/31/47
615	Pursued	Teresa Wright-Robert Mitchum	101	3/2/47	
616	The Sea Hawk	Errol Flynn-Claude Rains	109	4/26/47	Reissue
619	The Sea Wolf	E. G. Robinson-I. Lupino-J. Garfield	87	4/25/47	Reissue
602	Shadow of a Woman (D)A	Andrea King-Helmut Dantine	78	9/14/46	b8/17/46
617	Stallion Road (D)A	R. Reagan-A. Smith-Z. Scott	97	4/12/47	b3/2/47
616	That Way With Women (C)F	S. Greenstreet-M. Vickers-D. Clark	85	3/29/47	b2/15/47
611	The Man I Love (D)A	Ida Lupino-Robert Alda	97	1/11/47	b12/28/46
610	The Time, the Place and the Girl *T (CM)F	D. Morgan-J. Carson-J. Wyman	108	12/28/46	b12/14/46
621	Two Mrs. Carrolls ,The (D)A	H. Bogart-B. Stanwyck-A. Smith	99	5/24/47	b4/5/47
607	Verdict, The (D)A	S. Greenstreet-P. Lorre-J. Lorring	86	11/23/46	b11/9/46
609	Wild Bill Hickok Rides	C. Bennett-B. Cabot-W. William	72	12/7/46	Reissue

COMING

622	Cheyenne (W-D)F	Dennis Morgan-Jane Wyman	100	6/14/47	b4/26/47
	Cry Wolf	Errol Flynn-Barbara Stanwyck			a9/7/46
	Dark Passage (D)	H. Bogart-L. Bacall-B. Bennett			a5/17/47
	Deep Valley	Dane Clark-Ida Lupino-Wayne Morris			a4/5/47
	Escape Me Never	E. Flynn-I. Lupino-G. Young			a3/8/46
	Ever the Beginning	L. Palmer-S. Wanamaker-A. Tamiroff			
	Head Over Heels	Joyce Reynolds-Robert Hutton			
	Life with Father *T	I. Dunne-W. Powell-E. Taylor			a9/14/46
	Mary Hagen	S. Temple-R. Reagan-R. Calhoun			
	My Wild Irish Rose *T	D. Morgan-A. King-A. Dahl			
	Night Unto Night (D)	Ronald Reagan-Viveca Lindfors			a5/10/47
	Romance in High C *T	Jack Carson-Doris Day-Janis Paige			
	Silver River	E. Flynn-A. Sheridan-T. Mitchell			
	Treasure of the Sierra Madre	H. Bogart-W. Huston-T. Holt			
	Two Guys From Texas *T	J. Carson-D. Morgan-D. Malone			
623	Unfaithful, The (D)A	A. Sheridan-Z. Scott-L. Ayers	110	7/5/47	b5/31/47
	Unsuspected, The	Joan Caulfield-Claude Rains			
	Voice of the Turtle	R. Reagan-E. Parker-E. Arden			
	Wallflower	Robert Hutton-Joyce Reynolds			
	Whiplash	D. Clark-A. Smith-S. Z. Sakall			
	Woman in White, The	A. Smith-E. Parker-S. Greenstreet			a4/26/47

BRITISH PRODUCT (U. S. Distribution Not Set)

	Beware of Pity (D)A	Lilli Palmer-Albert Lieven	105	Rank	b6/29/46
	Carnival (D)A	Sally Gray-Michael Wilding	93	Rank	b10/26/46
	Courtneys of Curzon St. (D-M)	Anne Neagle-Michael Wilding	120	London	b4/19/47
	Green Fingers (D)A	Robert Beaty-Carol Raye	85	ABPC	b10/26/46
	Hue and Cry (D)F	Alastair Sim-Valerie White	82	Rank	b2/22/47
	Hungry Hill (D)A	Margaret Lockwood-Dennis Price	109	Rank	b1/18/47
	Laughing Lady *T (M)F	Anne Zeigler-Webster Booth	90	ABPC	b10/26/46
	The Man Within *T (D)A	Michael Redgrave-Jean Kent./	85	Rank	b4/12/47
	Men of Two Worlds *T (D)A	Phyllis Calvert-Eric Portman	109	Rank	b7/27/46
	Nicholas Nickelby (D)F	Cedric Hardwicke-Sally Howes	105	Rank	b3/22/47
	Root of All Evil (D)A	Phyllis Calvert-Michael Rennie	110	Rank	b2/22/47
	School for Secrets (D)F	Ralph Richardson-Pamela Matthews	108	Rank	b11/16/46
	Take My Life (D)F	Hugh Williams-Greta Gynt	79	Rank	b5/17/47
	Temptation Harbour (D)A	Robert Newton-Simone Simon	110	ABPC	b3/29/47
	The Brothers (D)A	Patricia Roc-Will Fyffe-M. Reed	98	Rank	b5/24/47
	While the Sun Shines (C)A	Barbara White-Ronald Howard	89	ABPC	b2/8/47
	White Cradle Inn (D)F	M. Carroll-I. Hunter-M. Rennie	83	London	b3/29/47

MISCELLANEOUS

	A Dairy for Timothy (Doc)F	Documentary	40	Eng. Films	b12/28/46
	Angel and Sinner (D)A	Micheline Preslie-Louis Salou	86	A.F.E.	b3/1/47
	A Yank in Rome (D)F	Valentina Cortese-Leo Dale	97	Film Rights	b3/22/47
	Barber of Seville (Opera)	F. Tagliavini-T. Gobbi	110	Excelsior	b4/19/47
	Before Him All Rome Trembled (D-M)A	Anna Magnani-Gina Sinimberghi	105	Superfilm	b3/1/47
	Bellman, The (D)A	Lucien Coedel-Fernand Ledoux	95	Mage	b4/5/47
	Carmen (D)A	Viviane Romance-Jean Marais	101	Superfilm	b12/7/46
	Citizen Saint (B)F	J. Prouty-L. MacMartin	65	Elliott	b5/3/47
	Clandestine (D)A	Constant Remy-Suzy Carrier	89	W. Hem.	b1/18/47
	Devil's Hand, The (D)A	Pierre Fresnay-Josseline Gael	80		b11/16/46
	Francis the First (C)A	Fernandel-Mona Goya	90	Vog Films	b1/25/47
	Girl and the Devil, The (D)A	Gunn Wallgren-Strig Jarrell	87	Scandia	b5/17/47
	Ivan the Terrible (D)A	N. Cherkassov-L. Tselikovskaya	96	Artkino	b3/15/47
	Laugh, Pagliacci (D-M)F	Alida Valli-Beniamino Gigli	82	Continental	b5/10/47
	Les Miserables (D)A	Henry Baur-Charles Dullin	193	Dis. Films	b12/21/46
	Man from Morocco, The (D)F	Anton Walbrook-Margaretta Scott	89	Eng. Films	b11/30/46
	Miracle of Monte Cassino (R-B)F	Fosco Giachetti, Nino Pavese	90	Simpex	b5/31/47
	Queen for a Night (O)A	Gurlie Lemon Bernhard-G. Bjoerling	89	Saga Films	b1/4/47
	Queen's Necklace, The (D)A	Viviane Romance-Marion Dorian	105	Siritzky	b5/10/47
	Raider, The *T (Wa)F	Documentary	70		b10/5/46
	St. Francis of Assisi (D)F	Jose Luis Jimenez-Alicia DePhillips	119	Simplex	b4/5/47
	School for Danger (Doc)F	Capt. H. Ree-J. Nearne	60	Eng. Films	b2/22/47
	The Story of the Pope (Doc.)F	Documentary	60	Chap Films	b12/21/46
	Swing, Cowboy, Swing (W-M)F	C. Shrum-D. Weston-A. Lee	57	Westernair	b9/7/46
	Thunder in the Hills (D)A	J. Prucha-J. Kacer,V. Nasova	78	Gen. Film	b5/10/47
	Torment (D)A	Alf Kjellin-Mai Jetterling	95	Oxford	b4/19/47
	Two Anonymous Letters (D)A	C. Calamai-A. Checchi	83	Film Rights	b5/3/47
	Welldigger's Daughter, The (C)A	Raimu-Fernandel	122	Siritsky	b10/5/46

ADVANCE DATA

On Forthcoming Product

(Continued from Preceding Page)

Investigation reveals that the dead person was actually another girl. Police suspect murder, and among the suspects are the girl's foster-sister, a prize fighter and an attorney. The two foster-sisters have been unfriendly since their father's death but when they are reconciled they thwart the real murderer's attempt to kill them.

DREAM GIRL (Para.) *Comedy-Drama. Principals*: Betty Hutton, Maconald Carey, Virginia Field. *Director*, Mitchell Leisen. *Plot*: Sleeping or waking, a young girl carries on an active dream life. Her day-dreams are far more real than what she considers her humdrum, ordinary life. She meets a brash young newspaperman who wakes her up, saves her from a dangerous emotional entanglement, and marries her.

NATIONAL REVIEWING COMMITTEES' CLASSIFICATIONS

GUNFIGHTERS (Col.)
FAMILY—National Board of Review.
CLASS A—SEC. II—National Legion of Decency.

I KNOW WHERE I'M GOING (UI)
FAMILY—National Board of Review.
ADULTS—YOUNG PEOPLE—General Federation of Women's Clubs.
CLASS A—SEC. I—National Legion of Decency.

THE ADVENTURESS (EL)
FAMILY—General Federation of Women's Clubs.
CLASS A—SEC. II—National Legion of Decency.

The authorities quoted in this column are as follows:

GENERAL FEDERATION OF WOMEN'S CLUBS. The motion picture committee is headed by Mrs. Arretus F. Burt, chairman, of St. Louis. Two reviewing committees are maintained—Mrs. Marry Lilly, New York, Eastern Committee chairman; Mrs. John Sterns Thayer, Los Angeles, Western Committee chairman. Designations used: FAMILY—8 years and up; MATURE FAMILY—14 years and up; ADULTS—Senior High School Students and Adults; **—indicates pictures is rated as "Exceptional."

NATIONAL BOARD OF REVIEW: Founded in 1909 "to represent the interest of the motion picture public." The reviewing committee consists of some 300 men and women of all ages, "representing a cross-section of public taste." Designations used: FAMILY—14 years of. age and up (recommendations for age groups under 14 are by Schools M. P. Committee of the National Board); MATURE—18 years old up; *—indicates picture "especially worth seeing."

NATIONAL LEGION OF DECENCY: Committee of International Federation of Catholic Alumnae reviews pictures and publishes its classifications for guidance of members of the Legion—composed of those members of the Catholic Church who join the Legion. Designations used: Class A—Section I — Unobjectionable for General Patronage; Class A—Section II—Unobjectionable for Adults; Class B—Objectionable in Part; Class C—Condemned.

SHORT Booking GUIDE

Short subjects are listed by series under headings of companies distributing them. Numerals in parenthesis following series title indicate number of releases in that group announced for, or sold for, the season. Numerals at left of titles is production or release number. Films reviewed are indicated by reviewers' ratings following titles. Third column gives running time of the subject and final column refers to date on which review of the subject was published.

COLUMBIA 1946-'47

ALL-STAR COMEDIES (10)

6431	Society Mugs	Fair	16	12/28/46
6432	So's Your Antenna	Juvenile	17	11/16/46
6433	Slappily Married	Nonsense	16½	12/ 7/46
6434	Moron Than Off	Fair	18	2/ 8/47
6435	Andy Plays Hookey	Fair	18	3/15/47
6436	Meet Mr. Mischief	Good	17½	5/10/47
6437	Scooper Dooper	Funny	18	5/10/47
6438	The Good Bad Egg		17	
6439	Bride and Gloom		16	
6440	Two Jills and a Jack		18	

ASSORTED 2-REEL COMEDIES (6)

6421	Pardon My Terror		16½	
6422	Honeymoon Blues	Dull	17	11/16/46
6423	Reno-vated		17	
6424	Hot Heir	Funny	18	4/ 5/47
6425	Cupid Goes Nuts			
6426	Nervous Shakedown		15½	

THREE STOOGES COMEDIES (10)

6401	G. I. Wanna Home		15½	
6402	Rhythm and Weep	Fair	17½	11/ 2/46
6403	Three Little Pirates	Funny	18	3/15/47
6404	Half-Wit's Holiday	Funny	17½	3/29/47
6405	Fright Night	Funny	17	5/10/47
6406	Out West	Funny	17½	5/10/47

COLOR RHAPSODIES—Technicolor (10)

6501	Loco Lobo	Cute	6	12/ 7/46
6502	Cockatoos for Two		6	
6503	Big House Blues		7	
6504	Mother Huba-Huba-Hubbard		6	

COLOR PHANTASIES (12)

6701	Fowl Brawl	Funny	6	4/ 5/47
6702	The Uncultured Vulture	Funny	6	5/10/47
6703	Wacky Quacky		6	
6704	Leave Us Chase It		6	
6705	Tooth Or Consequences			

COMMUNITY SINGS (10)

6651	No. 1 (Leibert) The Gypsy		9½	
6652	No. 2 (Bakers) It's a Pity to Say Goodnight	Entertaining	10½	11/ 2/46
6653	No. 3 (Leibert) Surrender	Good	10½	11/16/46
6654	No. 4 (Baker) Pretending			
6655	No. 5 (Leibert) Rumers Are Flying	Singable	9½	3/15/47
6656	No. 6 (Baker) Ole Buttermilk Sky	Good	10	5/10/47
6657	No. 7 (Leibert) The Coffee Song & Open the Door Richard	Good	9	5/10/47
6658	No. 8 (Baker) I'll Close My Eyes			
6659	No. 9 (Leibert) For Sentimental Reasons			

THRILLS OF MUSIC (8)

6951	Jerry Wald & Orch		10	
6952	Machito & Orch	Good	10½	11/16/46
6953	Les Elgart & Orch	Fair	10	1/25/47
6954	Ray McKinley & Orch		9½	
6955	Shorty Sherock & Orch	Good	10	5/ 3/47
6956	Buddy Morrow & Orch		9½	
6957	George Towne & Orch			
6958	Ray Anthony & Orch			

SCREEN SNAPSHOTS (12)

6851	No. 1 (Radio Characters)		10	
6852	No. 2 (Looking Down on Hollywood	Good	10	11/16/46
6853	No. 3 (Rodeo)	Very Good	10	2/ 8/47
6854	No. 4 (Skolsky Party)		9½	
6855	No. 5 (Movie Columnists)	Interesting	9	3/15/47
6856	No. 6 (Behind the Mike)	Fair	9	3/29/47
6857	No. 7 (Holiday in Las Vegas)		10	
6858	No. 8 My Pal Ringoye (Smiley Burnette)		10	
6859	No. 9 Famous Hollywood Mothers			
6860	No. 10 (So This Is 'Ollywood)			

SPORTS REELS (12)

6801	Army Football Champions	Excellent	11	11/ 2/46
6802	Ten Pin Magic	Fair	10	11/16/46
6803	Hi-Li	Interesting	9½	12/28/46
6804	Best In Show (Dogs)		9	

COLUMBIA (Continued)

6805	Polo	Interesting	10	5/10/47
6806	Cue Tricks			
6807	Tennis Wizards			
6808	Goofy Golf			
6809	Grappling Groaners			

SERIALS

6120	Son of the Guardsmen	15 Chaps. 26		10/26/46
6140	Jack Armstrong	15 Chap. 20-25		3/ 1/47
6160	The Vigilante	15 Chaps.		

METRO-GOLDWYN-MAYER 1946-'47

MGM TECHNICOLOR CARTOONS (16)

W-831	Henpecked Hoboes			
W-834	Hound Hunters		7	
W-836	Red Hot Rangers		8	5/31/47

TOM & JERRY (Technicolor) CARTOONS

W-832	Cat Fishin'		8	
W-833	Part Time Pal		8	
W-835	Cat Concerto	Excellent	7	5/10/47

PETE SMITH SPECIALTIES (10)

S-851	Football Thrills of 1945		10	
S-852	Sure Cures	Excellent	10	10/ 5/46
S-853	I Love My Husband But			
S-854	Playing By Ear			
S-855	Athletiquiz			
S-856	Diamond Demon	Amazing	10	3/ 1/46
S-857	Early Sports Quiz		9	
S-858	I Love My Wife But		9	
S-859	Neighbor Pests			

TWO REEL SPECIALS (4)

A-801	Luckiest Guy In the World			

PASSING PARADE (6)

K-871	A Really Important Person			

TRAVELTALKS

T-811	Glimpses of California			
T-812	Calling on Costa Rica		10	
T-813	Around the World in California		9	5/17/47

MGM SPECIALS

A-802	Give Us The Earth			6/21/47

PARAMOUNT 1946-'47

NOVELTOONS—Technicolor (65)

P6-1	Spree for All	Good Start	7	10/26/46
P6-2	The Stupidstitious Cat	Funny	7	5/10/47
P6-3	The Enchanted Square	Very Good	10	5/10/47
P6-4	Madhattan Island			
P6-5	Much Ado About Mutton			
P6-6	The Wee Men			
P6-7	The Mild West			
P6-8	Naughty But Mice			

PACEMAKERS (6)

K6-1	Brooklyn I Love You	Superb	10	10/26/46
K6-2	Love in Tune	Different	9½	11/16/46
K6-3	Radio, Take It Away	Swell Satire	11	3/ 1/47
K6-4	Try and Catch Me		9	
K6-5	Brains Can Be Beautiful		10	
K6-6	Everybody Talks About It			

POPULAR SCIENCE—Magnacolor (6)

J6-1	No. 1	Average	11	11/16/46
J6-2	The Sponge Divers	Fair	11	1/25/46
J6-3	Air-Borne Pastures	Good	11	2/ 8/47
J6-4	Marine Miracles	Fascinating	10	5/ 3/47
J6-5	Moon Rockets		10	
J6-6	20th Century Vikings			

SPORTLIGHTS (10)

R6-1	Race Horses Are Born	Good	9	10/26/46
R6-2	Dive-Hi Champs	Good	10	11/16/46
R6-3	Queen of the Court	Very Good	10	1/25/46
R6-4	Like Father—Like Son	Interesting	10	1/25/46
R6-5	Jumping Jacks	Excellent	9½	3/15/47
R6-6	Selling the Sun	Excellent	10	2/ 8/47
R6-7	Under White Sails		9	
R6-8	Iced Lightning	Good	10	5/10/47
R6-9	Making the Varsity			
R6-10	Running the Hounds			
R6-3	Queens of the Courts	Very Good	10	1/25/46
R6-9	Making the Varsity		10	

UNUSUAL OCCUPATIONS—Magnacolor (6)

L6-1	No. 1	Average	10	11/16/46
L6-2	Swedish Glass Makers	Interesting	10	2/ 5/47
L6-3	G.I. Hobbies		11	
L6-4	The Stunt Girl		11	
L6-5	Artic Artisan			

PARAMOUNT (Continued)

SPEAKING OF ANIMALS (6)

Y6-1	Stork Crazy	Very Good	10	1/25/47
Y6-2	Pooch Parade	Good	10	1/25/47
Y6-3	Country Life		9	
Y6-4	They're Not So Dumb		8	
Y6-5	In Love		10	
Y6-6	As Our Friends			

MUSICAL PARADES (6)

FF6-1	Sweet and Low		19	
FF6-2	Champaigne for Two		20	
FF6-3	Smooth Sailing			
FF6-4	Paris in the Spring			

GEORGE PAL PUPPETOONS—Technicolor (6)

U6-1	Wilbur the Lion	Excellent	10	5/ 3/47
U6-2	Tubby the Tuba		10	

POPEYE (6)

E6-1	Abusement Park		7	
E6-2	I'll Be Ski-ing Ya		8	
E6-3	Popeye and the Pirates			
E6-4	Royal Four Flusher			

TWO REEL SPECIAL

37	Two Decades of History		22½	

LITTLE LULU

D6-1	Loose in the Caboose	Funny	8	5/10/47
D6-2	Cad and Caddie			
D6-3	A Bout With a Trout			

RKO RADIO 1946-'47

EDGAR KENNEDY (6)

73401	I'll Build It Myself	Hilarious	15	10/26/46
73402	Do Or Diet	Good	18	3/15/47
73403	Social Terrors		18	

FLICKER FLASHBACKS (8)

74201	No. 1	Excellent	9	10/25/46
74202	No. 2	Good	9	11/16/46
74203	No. 3		8	
74204	No. 4		10	
74205	No. 5	Good	8	5/10/47
74206	No. 6		9	

RAY WHITLEY MUSICALS (4)

73501	Bar Buckaroo		16	
73502	Cupid Rides the Range		18	
73503	Bandits and Ballads		17	
73504	A Buckaroo Broadcast		18	

SPORTSCOPES (13)

74301	Skating Lady	Smooth	8	10/26/46
74302	Hail Notre Dame		9	
74303	Bowling Fever	Fair	8	12/26/46
74304	Kentucky Basketeers	Excellent	8	1/25/46
74305	College Climbers		8	
74306	Ski Champion	Excellent	8	3/15/47
74307	Ice Skippers		8	
74308	Wild Turkey		8	
74309	Racing Sleuth		8	

THIS IS AMERICA (13)

73101	Beauty for Sale	Interesting	17	12/ 7/46
73102	Germany Today	Informative	16	1/25/46
73103	A Nation Is Born		20	
73104	Campus Boom	Timely	16	3/15/47
73105	San Francisco—Pacific Gateway	Excellent	16	3/22/47
73106	Forgotten Island		18	
73107	Big Party		17	

MUSICAL FEATURETTES (4)

73201	Melody Time	Very Good	18	1/25/47
73202	Follow That Music		18	
73203	Let's Make Rhythm		20	

SPECIAL

73901	Football Highlights of 1946		20	

LEON ERROL

73701	Borrowed Blonde	Fair	15	3/28/47
73702	Wife Tames Wolf	Fair	17	5/10/47
73703	In Room 303		17	
73704	Hired Husband		19	

WALT DISNEY

64116	Rescue Dog	Hilarious	7	5/10/47
64117	Straight Shooters		6	
64117	Straight Shooters		7	
64118	Sleepy Time Donald		7	

20th CENTURY-FOX 1946-'47

MOVIETONE ADVENTURES (12)

7201	Fantasy of Siam	Excellent	8	2/ 8/47
7202	Royalty of the Range	Interesting	9	3/29/47
7203	Harvest of the Sea	Interesting	9	3/29/47

(Color)

7251	Sons of Courage		8	
7252	Jamaica	Excellent	8	10/26/46

20th CENTURY-FOX (Continued)

7253	Historic Capetown	Excellent	8	.. 9/21/46
7254	Girls and Gags		8	.....
7255	The Cape of Good Hope..	Interesting	8	.. 5/10/47
7256	Zululand	Interesting	8	.. 3/29/47
7257	Gardens of the Sea			.....
7258	Romance of the Fjords			.....
7259	Sweden			.....

SPORTS REVIEWS—Technicolor (6)

7301	Football Fanfare	Good	8	.. 9/14/46
7302	Style of the Stars.....	Good	10	.. 3/29/47
7303	Tanbark Champion ..... (Technicolor)			.....
7351	Winter Holiday	Good	8	.. 9/21/46
7352	Summer Trails	Beautiful	8	.. 1/25/46
7353	Playtime's Journey		8	.....

TERRYTOONS—Technicolor (20)

7501	Winning the West.....	Good	7	.. 9/14/46
7502	The Tortoise Wins Again.	Good	7	.. 8/17/46
7503	The Electronic Mouse Trap	Very Good	7	.. 2/ 8/47
7504	The Jail Break.....	Fine	7	..10/ 5/46
7505	The Snow Man.....		7	.....
7506	The Housing Problem....	Funny	7	.. 9/21/46
7507	The Crockpot King.....	Wonderful	7	.. 1/25/46
7508	The Uninvited Pests.....		7	.....
7509	Mighty Mouse and the Hep Cat	Very Good	7	.. 1/25/47
7510	Beanstalk Jack		7	.....
7511	Crying Wolf		7	.....
7512	McDougal's Rest Farm..	Very Funny ...	7	.. 3/29/47
7513	Dead End Cats.....		7	.....
7514	Happy Go Lucky.....		7	.....
7515	Mexican Baseball		7	.....
7516	Aladdin's Lamp		7	.....
7517	Cat Trouble		7	.....
7518	Sky Is Falling.....		7	.....
7519	The Intruder		7	.....
7520	Mighty Mouse Meets Deadeye Dick		7	.....

MARCH OF TIME (13)

1	Is Everybody Happy		18	.....
2	World Food Problem....	Excellent	17	..10/ 5/44
3	The Soviets' Neighbor...	Revealing	18	..11/ 2/46
4	The American Cop.....	Good	18	..12/8/46
5	Nobody's Children	Excellent	17	..12/28/46
6	Germany—Handle With Care	Excellent	19	.. 2/ 8/47
7	Fashion Means Business.	Excellent	17½	.. 3/ 1/47
8	The Teachers' Crisis			.....
9	Storm Over Britain.....			.....
10	The Russians Nobody Knows			.....

DRIBBLE PUSS PARADE

7901	Monkey-Tone News	Amusing	9	.. 2/ 8/47
7951	Fisherman's Nightmare .	Entertaining ..	8	.. 3/15/47

UNITED ARTISTS
1946-'47

DAFFY DITTIES

	Choo Choo Amigo.....	Excellent	8	.. 8/ 7/46
	The Lady Said No.....		8	.....
	Pepito's Serenade		7½	.....

MUSICOLORS (7)

	Toccata and Fugue.....	Intriguing	10	..10/26/46

WORLD TODAY

	Wonder Eye		10	.....

UNIVERSAL-INTERNATIONAL
1946-'47

NAME BAND MUSICALS (13)

2301	Frontier Frolic	Good	15	..12/28/46
2302	Champaigne Music	Good	15	.. 1/25/47
2303	Tumbleweed Tempos	Very Good	15	..12/28/47
2304	Moonlight Melodies	Excellent	15	..12/28/46
2305	Tex Beneke & the Glenn Miller Orch.		15	.....
2306	Melody Maestro		15	.....
2307	Tommy Tucker Orch.....		15	.....
2308	Charlie Barnet Orch.....		15	.....
2309	Charlie Spivac Orch.....		15	.....
2310	Jitterumba		15	.....
2311	Record Party			..7/2/47

SING AND BE HAPPY (8)

2381	A Bit of Blarney.....	Good	11	..10/12/46
238	The Singing Barbers.....		10	.....
2383	Let's Sing a College Song.....		10	.....
2384	Let's Sing a Western Song.....		10	.....

TECHNICOLOR CARTUNES (13)

2321	Fair Weather Fiends....	Funny	7	..12/28/46
2322	The Wacky Weed.....	Good	7	..12/28/46
2323	Musical Moments		7	.....
2324	Smoked Hams	Good	7	.. 5/10/47
2325	Coo-Coo Bird		7	.....
2326	Overture to William Tell.....		7	.....

UNIVERSAL-INTERNATIONAL (Cont.)

THE ANSWER MAN (8)

2391	No. 1	Interesting	10	..10/26/46
2392	Nature's Atom Bomb....	Interesting	10	..12/28/46
2393	The Jungle Gangster.....	Good	9	.. 5/10/47
2394	Red Fury	Interesting	8	.. 5/10/47

VARIETY VIEWS (8)

2341	Bear Facts		9	.....
2342	Pelican Pranks			.....
2343	Wild West Chimp.....	Funny	9	.. 5/10/47
2344	Rhumba Holiday	Good	9	.. 5/10/47
2345	Patio Museum			.....6/23/47
2346	Bronco Babes			.....6/23/47

JUVENILE JURY SERIES (8)

2361	Juvenile Jury No. 1.....		10	.....
2362	Juvenile Jury No. 2.....	Poor	10	.. 5/10/47
2363	Juvenile Jury No. 3.....			.....5/26/47
2364	Juvenile Jury No. 4.....			.....6/2/47

SERIALS (1)

	Mysterious Mr. M.....			.....

VITAPHONE-WARNER BROS.
1946-'47

BLUE RIBBON CARTOONS—Technicolor (18)

3301	Fox Pop		7	.....
3302	Wacky Worm		7	.....
3303	You're an Education.....		7	.....
3304	Have You Got Any Castles		7	.....
3305	Pigs is Pigs.....		7	.....
3306	Cat's Tale		7	.....
3307	Goofy Groceries		7	.....
3308	Doggone Modern		7	.....
3309	Sneezing Weasel		7	.....

FEATURETTES (6)

3102	Minstrel Days		20	.....
3103	Alice in Movieland.....		20	.....
3104	Dog in the Orchard.....		20	.....
3105	Keystone Hotel		18	.....
3106	Remember When		20	.....

MELODY MASTERS (6)

3601	Desi Arnaz & Orch.....		18	.....
3602	Melody of Youth.....	Very Good	10	.. 3/ 1/47
3603	Big Time Review.....	Fair	10	.. 3/29/47
3604	Stan Kenton & Orch.....	Fair	10	.. 4/ 5/47
3605	Vaudeville Revue		10	.....
3606	Zero Girl		10	.....

MERRIE MELODIES—Technicolor (20)

2701	Kitty Kornered	All Right	7	.. 7/28/46
2702	Hollywood Daffy	Very Good	7	.. 8/ 3/46
2703	Eager Beaver	Very Good	7	.. 8/14/46
2704	Great Piggy Bank Robbery	Good	7	.. 9/14/46
2705	Bacall to Arms.....	Novel	7	.. 9/14/46
2706	Of Thee I Sting.....	Very Good	7	.. 9/ 7/46
2707	Walky Talky Hawky....	Excellent	7	.. 9/ 7/46
2708	Fair and Warmer.....	Fast	7	..10/12/46
2709	Mousemerized Cat	Fair	7	..11/18/46
2710	Mouse Menace	Good	7	..12/28/46
2711	Roughly Squeaking		7	.....
2712	One Meat Brawl.....	Funny	7	.. 5/ 3/47
2713	Goofy Gophers	Very Funny ...	7	.. 5/10/47
2714	Gay Anties	Good	7	.. 5/10/47
2715	Scent-imental Over You.....		7	.....
2716	Birth of a Notion.....		7	.....
2717	Tweetie Pie		7	.....
2718	Rabbit Transit		7	.....
2719	Hobo Bobo		7	.....
2720	Along Came Daffy.....		7	...
3701	Inki at the Circus.....		7	.....
3702	Growing Pains		7	..

BUGS BUNNY SPECIALS—Technicolor

2721	Hair Raising Hare.....		7	..
2722	Acrobatty Bunny		7	.. ...
2723	Racketeer Bunny		7	.. ...
2724	Big Snooze		7	.....
2725	Rhapsody Rabbit		7	.....
2726	Hare Grows in Manhattan.....		7	.....
3719	Easter Yeggs		7	.....

SPORTS PARADE—Technicolor (13)

3501	King of the Everglades.....		10	.....
3502	Lazy Hunter	Good	10	..11/16/46
3503	Battle of Champs.....	Excellent	10	.. 5/ 3/47
3504	American Sports Album..	Interesting	10	.. 4/ 5/47
3505	Let's Go Swimming.....	Good	10	.. 3/ 1/47
3506	Arrow Magic		10	.....
3507	Harness Racing		10	.....
3508	Flying Sportsman in Jamaica		10	...
3509	A Day at Hollywood Park.....		10	.....
3510	Tennis Town		10	.....
3511	Sportsman's Playground		10	.....

TECHNICOLOR ADVENTURES (6)

3801	Star Spangled City.....	Excellent	10	..11/16/46
3802	Rubber River	Fair	10	..12/28/46
3803	Kingdom of the Wild.....		10	.....
3804	Circus Horse		10	.....

TECHNICOLOR SPECIALS (8)

3001	Cinderella's Feller		20	.....
3002	The Last Bomb.....	Tremendous ...	20	.. 9/21/46
3003	A Boy and His Dog.....		20	.....
3004	Saddle Up		16	.....
3005	Song of a Nation.....		20	.....

VITAPHONE VARIETIES (6)

3401	So You Want to Keep Your Hair	Fair	10	..12/28/46
3402	So You Want to Play the Horses	Funny	10	..11/ 2/46
3403	So You Think You're a Nervous Wreck	Fair	10	.. 3/29/47
3404	So You're Going to be a Father		10	.....
3405	So You Want to Be in Pictures		10	.....
3406	So You're Going on Vacation		10	.....

NEWSREEL SYNOPSES

(Released Wednesday, June 4)

MOVIETONE (Vol. 29, No. 79)—Scientists study total eclipse of the sun in Brazil; New constitution is hailed in Tokyo; Father Flanagan to form a youth organization in Japan; Annual Shriners convention in Atlantic City; Coast Guard Academy in Connecticut trains cadets in seamanship; Pyramid Lake, Nevada, a natural sanctuary for wild birds; Wellesley is the only woman's college with 8-oar shells; Palomina horses at Magnolia Farm, Orlando, Fla., in frisky mood; Magicians in Chicago prove the hand is quicker than the eye.

NEWS OF THE DAY (Vol. 18, No. 277)—Total eclipse filmed by U. S. expedition; Nation's Shriners on parade in Atlantic City conclave; Education of the Japanese Crown Prince at Boystown, Neb.; Silk fair fashion show in Japan; The Wellesley girls' crew in action; Meeting of magicians in Chicago; Pretzel benders' college in Allentown, Pa.

PARAMOUNT (No. 80)—16,000 Shriners parade at Atlantic City; Scientists study solar eclipse; School days with a twist; Japanese hail new constitution; Japan's silk fair; Boys Town—Tokyo; Fishermen's paradise, open for business.

RKO PATHE (Vol. 18, No. 82)—Solar eclipse in Brazil; General Eisenhower asks citizens to control war; Pope names Swiss patriot as saint; California tops Washington in crew thriller; U.N. youngsters at Coney Island; Holland produces record tulip crop.

UNIVERSAL (Vol. 20, No. 43)—Solar eclipse in Brazil; News briefs from Tokyo; 16,000 Shriners parade in Atlantic City; Students on a "bender" in Allentown, Pa.; Magicians meeting in Chicago.

ALL AMERICAN (Vol. 5, No. 241)—Mrs. State's Attorney; Horse play; Poilus take Commando training; A house for dolly—or anybody; The parade is on in Memphis for cotton makers' jubilee.

TELENEWS (Vol. 1, No. 6)—First films of the guerilla fighting in Poland; Moslem pilgrims from north Africa voyage to Mecca; Weird rites for the dead in Madagascar; France reclaims war trophies in Austria; In world of science surgeons operate on microbes; Hindus in India honor ancient cult of Rama; Life among Australian aborigines; Old Austrian crafts revived in Vienna; Sports we seldom see—kayaks

(Released Saturday, June 7)

NEWS OF THE DAY (Vol. 18, No. 278)—Air tragedies shock the nation; Tribute to our Yanks overseas; Dionne Quints' 13th birthday; Thrills and spills in Speedway classic; Fastest man on two feet; The famous Belmont Stakes.

PARAMOUNT— (No. 82)—Canadian mill owner aids 100 Polish girls; American war dead remembered on Memorial Day in Luxembourg; Nation probes worst air crashes; Phalanx wins Belmont Stakes; Mel Patton, world's fastest human; Mauri Rose wins 500-mile auto classic.

MOVIFTONE (Vol. 29, No. 80)—Aviation disasters at La Guardia Airfield and in Maryland; Memorial Day homage to our fallen heroes; President Truman returns to capital for big decisions; Prize bull brings $34,000 at Kansas City auction; Famed Dionne Quints reach 'teen age; Phalanx wins Belmont Stakes; Mauri Rose wins Indianapolis auto speed grind.

RKO PATHE (Vol. 18, No. 83)—Air crashes shock nation; Dionne Quints are 13; One World award to LaGuardia; Normandy marks D-Day; Indianapolis and Belmont races.

UNIVERSAL (Vol. 20, No. 44)—Ninety-four die in air crashes; Anzio heroes are honored; Polish imported for factory work; Phalanx wins Belmont Stakes; Rose wins Indianapolis auto race.

Will Ask Exhibitors

Sam Katzman announced this week that he will ask a number of motion picture exhibitors from coast to coast to name their choice for the title role in "Brick Bradford," 15-chapter serial which he will produce for Columbia. He will attempt to make the casting in accordance with that choice. The serial will be based on the adventures of the well-known comic strip character.

Lila Leeds Signed

Jack L. Warner has announced the signing of Lila Leeds to a term contract, bringing to seven the number of young players added to Warner Bros.' roster this year. The blonde, 19-year-old player is a native of New Mexico.

Lifts Castle Option

Columbia has picked up its option on Director William Castle, who recently served as associate producer to Orson Welles on the Rita Hayworth-Welles starring vehicle, "The Lady from Shanghai."

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SHOWMEN'S TRADE REVIEW

THE SERVICE PAPER OF THE MOTION PICTURE INDUSTRY



REVIEWED IN THIS ISSUE

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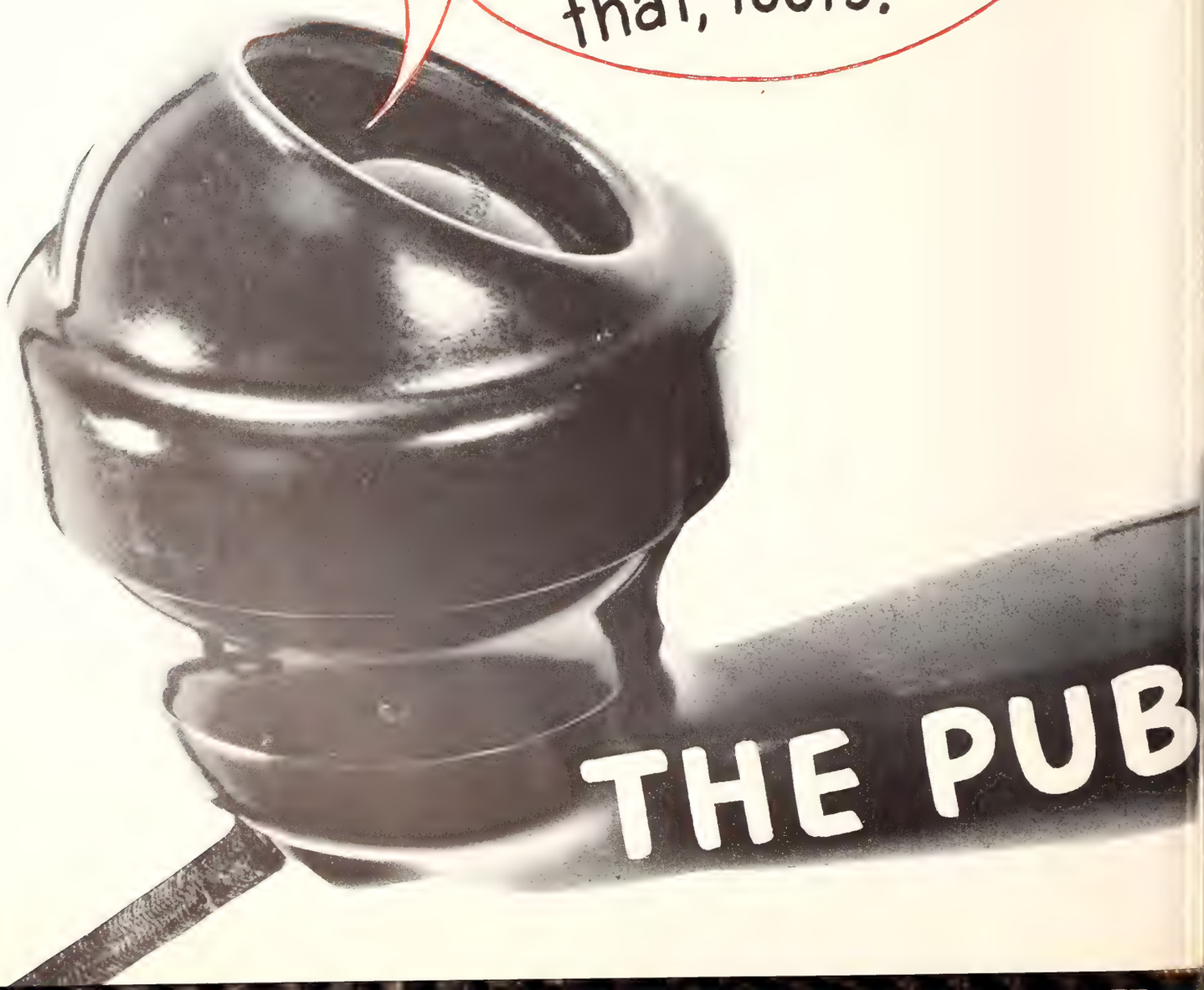
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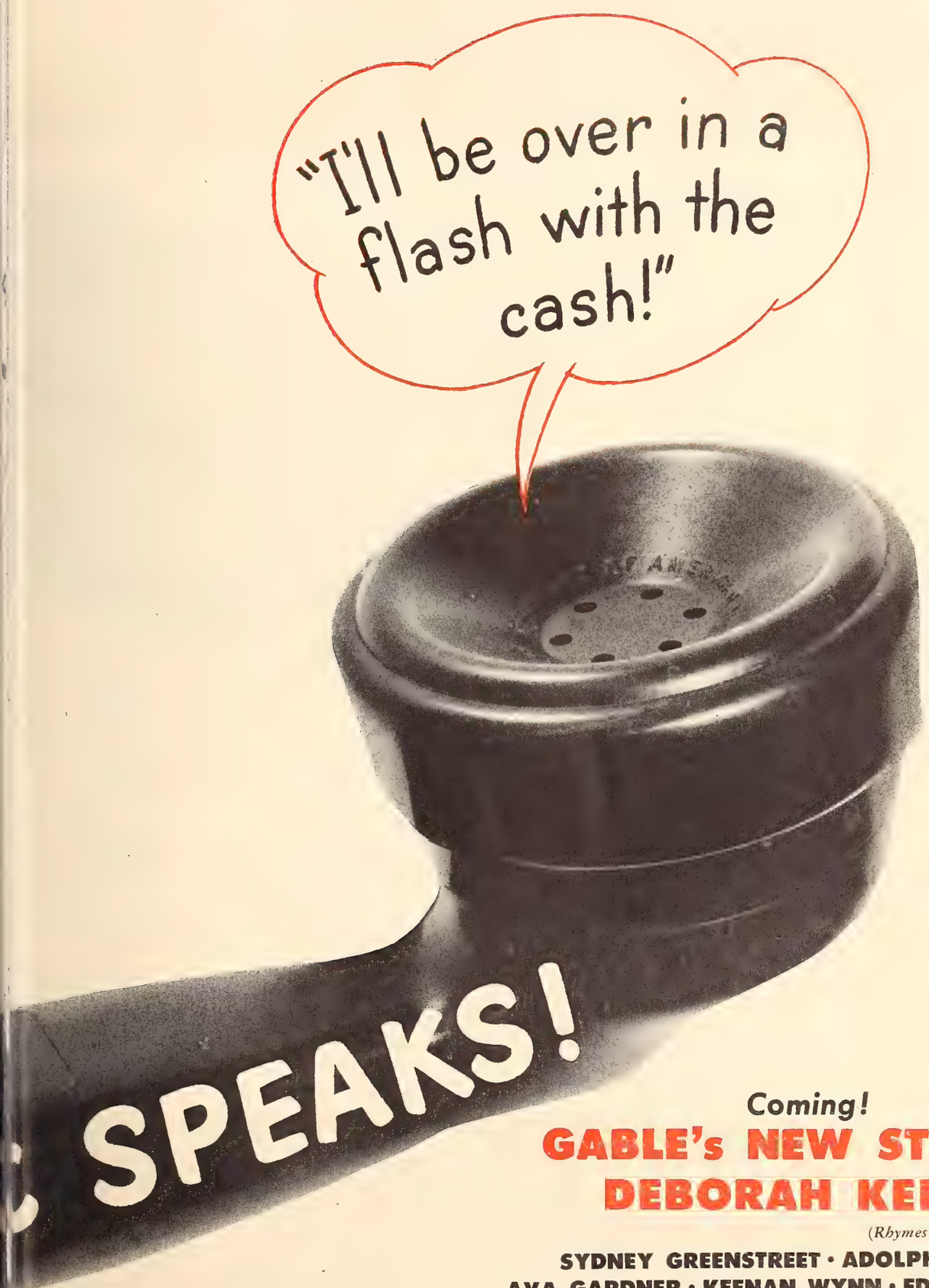
CHARLES E. 'CHICK' LEWIS
Editor and Publisher

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"HONEY! It's here! The one picture I've got to see! CLARK GABLE and that gorgeous new star DEBORAH KERR in 'THE HUCKSTERS!' Yes! that's the M-G-M picture of the best-seller that everyone is simply crazy to see. Buy me that, toots!"



THE PUB



Coming!

GABLE's NEW STAR IS DEBORAH KERR!

(Rhymes with Star)

SYDNEY GREENSTREET • ADOLPHE MENJOU
AVA GARDNER • KEENAN WYNN • EDWARD ARNOLD

"THE HUCKSTERS"

Screen Play by Luther Davis • Adaptation by Edward Chodorov and George Wells • Based on the Novel by Frederic Wakeman

Directed by
JACK CONWAY

Produced by
ARTHUR HORNBLOW, JR.

A Metro-Goldwyn-Mayer Picture

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ENTERTAINMENT LEADERSHIP

THE EDITORIAL PAGE

Anniversary Thoughts

STR was founded fourteen years ago. . . .

From the editorial of the first issue back in 1933 we quote. . . .

"The purposes of this publication are primarily constructive. . . . If we can't stand on the merits of our publication and the service it represents to our subscribers then it won't be through any fault of ours."

And from an editorial in the issue of June 24, 1933 we find the following: "To gain the respect of the industry it represents . . . a trade publication must be founded upon certain principles and rarely . . . if ever . . . depart from its set purpose in life . . To this end . . . STR has based its entire existence on one predominating factor . . . SERVICE . . . and intends to make service the keynote of every single item printed within its covers. . . ." (Ed. Note: We're still at it, thank you).

And from the news columns of some of those early issues we read:

" 'Dinner At Eight,' the MGM special . . . will be roadshown before it is generally released. . . ."

"Ed Kuykendall, prominent Mississippi exhibitor, will be elected president of M.P.T.O.A., to succeed M. A. Lightman. . . ."

"Warner Brothers are figuring on adding to their current theatre holdings."

"With industry control by the government an accomplished fact under the NRA, all branches of the film business move from speculation to study of the realities ahead when the trade practice code for the industry is written."

"Fate of double feature bills as a widespread policy rests wholly with key first runs, according to independent showmen. . . ." (Ed. Note. No change to date.)

"Fox will release more than forty-eight features during the coming season. . . ." (Ed. Note: Things have changed in fourteen years).

And here's one that is right smack in the forefront today: "Show business is returning to Showmanship."

"The first open-air, automobile drive-in picture house especially built for this purpose, opened in Camden, N. J., last week. Eight inclined semi-circular parking spaces will hold four hundred cars."

"The MPTO of Connecticut has withdrawn from the national organization of MPTOA. . . ."

* * *

Yes indeed. Much water has gone over the dam and many things have happened since STR first made its appearance. It saw the industry struggle through a tough depression, an upswing in business, a so-called recession, the beginning of a slowly mounting box-office take with the country launching its defense program followed by the declaration of war and a boom that continued right through the war years and, in many parts of the country, still holds close to peak levels.

Through it all, STR has tried to keep pace with an industry that has had to alter its styles and policies many times to conform to the changing pattern of the American way of life.

And during all of the past fourteen years, this publication has religiously adhered to a policy that obtained for its first issue, i.e., to give this industry a service publication in every sense of the word.

It is our hope . . . our wish and our prayer that we may continue to so serve an industry in which we have spent all the years of our life since 'way back in 1909 when we first "joined up" as studio boy in the old IMP studio here on West 56th Street in New York.

* * *

It has not been a one-sided affair by any means. Without the magnificent encouragement and support of our subscribers and advertisers, we could not have been around to greet you on this fourteenth anniversary. We at STR are most grateful and pledge our best to continue to deserve such handsome recognition and goodwill.

▲ ▲ ▲

Trade Notes

If there is a sweeter package of entertainment and audience appeal than "Miracle on 34th St." we haven't seen it recently.

We'll promise you one thing for sure: your audiences will talk this one up to the high heavens and it will build each day over the previous day to give you the highest take your box-office has experienced in a long time.

* * *

The new Allied Artists organization is making a most auspicious bow into major film circles with its initial offering, the down-to-earthy, rib-tickling and mighty entertaining "It Happened on 5th Avenue."

The new baby of the industry is actually a full-fledged grownup in every department of production, distribution and exploitation and is the big brother of the veteran Monogram company. Allied Artists has many well-wishers in the industry and they are cheering to see the company off to such a swell start.

—"CHICK" LEWIS

WHAT'S NEWS
In the Film Industry This Week

EXHIBITION—A. E. Landieth is a Portsmouth, Va., exhibitor who runs a Negro theatre. At one time Landieth used to smart over the fact that his chain opposition could buy product ahead of him, though he contended he was ready to meet and beat their rentals. He smarted even more, as he told people, under the suspicion that probably he was paying more for film on a subsequent-run than his opposition was paying to get it before him. So when the American Theatres Association polled exhibitors for an opinion on whether they should fight competitive bidding or not, Landieth told them bluntly they should give it a chance. This week he was equally frank and equally blunt. To Showmen's Trade Review he declared he had bought 15 pictures under the bidding system without paying a cent more than he felt he should pay; that he had gotten the run he wanted and that he felt the distributors who sold him on bids were not out to gouge. (P. 9).

In Kentucky exhibitors smarting over the local checking system were looking ahead to do something about it in a legal way by drafting a bill to present to the 1948 legislature which would put checkers under a state board and provide regulations for them. (P. 9). In Missouri and Connecticut the same militant system plus good hard sense paid dividends as legislatures of both states closed without passing a single anti-industry bill. (P. 10). Rampaging rivers meanwhile in the tri-state area of Missouri, Iowa and Illinois made their rage felt against certain areas, flooding theatres in Eddyville and Ottumwa, holding up film deliveries, blocking off whole communities and leaving the inhabitants of the area hoping for dry weather which meteorologists said would be the only thing to ease the situation.

In the Minnesota area chains and independents moved to cut prices, especially for children. An executive of the auto workers' union in Milwaukee protested admission prices, and generally the past week seemed to be off as far as business was concerned due possibly to the weather which ranged from blasts of heat to deluges of rain. However, popular pictures still were pulling in the dollars.

In Ft. Wayne, Ind., the Alliance circuit bought the 3000-seat Emboyd and will take over when the Quimby circuit lease expires, and in England, the Cinematograph Exhibitors Association came out flatly and said that shutting out American films would not save dollars as there were insufficient British films to fill their requirements and that a cut in the American product they could get would mean higher prices. The group also expressed weariness over the praise of British pictures and the venomous criticism of Hollywood. In Buffalo, the Motion Picture Theatre Owners of that city reelected Merritt A. Kyers president and the Kansas-Missouri Theatres Association fixed their convention date as Sept. 30-Oct. 1 in Kansas City, Mo.

* * *

DISTRIBUTION—The Motion Picture Export Association celebrated its first birthday this week, chesty over the fact that it had concluded deals in 10 of the 13 European countries where the war had snarled up distribution, and commented on the fact that, picture for picture, American films were outgrossing other films abroad.

Universal announced $50,000 prizes in its "Nate J. Blumberg-J. Arthur Rank Good Business Drive," Paramount was holding meetings in its current drive; 20th-Fox announced releases of six pictures for June.

* * *

GENERAL—Mrs. America and her daughter, Miss America, like musicals best in the movies, are finding less fault with the moral content of films and almost invariably do the picking of what picture the family is going to see, allowing Mr. America to come along—and pay for the tickets. That's the impression the poll of Woman's Home Companion readers gives. Warner Bros., new newsreel due in November will be called "The Warner News." Merian C. Cooper and John Ford have formed a new producing unit known as Arko; Universal and J. Arthur Rank have reached a talent interchange deal which starts off with the loan of Robert ("The Killers") Siodmak to direct "Precious Bane" for Two Cities, and Gene Autry made westerns take hold in England, British-Lion's Sid Meyers declared in Hollywood this week. From the same location Eagle-Lion Board Chairman Robert Young said he planned no shakeups in that company and was satisfied with progress to date; labor unions there were chary on commenting on the request Monogram's Steve Broidy made for wage and working conditions concessions to cut the costs on B's, saying it would have to be studied; and the summer doldrums didn't hit production which seemed to have stepped up this week.

In Memphis Censor Lloyd Binford banned Charles Chaplin's "Monsieur Verdoux," making no official comment but saying unofficially that it was a "comedy that makes murder a joke," and in Washington the Federal Trade Commission charged United Artists with "misrepresentation" on its advertising of "The Life and Death of Col. Blimp," alleging that the film had been advertised as the "original, complete, full-length picture" when it had been cut.

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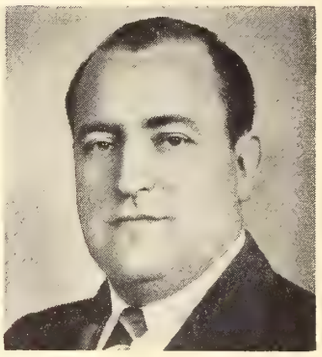
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The News Spotlight



ROBERT W. SELIG . . . he helps run a university as well as helping run theatres and at 36, his job as president of the board of trustees of the University of Denver, makes him the youngest such executive in the United States. He's also executive assistant to Frank H. Ricketson of Fox-Intermountain. (P. 16).



HERMAN LEVY . . . he proved exhibitors can help themselves if they work together as the Connecticut legislature closed without passing a single "anti" theatre bill (P. 10).



SAM SHAIN . . . once he wrote for trade papers; now he directs exhibitor relations. (P. 15).

NATIONAL NEWSREEL

Kid Admissions

Milwaukee's auto workers union burst into print this week in a letter to the Journal, complaining about children's admission prices. Said the letter in part:

"The present cost of theatre admissions . . . for school-age young people creates a real hardship for parents and young people. Many students cannot enjoy a reasonable number of motion pictures because of the cost of tickets and car fares."

The writer concluded with the remark that he favored a resolution for the union to consider whereby it would support any movement to remedy the admission price situation.

Trade Relies on Cowdin to Present Ticket Tax Views

Motion picture circles were relying upon Universal Board Chairman J. Cheever Cowdin, to present their arguments for elimination of the film admissions tax as a part of the permanent post-war tax structure this week. Cowdin was named last weekend as one of 11 national leaders on a special committee to advise the House Ways and Means Committee and the Treasury on the overhauling of the entire internal revenue code.

Meantime, the National Association of Photographic Manufacturers this week asked for an end to the excise tax on photographic goods and services.

Kentucky Exhibitors Propose Checking Control Legislation

Bill Drafted By Theatre Owners Provides for a Film Theatre Audit Board

Enraged Kentucky exhibitors, smarting under the fact that they have been unable to do anything about local checkers and other alleged checking abuses, this week prepared to fight back through checking control legislation which they plan to introduce in the form of a proposed law to their legislature when it convenes in 1948.

This became known as Guthrie F. Crowe, president of the Kentucky Association of Theatre Owners, made public a summary of the bill which has largely been drafted by his organization.

The bill, which provides for a Kentucky Motion Picture Theatre Audit Board, would place the cost of such operation on the distributor, by requiring that the fees charged by the board be held out of percentages.

Sets Up of Board

The Board would consist of the State's lieutenant governor, as chairman, the attorney general and three members to be appointed by the governor, presumably from nominations made by the Kentucky Association of Theatre Owners and other exhibtior suggestions.

The board in turn would adopt eligibility standards for those who audit (this was interpreted as a direct attack on the local checker) ; inspect theatre attendance records and receipts where percentage pictures are involved, adopt rules, fix its own fees for reimbursement, transportation and lodging of its inspectors, and to cover the cost of maintaining an office with personnel.

The law would make it illegal for any exhibitor to permit a person to check who was not recommended as qualified by the board, and would require exhibitors to furnish the authorized inspector with all necessary information including records of state admission taxes.

Selling Several Films in One Contract Held Valid

Sale of more than one motion picture under the terms of one contract is not a violation of the New York statutory court's decree, provided there is no evidence that the sale of any picture has been conditioned upon the acceptance of another, Multnomah County Circuit Court Judge Walter L. Tooze ruled in Portland, Oregon, this week.

Judge Tooze's decision was made in favor of Monogram which had sued E. Slaney of the Capitol Theatre at Multnomah, Oregon, for alleged breach of contract. Judge Tooze's verdict says in effect that any number of pictures can be written on a single contract as long as there are no tie-ins.

Monogram claimed that Slaney had contracted for product and then had refused to pick up his pictures. After it filed suit Slaney contended that the New York Statutory Court decree had outlawed contracts which covered more than one picture. The court ruled that there was no evidence that any product had been forced upon Slaney and that nothing was contradictory to the decree in writing up several pictures on one form.

The ruling gains significance because of the opinion prevalent in several sections among exhibitors that contracts of this nature had been voided by the New York decree.

ATA May Push for Tax Elimination On Kids and Seats Under 41 Cents

That the American Theatres Association would push a tax-reduction elimination program on the federal amusement admission tax during 1948 which might include elimination of taxes on children's admissions and admissions under 40 cents and which might seek a reduction to 10 per cent on seats selling over 40 cents, seemed more than likely this week as that organization studied a plan to submit to the House Ways and Means Committee.

The ATA plan is in a flexible stage. But the idea of a graduate tax scale was suggested to the Committee by ATA Board Chairman Ted Gamble when he testified. Gamble's suggestion, however, may run into stormy weather with some exhibitors who believe that a graduated tax plan which eliminated the levy on lower-brackets would split the exhibitor front.

(Washington despatches reported that Gamble had recommended orally to the committee that there be no tax on tickets selling at 40 cents or below that price. On tickets selling at 41 cents upward, he reportedly recommended a graduated tax which would get stiffer for the higher-priced tickets. Gamble was said to have declared that tickets costing more than 70 cents should bear a heavier tax because the people who pay that much for a ticket can better afford the tax).

It was thought possible that a program for a reduction of taxes on all adult seats to 10 per cent and the elimination of the tax on children's admissions, might be acceptable to all.

At any rate Washington made it definitely known that no tax reduction would be presented to the current Congress and all work for a reduction is directed now toward 1948.

State Tax on Admissions Looms in Massachusetts

Massachusetts seemed set for a politically-powered drive to add a five per cent state tax to amusement admissions this week as Gov. Robert F. Bradford tossed a bomb into amuse-

(*Continued on Page* 16)

Distributors in Virginia Do Not Seek 'High Dollar' in Bidding—Landieth

Distributors offering pictures on a competitive basis in the Virginia area are not going after the "high dollar" and he has been able to buy first-runs for his 600-seat Negro theatre without paying any more than he did in the past for second-run, A. E. Landieth, operator of the Lyric Theatre at Portsmouth, declared this week.

Landieth, who has been something of an individualist in the matter of competitive bids, is the exhibitor who had told the American Theatres Association flatly that he did not approve its move to intervene against competitive bidding when that organization polled exhibitors for their opinions on such a move last fall. At the time he wanted the system tried.

This week he made public a list of 15 pictures he had bought, claiming that he had not been forced to pay more for them than he would have ordinarily. They were:

MGM—"Rage in Heaven," "Boomtown."

RKO—"Trail Street," "Beat the Band," "Code of the West," "The Devil Thumbs a Rdie."

Paramount—"Blue Skies," "Suddenly It's Spring," "Cross My Heart," "Trouble with Women," "Easy Come, Easy Go," "Calcutta,"

(*Continued on Page* 16)

NATIONAL NEWSREEL

Connecticut Exhibitors Beat Anti-Show Bills, Win Points

The motion picture industry's near-perfect score on restrictive legislation continued clean last week as three more State legislatures adjourned without passing measures aimed at the film business. Latest to close doors were the legislatures of Missouri, Rhode Island and Connecticut. Tax bills were introduced in all three. This brings to a total of 32 the state legislatures which have adjourned thus far this year. Twelve state groups are still in session.

(*See The News Spotlight*)

A hard-fighting, wide-awake Motion Picture Theatre Owners of Connecticut leaned backed for a rest this week, and surveying their state's recent legislative season, found that team work, which combined aggressive action with diplomacy, had not only defeated all measures inimical to theatres but had actually succeeded in modifying other restrictions which exhibitors had found a source of annoyance.

The record, as compiled by the state capital correspondent for SHOWMEN'S TRADE REVIEW, indicated that:

No admissions taxes were passed, though a state sales tax, not applicable to theatres, did become law and will affect the sale in theatres of confections which cost 13 cents or more. The sales tax law also provides for a booking system which is mandatory for such retail sales.

Beat Censorship

A censorship law, which would have required all films to be shown to children to pass a specially created reviewing board, was withdrawn by its sponsor. While the bill was aimed only at children attendance, as a practical fact it would have compelled all films to be censored had it become law.

Another law which, claiming to be for "public safety," would have required theatres to install a certain type of exit light, was defeated.

All featherbedding bills—including those requiring licensed boiler operators, elevator maintenance men, etc., — were killed.

A proposed $100-a-year tax on candy vending machines was killed.

One important amendment in the law, however, is that pertaining to "rents." Hitherto, according to the law, "rents" could not be subtracted from income when it came to paying the state corporation tax. While no attempt to prevent exhibitors from subtracting payments on film from their gross had been successful, showmen had long worried about the fact that some sources construed film payments as "rents" and felt that this "sword of Damocles" as one exhibitor called it, should be removed. The past legislature changed the law but also increased corporation taxes from two to three per cent.

OK Bids

Another measure benefiting theatres was the amendment of the law so that children could attend the movies unescorted before 4 P.M. Hitherto they had to have an adult escort.

And still another law removed restrictions from employing women past 10 P.M., allowing them to work until 1 A.M.

In looking over the legislative record which saw some 2,200 bills introduced, MPTO Executive Secretary Herman Levy told SHOWMEN'S TRADE REVIEW that is was an excellent example of what could be accomplished by an exhibitor organization which kept posted on what was going on and which was able to present its case.

Levy made it plain that the inimical legislation had been defeated not by any single-handed effort on his part but by the full support of the organization.

"This proves again how important exhibitor organization can be," he declared. "What was done by the MPTO of Connecticut can be done in other locations and by united action on a national front. The importance of exhibitor organization becomes more and more important as we view all scenes — state and federal — today, and believe me fighting what isn't good law for theatres isn't the job of any one man or a small group of men. It's the job of every exhibitor which he can accomplish only through a united front."

No Industry Bills Passed By Missouri Legislature

The film business has passed the legislative season in Missouri with nary a scratch, although at various times during the last session the state assembly had under consideration at least four bills which would have vitally affected theatres.

A bill which drew heavy attention from film exhibitors as well as distributors was one which proposed a state board of censorship for films and film advertising. This was defeated late in the session through the concerted efforts of Kansas City and St. Louis film figures.

Other measures proposed a fireman on duty in each theatre, and/or one fireman for every 1,000 seats; a tax on theatre admissions to pay a veterans' bonus; and a division of fire prevention within the department of public health and welfare. All went down to defeat after brief careers in the legislative hopper.

The only bill to meet the widespread approval of exhibitors also was defeated. This was Senate Bill 155 which proposed a code of regulations for the sizes of seats and aisles and many other specifications for new theatre construction. This would have unified many rulings on which there were divergent regulations in the past. It failed of passage in mid-spring.

Delay Schine Hearing

Although the United States Supreme Court has agreed to hear an appeal in the Schine case no date for a hearing has been set by the high tribunal because of a delay in naming a new attorney by the circuit. According to Government sources, Schine has stated that a new attorney will be named to replace Harold Medina, who has been nominated to the District Court bench in New York.

Until a new attorney is named, printing of the official record in the case will be delayed. Until the record is printed, the Supreme Court will not set a date for hearing the Schine appeal.

Petrillo in Pictures?

James Petrillo, president of the American Federation of Musicians, this week told the convention of that organization in Detroit that he had approached a motion picture executive with a view to making pictures which would present the recreational and aesthetic activities of the musicians' unions to the public. Petrillo did not say whether he had in mind seeking screen time also for this public relations program, which would emphasize the concerts which the AFM is providing for at its cost in hospitals, public parks, etc., but it is known that the musicians' chief, complaining he has a bad press and a bad radio, is seeking a means to counteract this by other methods. Past efforts by him to engage prominent public relations firms have been failures.

To Continue Technician Interchange Talks Abroad

Richard F. Walsh, president of the International Alliance of Theatrical Stage Employes, and Tom O'Brien, general secretary of the National Association of Theatrical and Kine Employes, sailed Wednesday for England where it is expected an agreement governing the interchange of technicians between Hollywood and Denham will be finalized.

Both labor leaders told the press before leaving that they were in accord in "principle." O'Brien said there had been some dissatisfaction in the British industry over the import of some American technicians such as hairdressers, make-up artists, cameramen, which had precipitated a two-day strike, and that the British felt reciprocity did not exist so far as they were concerned.

He pointed out that while only a few technicians were involved, disagreements arising over them might affect the livelihood of thousands if they precipitated strikes.

Walsh said the interchange of labor at present offered no grave problem but by settling it at the start more serious complications in the future might be avoided.

O'Brien believed the formal peace treaty settling jurisdictions between his group and the Electrical Trades Union would be announced in England during the latter part of June. He declared the Electrical Trades, which controlled industrial electricians, had claimed jurisdiction over studio electricians and in the disagreement which followed, had gone into the theatre field to organize rival projectionists' unions. The matter was settled without a strike, he said.

Union Comment Cagey on Broidy's B Picture Plea

Hollywood labor unions this week were careful in commenting on Monogram President Steve Broidy's request that unions give "special consideration" to B pictures with regard to wages and working conditions.

A survey made by SHOWMEN'S TRADE REVIEW showed:

Locals belonging to the International Alliance of Theatrical Stage Employes reluctant to do anything without "top drawer" instructions. This meant Roy Brewer, Hollywood IATSE representative, and Brewer was not available for comment.

The Conference of Studio Unions said the

(*Continued on Page* 16)





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NATIONAL NEWSREEL

Morros Sees Dubbing End In 3 European Nations

Enforced teaching of English in the schools of France, Belgium and Switzerland will spread the knowledge of the language so widely in these nations that in approximately five years it will be unnecessary to title or dub American pictures showing there, Producer Boris Morros declared upon his return to the United States in New York Wednesday.

Morros said the substitution of English for German as the other language taught in schools abroad would eventually enable a great saving in titling. As an illustration he cited Belgium, where the titles have to be in Flemish and French, and Switzerland where they must be in German and French. In Spain, he declared, where the law requires dubbing, it is unnecessary because a large percentage of the population understands English.

Morros touched upon the spread of British pictures in Europe and said the British "while we waited too long have stepped in . . . and somehow taken away the American lead." He thought the answer was in "better American pictures with better American salesmen and better publicity."

Morros revealed that "Carnegie Hall" which he claimed was a sensation in Europe and Latin America, would be released generally in the United States in August, with the exception of Boston where it opens as a roadshow. He claimed the picture was the roadshow type.

Siritzky in Deal With 3 French Film Companies

Three important French film companies—Pathe, Gaumont and the French government-operated Union General du Cinema—this week were reported to have concluded a distribution deal for the United States whereby Siritzky International Pictures would have the pick of their combined output of approximately 50 pictures a year.

According to present plans, Siritzky would select about 15 pictures, Sam Siritzky. who announced the deal in New York Tuesday, said. The remainder would be open for purchase by other American distributors. As a result of the contract, Siritzky added, his company would open offices in Chicago and Los Angeles and would seek six more theatres—one each in Philadelphia, Chicago, Hollywood, San Francisco, Washington, and an additional house in New York.

The houses would seat from 500 to 700, and would be remodeled jobs costing $75,000 to $100,000 each. The reason for expanding their theatre interests, (the firm already operates one house in New York, one in Brooklyn and one in Boston), Siritzky said, was due to the fact that the long running time given foreign language pictures in the houses playing them at present was causing a bottleneck in key cities which delayed release elsewhere.

Skouras Non-Sectarian Chief

Twentieth Century-Fox President Spyros Skouras this week was appointed non-sectarian chairman of the motion picture division in the United Jewish Appeal 1947 drive for $170,000,000, National Chairman Barney Balaban announced Tuesday.

Ride 'Em Cowboy

Gene Autry's riding and singing made westerns take hold in his territory, Sidney A. Myers, general sales manager and assistant managing director for British-Lion Films, said in Hollywood during a press conference last week.

Interviewed at Republic studios, Myers declared that until Autry came on the scene, westerns were extremely bad for his territory and that as a matter of fact London is still not too cordial to them. John Wayne is one of the Republic stars who has a steady following. Myers also predicted that the British quota restricting American film playing time would be increased rather than decreased.

No E-L Personnel Changes Contemplated, Says Young

No operational or personnel changes are contemplated at the Eagle-Lion studios, Board Chairman Robert R. Young declared this week after a visit to the west coast.

"I have been somewhat surprised by rumors in Hollywood to the effect that major personnel changes are contemplated at our studios," Young declared. "These rumors have absolutely no foundation in fact . . . I am entirely satisfied with the progress made by Eagle-Lion Films, Inc.

8 Majors Sue Leverette; Charge Percentage Fraud

Eight separate suits charging percentage fraud in connection with motion picture admissions were filed by the major distributors in the federal district court at Portland, Oregon, last Saturday against Walter Leverette, doing business as Leverette's Interstate Theatres; the Lithia Investment Company and George A. Hunt Theatres.

The plaintiffs—Columbia, RKO, Paramount, Loew's (MGM), 20th Century-Fox, Warner Bros., Universal and United Artists—claim the defendants furnished them with incorrect box-office returns in order to pay lower film rentals on percentage pictures or to get lower rentals on film subsequently bought at a flat rental basis. They further claim they were refused the right to audit the records.

Theatres involved are the Ashland Varsity and Lithia; the Medford Holly, Roxy, Criterion, Rialto; the Yreka Broadway, Shasta, and the Weed, Weed. The suit, the first of its kind filed in the Oregon territory, seeks punitive damages.

Earlier last week the federal court at Superior, Wis., had granted the same distributor plaintiffs the right to inspect the books of the Miner Amusement Company—subject of a similar suit—for six years before the suit was filed.

Smith Realigns 20th-Fox Sales Policy To Give Field Men Greater Authority

Twentieth Century-Fox sales policy has been re-aligned to shift to division managers, headquartering in one of the exchanges they supervise, much of the authority formerly exercised by home office executives, it was announced in New York last week by Andrew W. Smith, Jr., new general sales manager. Smith, who referred to the new executive order as "the open door policy," said that division heads will have final sayso on all deals with theatre customers, will decide details of adjustments that may be claimed and have complete charge of all negotiations and handling of contracts concluded in their territories.

The decision to de-centralize the company's distribution machinery in this manner, Smith said, was a logical step in the development of Twentieth Century-Fox. He said the company had "grown up," would break with tradition wherever and whenever current conditions in the industry made such action advisable, and declared that his company is fortunate in having the type of manpower that makes it possible to work more closely with the theatre customers through direct dealings of its men in the field.

The new policy was announced by Smith at his first interview since taking over the post from which Tom Connors resigned recently. Smith shared the spotlight with William Gehring, assistant general sales manager, whom he said would work with him in a "partnership" in handling the sales. Smith said he was "lucky" to win out in what he described as a "photo finish" with Gehring for the top spot as decided upon by the heads of the company.

Replying to questions regarding increased admission provisions in the sale of bigger forthcoming pictures such as "Forever Amber," and "Captain from Castile," Smith said that the policy for each picture would be set in accordance with individual conditions of the production itself, but he added that nothing had yet been determined for the pictures mentioned.

Smith said that there appeared to be no indications that 20th-Fox would release a greater number of pictures during the year ahead than for the past two seasons.

Six on 20th-Fox List

Twentieth Century-Fox this week announced the following six features for June and July release: June—"Miracle on 34th Street," "Moss Rose," and the reissue "Western Union." July—"Bob, Son of Battle," "The Crimson Key," "Meet Me At Dawn."

New Post for Shain

Sam Shain, former director of trade relations for 20th Century-Fox, this week moved into a new post of director of exhibitor relations for the company, General Sales Manager Andrew W. Smith announced last Friday. The post, recently created, includes public relations in the exhibitor field for the distribution organization. Shain came to the company in 1943 as director of trade relations from the Motion Picture Daily where he served as editor. Prior to that he had been a Variety reporter.

NATIONAL NEWSREEL

Robert Selig Heads Board Of University of Denver

(*See the News Spotlight*)

Robert W. Selig, 36, became what is probably the youngest head of a major university this week as he took his post as president of the board of trustees of the University of Denver.

Selig, executive assistant to Frank H. (Rick) Ricketson of Fox Intermountain Theatres, has had a long record of motion picture leadership especially in charitable activities. In addition to his recent educational post he is an executive in the Denver Community Chest, a director in the Central City Opera House Association and is credited for pushing Colorado to the first place in the nation's USO campaigns during 1947 when he was chairman of that drive.

No 'High Dollar' in Va. Bidding Says Landieth

(*Continued from Page* 9)

"Seven Were Saved," "Big Town," "Danger Street."

Twentieth Century-Fox, Landieth said, had offered everything since "The Shocking Miss Pilgrim" on a bid basis but apparently had not received satisfactory first-run bids. Warner Bros., and United Artists are not doing business on a bid basis, he added.

In discussing the deals, Landieth said:

"None of the bids on which I was successful in getting first-run product were in the slightest sense 'haymaker bids.' They were conservative and comparable to prices now paid for second-run product and in the cases of percentage pictures the terms were quite identical to previous product played second-run. I do not believe that any of the companies who are inviting bids in competitive spots are going after the 'high dollar'."

State Tax on Admissions Looms in Massachusetts

(*Continued from Page* 9)

ment circles with the statement that more taxes must be raised by the state and part of these must come from amusements.

Coinciding with the governor's remarks, reliable sources indicated that a state five per cent amusement admission tax was planned to be added to the present federal 20 per cent tax in a bill which will be sent to the legislature. The yield, if the tax is passed, is estimated at $6,000,000 a year and was reported to be favored by members of the tax committee who must send to the legislature a revenue bill which will make up the $18,000,000 deficit in the state budget.

Labor Mum on Broidy Lower B Cost Requests

(*Continued from Page* 10)

subject was one for negotiations when Broidy should bring his cost sheets and other data with him.

The Screen Actors Guild refused comment but did say it would consider Broidy's request after "proper safeguards were established."

The IATSE Costumers' Local 705 said it had lowered scales for "hardship" cases and that his union was allowing studios concessions for production of educational and religious films. This applied largely to 16-mm., however.

Memphis Bans 'Verdoux'

Memphis' board of censors sprang into action again this week barring Charles Chaplin's "Monsieur Verdoux," altogether from that southern city and the surrounding country over which it has jurisdiction. No official reason was advanced for the ban by Chairman Lloyd T. Binford, who dominates the three-man board, though Binford did say the film was a "comedy that makes murder a joke."

Picture People

Screen Guild Executive Vice-President **Robert L. Lippert** is in the big town to huddle with Nat Beire of the New York Exchange about the company's regional sales meet June 14 at the Sherry Netherlands Hotel. General Sales Manager **Francis A. Bateman** is out in the territory to conduct meetings in Salt Lake City and Denver.

Armand S. Deutsch is now complete owner as well as president of Story Productions as the result of a deal in which former Co-owner **Hal Horne** turned his Story stock over to him in return for complete ownership of Marquee Productions, a former Story subsidiary.

RKO President **N. Peter Rathvon** is in New York to confer with the home office about the 16th annual sales meet which is set for July 7-9 at the Waldorf-Astoria. Other RKO-ites in from Hollywood include Vice-President **John Whitaker**, Eastern Studio Representative **Paul Hollister**, Advertising Director **S. Barret McCormick**, Exploitation Manager **Terry Turner** anr Foreign Manager **Don Prince.**

Boyce Nemee, who served with the intermediate Armed Forces Committee on Photography, has moved into the post of executive secretary to the Society of Motion Picture Engineers, succeeding **Harry Smith, Jr.**, resigned.

Herb Berg, whose breezy spirit is never dashed no matter what the copy he delivers may be about, has moved over from the Selznick Releasing Organization where he enlivened life for the trade press, to the post of syndicate contact with Eagle-Lion.

Albert E. Schiller, Republic branch chief, is out in the south touring the territory.

Paramount Studio Operations Chief **Y. Frank Freeman** is back on the west coast this week after a visit to New York.

Alexander Aronson Dies

Alexander Aronson, 62, assistant to Motion Picture Association Managing Director Gerald M. Mayer, died at his home in New York Tuesday. He is survived by his widow, Lillian, and a daughter, Mrs. Harry Galland.

Three UA July Releases

United Artists announced it would release nationally the following three pictures during July: "The Other Love," July 11; "Hoppy's Holiday," July 18; "Lured," Judy 25.

MPA Attacks Express Company Rate Rises

In a sharply-worded protest filed this week with the Interstate Commerce Commission, the Motion Picture Association from Washington castigated the service of the Railway Express Agency as causing numerous "missouts" and opposed increases in rates proposed by the agency.

The MPA told the ICC that the proposed rate increase would place an "unreasonable burden" on the motion picture industry.

Criticizing what it termed the "deterioration" in the agency's service, MPA told the ICC that shipping delays varied from one day to "as many as 12."

It pointed out that one shipment from New York to Pittsburgh took from 10 to 12 days and a shipment from New York to Boston took four to five days. Both distances, MPA said, were formerly spanned by an overnight delivery.

The Railway Express service, MPA said continuing, "has also deteriorated in that we have no guarantee in lot shipments that the original shipments will arrive at the point of destination."

Noting that an individual shipment of a motion picture subject totals less than 100 pounds in weight, the MPA estimated that a premium of approximately 50 cents will be placed on each shipment by the express agency. The agency gave no detailed schedule of what the increases would be.

MPA said about $1,000,000 annually is spent on transportation of positive films to the country's 32 exchange centers. No estimate was made of the total additional expenses involved in the rate increase proposals.

$50,000 in Prizes in U-I 'Good Business Drive'

Prizes totaling $50,000 which will go to district, branch manager and sales personnel were this week announced by Universal-International Vice-President and General Sales Manager William A. Scully, Jr., in connection with the 22-week "Nate Blumberg-J. Arthur Rank Good Business Drive," which ends Nov. 1.

Based around the slogan, "It's Good Business to Do Business with U-I," Scully said the drive was expected to be "the greatest concentrated selling effort in the company's history."

Universal-International's foreign department this week launched an 18-week international sales drive in honor of its operations head Joseph H. Seidelman, which will cover 31 foreign countries.

William G. Lyris Dies

William G. Lyris, 54, well-known Pacific coast showman, died suddenly of a heart attack in New York Monday, June 9, while on a business trip. Lyris is survived by his widow, Toni and two young daughters, Billie, 13, and Marie, 8.

'Warner News' is the Title

Title of the forthcoming Warner Bros., newsreel will be "The Warner News," Vice-President and General Sales Manager Ben Kalmenson announced this week before leaving for a series of Warner Anniversary Drive meetings the first of which will be in Chicago.

SELLING THE PICTURE

Atomic London Campaign Launches Atomic Film

An atomic advance campaign on MGM's "The Beginning or the End" in London gave the Empire Theatre one of its biggest opening days in history.

Highlighting the attack was a special preview attended by leaders of all classes when the film was fololwed by a "Brains Trust" with various authorities discussing the points raised by it, the publication of a facsimile newspaper distributed by 30 sellers in the West End, a teaser poster campaign and window displays.

Nearly 4,000 posters of varying sizes carrying a large question mark and the unquoted words THE BEGINNING OR THE END appeared throughout London and in the principal subway stations. A week ahead of opening these were joined by 100 24-sheets and 3,000 full-colored quad crowns announcing the premiere.

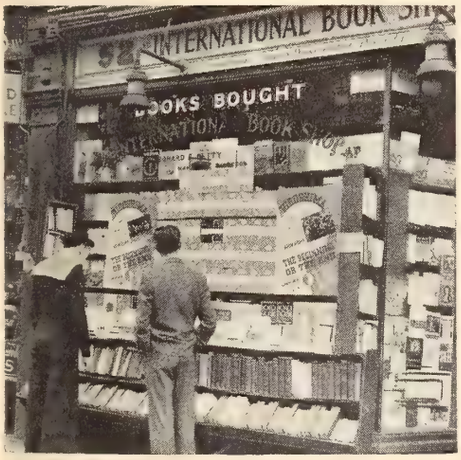
The Westminster City Council gave permission for special double crowns to be posted on blitz sites where normally posting is forbidden, and other bombed areas were similarly used. The poster read: "Hitler passed this way. Will the atom bomb come next? See 'The Beginning or the End' at the Empire."

To stimulate interest in the scientific and atom research worlds, a special screening was given to scientific and military experts attached to the Ministry of Supply.

Window displays were arranged with Swan and Edgars in Piccadily Circus and Stagg and Russells, Leicester Square, and with numerous bookstalls tying in with John Hersey's best selling Penguin book "Hiroshima."

These ideas are to be repeated when the film is generally released and MGM, in conjunction with Associated British Cinemas, are offering nearly $1,000 cash prizes for outstanding exploitation on the picture.

The Empire-MGM campaign was organized by Publicists Mervyn McPherson and Leslie Williams.



'HIROSHIMA' TIEUP. Typical of the London book shop window displays for MGM's "The Beginning or the End" is this centre "spread" of John Hersey's Penguin Book special, "Hiroshima," vivid factual account of the bombing which is featured in the film, which opened recently at the Empire Theatre.

Extends Advertising

Waukesha, Wis., 18 miles west from Milwaukee, inhabited by about 18,000 persons, is extending the advertising for its movie theatres to the newspapers of Milwaukee. Waukesha is in the vacation lake region visited by thousands of Milwaukeeans during the summer. The newpapers from the Wisconsin metropolis reach Waukesha on the day of publication. Extension of the advertising is the policy under the new ownership of Waukesha's theatres.

RKO Sets National Ad Campaign on 'Crossfire'

A national advertising campaign on the forthcoming RKO Radio picture, "Crossfire," has been set by S. Barret McCormick, director of advertising and publicity, who states the advertising will be aimed at community leaders who help to form public opinion as well as to regular moviegoers.

The compaign will start in the June 16 issue of *Life* with a "Pic-Tour" ad, with another to follow a week later. Full-page "Pic-Tour" ads will appear in *Time* (June 30 issue), *Colliers* and *Look*. Fan magazines which will carry full-page ads include *Movieland, Screen Guide, Movie Show, Screenland, Silver Screen, Modern Screen, Screen Romances* and *Screen Stars.*

Total circulation embraced in the campaign will be, it is stated, 42,500,000.

Lipstick for the Ladies Help Sell 'Brunette'

Special advance trailers and 40x60s in the theatres showing Paramount's "My Favorite Brunette" in Philadelphia announced "a gift from the House of Westmore" to women patrons. The gifts were lipsticks supplied by Herb Gellis, Philadelphia representative of the cosmetic firm, in a tie-up engineered by Jimmy Dormond, exploitation man for Everett Callow, advertising director of the Stanley-Warner Theatres.

Philadelphia drug stores gave the gift announcement publicity through full window displays which were tied in with the picture and the theatres showing it. Approximately 35,000 lipsticks, worth 50 cents each, were given away by the participating theatres.

'Homestretch' Handicap Cleveland Track Stunt

A Homestretch Handicap at the Randall Race Track was effected by 20th Century-Fox Exploiteer Harry Weiss for that company's racing picture, "Homestretch," at the RKO Palace in Cleveland. The racing season opened the day after the picture playdate, and the Homestretch Handicap was advertised on all radio programs in Cleveland and Akron, with a description of the handicap, tieing it in with the film and theatre. Contests and store window displays plugged the showing.

Weiss arranged for the Palace ushers to be at the race track and distribute handbills on the film to the occupants of all cars as they arrived at the grounds.—CLE.

Strong Campaign Backs 'Fifth Avenue' Premiere

Opening of Roy Del Ruth's "It Happened on Fifth Avenue" at the Rivoli Theatre on Tuesday evening, with proceeds going to the Damon Runyon cancer fund, was preceded by a $32,000 newspaper advertising campaign, as well as extensive radio and subway card promotion and street ballyhoo. Victor Moore, star of the Allied Artists release, flew in from Hollywood to be present for the New York premiere.

One of the features of the campagin was a newspaper advertisement in which, "for the first time in 25 years of showing motion pictures," the management of the Rivoli "made a flat guarantee" concerning one of its attractions.

"Without reservation," the statement read, "we wish to go on record as saying that our forthcoming picture, 'It Happened on Fifth Avenue,' will serve to give more enjoyment to more people than any other movie we have ever played. We guarantee that 'It Happened on Fifth Avenue' is the happiest thing that has ever happened to our screen."

Along exploitation lines, Fifth Avenue saluted the picture with tieins in all the leading store windows, featuring especially built animated displays, consisting of cutouts of a Fifth Avenue bus, moving against the New York skyline.

In a tieup with Walkover Shoe Shops, a contest was in progress in which the person sending in the best answer to the question, "What was your most exciting experience on Fifth Avenue?," would receive a prize of a two-week vacation for two, all expenses paid, at the Holiday Hotel, Swartswood, N. J.

Other window tieins included Chidnoff, the photographer, Arnold Constable, Albert George, Rhealee Hat Shop, Marcel Sarasin, Spalding's, Rochelle Salon, Ivel Furs, Jackman Furs, Andrew Geller, Canterbury Shops, Goubaud and Winkelman Shoes. A Fifth Avenue bus was used as a street ballyhoo.



IT HAPPENED AT THE RIVOLI. Morey Goldstein, Allied Artists general sales manager, looks on smilingly as Montague Salmon, managing director of the Rivoli Theatre, signs the contract which brought Roy Del Ruth's "It Happened on Fifth Avenue," Allied Artists release, to the Rivoli this week for an indefinite engagement.

SELLING THE PICTURE



SAGA OF AN EXPLOITATION STUNT IN THREE SCENES. Whenever Manager Ed May of Wometco's Lincoln Theatre, Miami, Fla., needs "boys" to distribute handbills, he merely steps to the ocean front and selects "Sand Witches"—professional beauty models (left). Then (center) he gives instructions for the passing of "confidential betting" envelopes on 20th-Fox's "The Homestretch." And then (right), because passing handbills is not permitted in Miami or on the beach, the law catches up with the four "Sand Witches," but not before they have distributed some 5,000 of the envelopes. P.S. The law was not harsh—after all, how could it be with such lovely workers?

'Homestretch' Confidential Betting Gag Passed by Miami 'Sand Witches'

Ed. May, manager of the Lincoln Theatre, Miami Beach, Fla., and Sonny Shepherd, manager of the Miami in Miami are brother showmen when it comes to exploiting a picture, for the two theatres play the same film day-and-date and both are Wometco houses. They recently combined forces to give 20th Century-Fox's "Homestretch" a bang-up advance campaign.

May has one advantage over Shepherd; when he needs "boys" to distribute heralds or a gag all he has to do is to step to the ocean front and select some lovely 'sand witches'—professional beauty models always to be found on the beach—and send them on the errand. For "Homestretch" the two managers conceived a confidential betting gag, in keeping with the racing element in the film. The crowds "Confidential" and "Your chance for a winner" were printed in red on a small envelop. The gag was on a card inside the envelope: "You can place your bets on 'The Homestretch' Sweepstakes starting" with date, theatres' addresses and telephone numbers.

'Bookies' in Shorts

He selected three models in shorts who distributed the envelopes at busy street intersections and in offices, etc., in the shopping section. But even in Miami the law sometimes interferes with campaigns on pictures. Passing handbills in Miami or on the beach is not permitted and faithful policeman put a stop to it, not before the gag was well on its way. Three thousand envelopes were placed in the personal mail boxes of guests at leading hotels, and 2,000 in the business centre, including court house and police stations.

A plane hauling a banner advertising the picture was chartered to fly over Miami Beach and Miami on the opening day. Two special endorsement trailers listing "rave" quotes on the picture by George Bourke, columnist and reviewer of the Miami *Herald* were thrown on the screens of the two theatres for a week in advance, in addition to the regular screen trailers. An entire centre Flagler Street window of a leading department store was devoted to a miniature ractrack with five horses, all the "props" being furnished by the store and arranged by its window dresser. This was the center of much attention. Cards plugged the picture and playdates. The display was put up a week in advance and remained throughout the engagement.

Fourteen window displays were obtained in prominent shops for a week in advance and during the run. Classified ad gags were run in both the Miami *Herald* and *Daily News*. A newspaper 10-question racetrack contest, "Horse Race IQ," was conducted in Sports Editor Guy Butler's column in the *Daily News*, with the first 50 correct answers being mailed guest tickets. The *Herald* gave the picture a two-column art reader tieing in with "Homestretch" blouses which were displayed in merchants' window . . . Billing included 10 24-sheets, 100 three-sheets, 50 six-sheets and 100 window cards. Shepherd used the Miami's electric sign to good advantage.

Radio Contests, Stalled Car Stunt Exploit 'Duel'

Radio contest keystoned Hartford's campaign on David O. Selznick's "Duel in the Sun," while the stalled-car-in-traffic-jam gag got plenty of attention in Connecticut's New Britain.

In Hartford, Manager Lou Cohen of Loew's Poli, and his assistant, Sam Horwitz, drummed up a number of radio contests, with guest tickets going to winners. Questions were along the line of "Why am I anxiously awaiting the opening of." etc.?, "What picture did Jennifer Jones get the Academy Award for and what role did she play?"

One station offered $50 in cash to the person who could name a new women's commentary program.

Ball players at ball parks wore imprinted T-shirts. Five thousand heralds were given out at ball parks. Ushers wore "Duel in Sun" badges. Newsboy aprons, newsstand cards, truck banners, window displays, teaser trailers were also included in the Hartford campaign.

In New Britain, Conn., Brookie LeWitt of the Glackin and LeWitt theatres, pulled a street gag for the Arch Street showing. LeWitt stalled his car in the downtown 5 P. M. traffic jam—through prearrangement with police department—and proceeded to decorate his parked car with one-sheets. In front of the theatre, a barrel was set up with sign reading, "Look inside!" Inside were teaser cards. Co-op ads, six-sheets, and car bumpers strips were also utilized.—HFD.

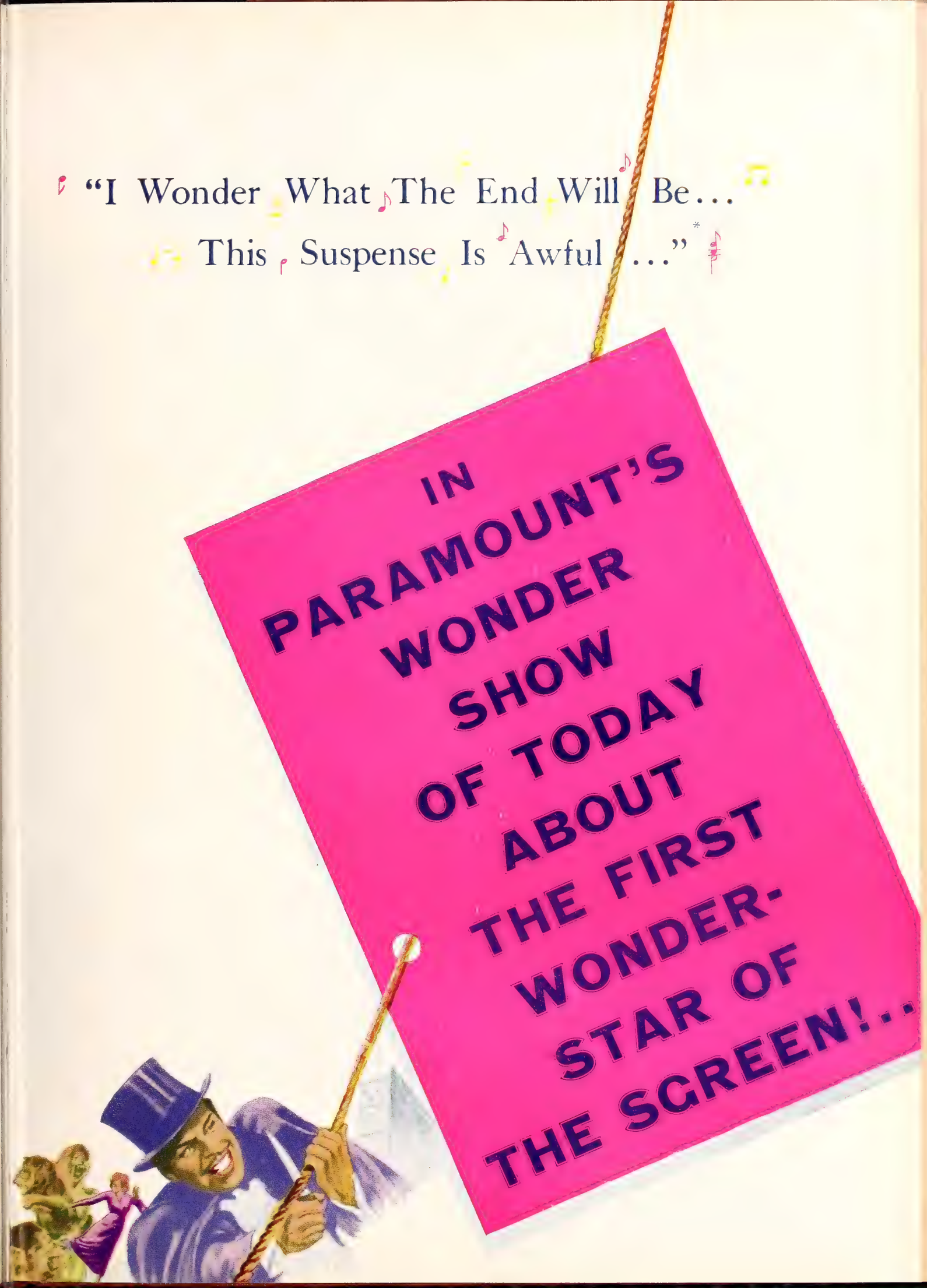
Contest Judges Named

Judges in Eagle-Lion's nationwide $2,500 "Repeat Performance" showmanship campaigns were announced this week by Max Youngstein, E-L director of advertising, publicity and exploitation. They are Chester Bahn, *Film Daily;* Sherwin Kane, *Motion Picture Daily;* Jay Emanuel, *The Exhibitor;* "Chick" Lewis, SHOWMEN'S TRADE REVIEW; T. E. Mortenson, *Greater Amusements;* Morton Sunshine, *The Independent;* Mo Wax, *Film Bulletin;* Chester Friedman, *Boxoffice;* Walter Brooks, *Motion Picture Herald;* Herb Golden, *Variety.*



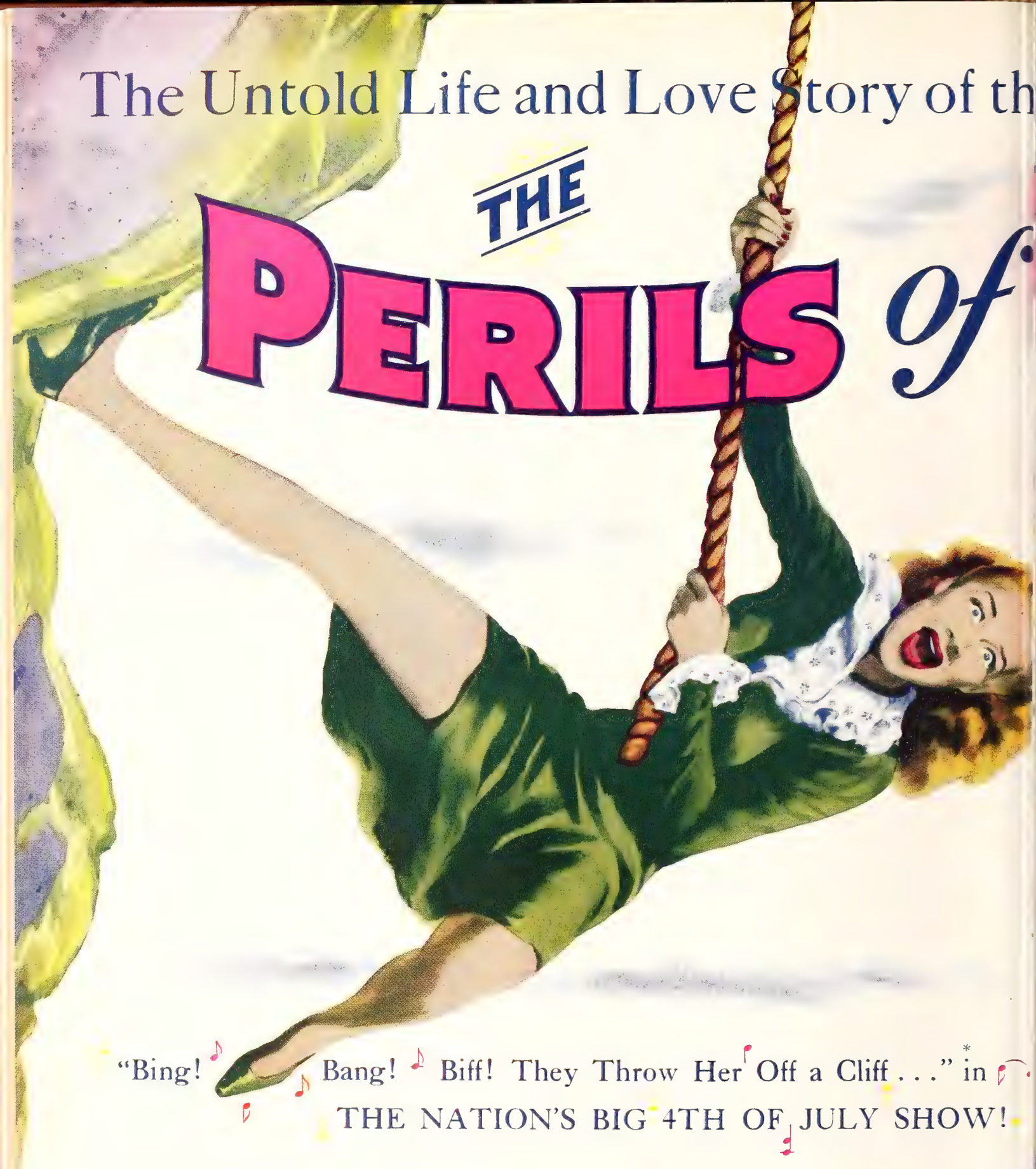
FIRST TO PURCHASE TICKETS FOR 'MIRACLE.' When 20th Century-Fox "Miracle on 34th Street" had its world premiere last week at the New York Roxy, first in line to purchase tickets were Hugo E. Rogers (left), Borough President of Manhattan, and P. Raymond Haulenbeck (center), president of the 34th Street-Midtown Association. At the right is A. J. Balaban, executive director of the Roxy.

"I Wonder What The End Will Be...
This Suspense Is Awful ..."*



The Untold Life and Love Story of th

THE PERILS of



"Bing! Bang! Biff! They Throw Her Off a Cliff . . ." in *

THE NATION'S BIG 4TH OF JULY SHOW!

These Famous Stars Of Yesterday Help Re-Create
The Glamorous Days When Hollywood Was Young!

WILLIAM FARNUM	*CHESTER CONKLIN*
PAUL PANZER	*SNUB POLLARD*
JAMES FINLAYSON	*CREIGHTON HALE*
HANK MANN	*FRANCIS McDONALD*
BERT ROACH	*HEINIE CONKLIN*



* "Copyright Broadway Music Corp. Used by permission."

mmortal Thrill-Queen of the Movies!

PAULINE

in TECHNICOLOR

Starring

BETTY HUTTON

JOHN LUND

Who played opposite Olivia DeHavilland in her Academy-Award-winning role

with

BILLY DeWOLFE

A solid boxoffice draw after his comedy hit in "Blue Skies"

William Demarest

One of the top sensations of "The Jolson Story"

Constance Collier

Frank Faylen

Directed by

George Marshall

Screen Play by P. J. Wolfson
and Frank Butler

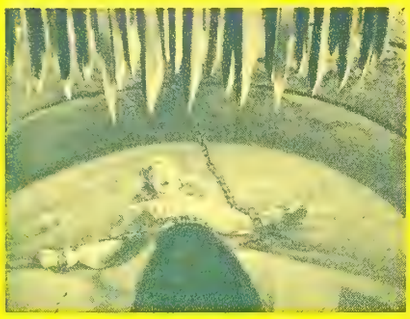
Produced by Sol C. Siegel



It's 3 Wonder Shows in One!!

A FASCINATING NOSTALGIC CAVALCADE

of the days when Hollywood was in New Jersey and "The Perils of Pauline" was a national institution.



Recreating the hilarious, death-defying adventures that inspired a popular song that has never died.



Taking the old and new-timers behind the scenes to the inside story of movie making in the "silent" days.



Recalling the era when a whole nation waited every week to see what happened next to "Poor Pauline".

A NEVER-BEFORE-REVEALED LOVE STORY

of Pearl White, who thrilled America with her daring . . . then captivated Europe with her beauty and glamour.



Sweat-shop slavey — but only until she moved toward fame with her first magic song in vaudeville.



Betty Hutton's fine portrayal of Pearl White is richer in emotional scope than even "Incendiary Blonde."



John Lund as the secret man in the Thrill-Queen's life matches his famous performance in "To Each His Own."

A STUNNING MUSICAL IN 1947 TECHNICOLOR

Introducing the newest and bigge hits of the airwaves in the year's big gest production numbers . . .



Four new hit numbers by Frank Loese including "Rumble, Rumble, Rumble and "Poppa Don't Preach To Me."



"Poor Pauline" and other fun-to-hur favorites background the action wit an unusual score.



The Living Curtain of Beautiful Gir keynotes the production lavishness o its big, handsome numbers.

FLASH!

First Trade Reviews Hail It As "Sock Entertainment . . . That Will Make The Exhibitor Feel What A Bonanza Is Like Once More!"

"THE PERILS OF PAULINE"

From PARAMOUNT—July 4th

AND THEN: "DEAR RUTH"! "WELCOME STRANGER"!! "DESERT FURY"!!! "VARIETY GIRL"!!!!

SELLING THE PICTURE

'Yearling' London Debut Brilliant Social Affair

The "royal premiere" of MGM's film, "The Yearling," at the Empire Theatre in London was one of that world capital's most brilliant social functions, being under the patronage of Her Royal Highness, Princess Alice, Countess of Athlone, with the proceeds going to a nationwide newspaper charity, the Printers' Pension Cooperation, which benefited to the extent of $56,000 from the event. Tickets for the occasion were sold at greatly advanced prices. All arrangements for the charity premiere were under the direction of Sam Eckman, managing director and chairman of the board of Metro-Goldwyn-Mayer Pictures, Ltd., of England.

The socialite first-night audience of 3,500 gave the film a great ovation, their enthusiasm being echoed in the reviews of London's daily newspapers.

Eckman was host to Princess Alice and her husband, the Right Honorable Earl of Athlone. In the first-night audience were the Lord Mayor of London, cabinet ministers, members of the diplomatic corps and leading British film and stage stars.

Thousands of Londoners gathered in Leicester Square to cheer the notable guests as they arrived.

Lehman's 'Sweet' Tieup For 'Two Mrs. Carrolls'

A "sweet" tieup, in the form of "Two Mrs. Carrolls" fresh peach sundaes served at the 13 stores of the Katz Drug Stores in Kansas City, Mo., was effected by Manager Lawrence Lehman of the Orpheum Theatre in that city, and his publicity director, Jack Tierman, for the Warner picture.

Prizes of free passes to see the picture were offered to the soda fountain clerk in each store who promoted the largest sales of the sundae. Several thousand counter cards were displayed at the fountains, with a large number of 17x22 posters in prominent locations, including store windows and fountain mirrors, to help promote the sales and to draw patrons to the theatre.

The drug chain also used tieup advertising copy.

Exploit 'Stallion Road' In Horse Questionnaire

Louisville being the center for horse racing and horse breeding, Cliff Buechel, president of the Mary Anderson Theatre in that Kentucky city, appealed to its horse-loving residents through a questionnaire on horses. He offered passes to see the picture to the first 25 postmarked replies to the following questions: "1. Name any two color types in the 'roan horse' family. 2. How is a horse's size measused? 3. What is a 'stallion'? 4. How many gaits has the average horse? 5. What is a pinto?"

The number of answers exceeded Buechel's expectations. In fact, they were so numerous that it was difficult to narrow them down to 25, and Buechel gave up trying to eliminate a number of good replies from the finals list and just mailed pairs of passes to the whole lot in the finals group.

The theatre's usual channels of exploitation were also brought into play.

WINDOW, WELCOME FOR STARS AT PREMIERE



It would take pages and pages of photographs to portray the activities in connection with the recent world premiere of Warners' "Cheyenne" at Fox Intermountain's Lincoln, Paramount and Princess theatres in Cheyenne, Wyoming. Two aspects of the gala opening are shown above. In the top photo may be seen the huge crowds which were on hand to see Governor Lester C. Hunt extend his official welcome to Warner stars Jack Carson, Dennis Morgan and Janis Paige. The bottom photo shows one of the many citywide window displays welcoming the stars and hailing the world premiere.

Carey Works Out An Exploitation System Applicable to All Films

Manager James A. Carey of the Hiway Theatre in York, Pa., has worked out an exploitation system for coming attractions that is applicable to any type of picture and which he uses pretty consistently. It consists of a number of small stunts that add up to a good exploitation job. When a coming attraction offers a good idea for a variation in the procedure, such as a good street ballyhoo, tieups, etc., it is incorporated in his systematized selling.

One unique idea that Carey has found pays off is to buy several loaves of stale bread, stamp each slice on both sides with the title, playdate and theatre, place each slice in a translucent bag and send a boy, carrying the "sandwiches" in a basket downtown. A sign on his back reads "Free sandwiches." Anyone opening the bag learns what's coming to the Hiway.

The rubber stamp is also used to stamp grocery bags, napkins in restaurants, all outging letters and envelopes, the inside of match book covers and paper towels in the men's wash room, with proper credits on the coming picture. Carey has arranged with a dry cleaner to stamp all slips attached to garments leaving the establishment with similar information. Postcards are stamped with similar copy and mailed to a selected list of York residents.

Mrs. Carey is called in to help exploit a picture by telephoning daily five persons whose names are selected from the telephone directory. Her message runs something like this: "Good afternoon. I just thought you would like to know that the Hiway Theatre is showing . . ." and then naming the picture and stars.

Cars of three employes carry 22 x 28's announcing the picture on each side window (two to a car). They do not make any special trips but their cars are used daily and they are parked so that the signs are plainly visible. Carey himself uses a mike and amplifier on top of the marquee to give the title, stars and playdates of coming attractions during intermissions when patrons are leaving the theatre. He calls special attention to the theatre's low admission price.

For each coming picture he places a 40 x 60 under a spot in the lobby. He cuts green crepe paper into strips and hangs them over the air vents so that their movements in the air currents suggest the idea of coolness as patrons enter the air-conditioned house.

The
whole
industry
is
calling
it

THE MIRACLE FROM 56th STREET

From 20th's Home Office on 56th St.
in New York City and the Studio
in California, the news has
raced throughout all fields of
the industry—production, distribution
and exhibition—that *20th has the answer!*



urself...

NOW BREAKING RECORDS AT THE ROXY, NEW YORK

MIRACLE ON 34th STREET

MAUREEN O'HARA · JOHN PAYNE

NEXT ATTRACTION AT RADIO CITY MUSIC HALL

THE GHOST AND MRS. MUIR

ENE TIERNEY · REX HARRISON · GEORGE SANDERS

WORLD PREMIERE ORIENTAL, CHICAGO, JULY 3rd

NDER WHO'S KISSING HER NOW

In TECHNICOLOR · MARK STEVENS · JUNE HAVER

STATE DAY-AND-DATE WORLD PREMIERE JULY 10

B, SON OF BATTLE *In TECHNICOLOR*

CALLISTER · PEGGY ANN GARNER · EDMUND GWENN

llowed by...

SS OF DEATH
Mature · Brian Donlevy
Coleen Gray

R WORE TIGHTS
TECHNICOLOR
Grable · Dan Dailey

S OF HARROW
son · Maureen O'Hara

NIGHTMARE ALLEY
Tyrone Power · Coleen Gray
Joan Blondell · Helen Walker

FOREVER AMBER
In TECHNICOLOR
Linda Darnell · Cornel Wilde
Richard Greene · George Sanders

DAISY KENYON
Joan Crawford · Dana Andrews · Henry Fonda

GENTLEMAN'S AGREEMENT
Gregory Peck · Dorothy McGuire
John Garfield · Celeste Holm

iracle hits are from 20th Century-Fox

SELLING THE PICTURE

Programs Again Loom High in Showmanship

Normal Peacetime Conditions Occasion Increase in This Form of Merchandising

Wartime paper shortages and the resultant restrictions in its use curtailed or stopped altogether the issuance of programs by thousands of theatres. But programs are too much a part of good showmanship to remain in a coma for long, and so, with the return of normal peacetime conditions they are bouncing back into activity again with the vitality that marked their use in the pre-war years.

There is actual evidence of this trend in the ever-increasing number of contributions arriving at this editor's desk. Not since the halcyon days of the late thirties have examples of this type of show-selling dropped from the mailman's pouch onto our desk. And while single deliveries may not match the quantity received in similar instances in the late thirties, what began as the receipt of a program one day and another a few days later is now steadily and frequently gaining momentum.

There is, too, a ring of familiarity in the names behind these programs. Nostalgic memories of the good old days are inspired by the signature of Floyd Faubion on one of our contributions, for Floyd has been a live-wire Texas showman for years. As manager of Long's Star Theatre, Teague, he was recently elected president of the Athletic Booster Club of that city. During the war, he replaced the coach (then in the Army) of the local high school football team. Also during the war he was six-time chairman of the Red Cross Drive in his community, and at present is county chairman of the Red Cross. So, while Floyd was an active participant in wartime activities, with showmanship at that time at a low ebb because of existing conditions, he is just as active in normal peacetime civic affairs, and what's more, he's right back in there pitching in the game of showmanship.



SMILING CASHIER, indicating service to patrons, is the theme of the above photo used on the back of the program issued by Manager Ed Merry of the Roxy Theatre, Gig Harbor, Wash.

A String, a Card

Just a piece of string stapled to a government post-card, but it caught the attention of residents of Oakmont, Pa., when used in connection with the engagement of MGM's "The Beginning or the End" at the Oaks Theatre. An arrow pointing to one end of the string posed this question: "Is This 'The Beginning or the End'?" Copy at bottom of card urged holder to "see for yourself at the Oaks Theatre (date)."

Let's look over some of his programs. Most of them are in the form of handbills—large ones with bold lettering not to be missed by Teague residents. There is, for instance, the announcement of "the big stage wedding," when a local couple was married on the Star stage with the audience as guests. Faubion aroused public curiosity by keeping the identities of the prospective bride and groom a secret. In addition to the large handbills, he mailed attractive "wedding invitations" to his patrons. The results of this activity he does not reveal, but we have no doubt about it: an overflowing audience must have been on hand to see the bridge and groom joined in matrimony.

Program for Football Game

For home talent vaudeville, a western-type stage show, an all-male beauty revue, a midnight horror show, a football revue and other special attractions, Faubion has issued hit-you-between-the-eyes handbills. And he also furnished the program for the first conference football game between the Teague Lions and the Franklin Lions. Grass simply cannot grow under the feet of this busy showman.

Splendid showmanship is revealed in recent contributions from Leo Raelson, manager of the St. Albans Theatre, St. Albans, N. Y. One of Raelson's recent letter-size heralds announced a special Saturday morning show featuring Shirley Temple in "Little Miss Marker," five color cartoons, a special stage attraction and free gifts to the children. Background of the herald, Raelson tells us, came from a 1945 issue of STR. The selling accessory's cost was considerably lowered by an ad from a children's shoe shop which cooperated in putting on the Saturday morning show.

Our St. Albans showman recently held a Father and Son Night at his theatre, and he designed an effective four-page program to tell about it. Front page showed a crowing rooster surrounded by this copy: "It's worth crowing about. Monday night (date) at the St. Albans is Father and Son Night." Inside spread featured selling copy on the bill's fetaured subject, "Like Father, Like Son," a Grantland Rice Sportlight released by Paramount. Raelson also offered boys and their dads MGM's "Boomtown" and Paramount's "Road to Hollywood." Gifts for the occasion were furnished by four merchants who took advertising space on the back page.

Just to prove that Raelson doesn't use programs to the exclusion of other showmanly methods of merchandising, we have a picture of a stunt he put across on United Artists' "The Strange Woman." All the paraphernalia needed for street repair work was promoted from a local contractor and placed next to the curb in front of the theatre. Next to it was this sign: "Danger! Men Refuse to Work! They Are in the Theatre Seeing Hedy Lamarr in 'The Strange Woman'." Like Faubion, Raelson too is a very active showman, and we reluctantly leave him now to move on to other examples.

A very readable and news-like Movie News was recently inaugurated by Manager Norman Lofthus of Warners' California Theatre, Santa Barbara. In an effort to gain goodwill and a following among Santa Barbara civic and commercial organizations, Lofthus devotes and entire back page to civic club news and a special column under the heading, Retailers Spotlight. The column, edited by the secretary of the Retail Merchants Association, presents a brief bimonthly resumé of what is going on in local stores.

This is definitely a long-range viewpoint, since the back-page feature ties the California in with its associate retail enterprises and clubs, upon which the well-managed theatre must rely for cooperation in picture promotions and civic developments. Theatremen who have failed to realize the importance of closely-knit cooperation with local organizations can well afford to take cognizance of what Norman Lofthus is doing.

There is another pang of nostalgia as we again see, after a long absence, the signature of Harold Grott on a letter accompanying several programs. As manager of the Rialto, Baltimore, Grott is a consistent distributor of eye-catching

(*Continued on Page* 24)


MOVIE NEWS
CALIFORNIA THEATRE
PHONE: 22190
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CALIFORNIA THEATRE INAUGURATES NEW STYLE PROGRAM

MARGARET LOCKWOOD

TWO MEMORABLE ENGLISH PICTURES SCHEDULED BY THE CALIFORNIA THEATRE

"The Wicked Lady" on the Same Bill with Noel Coward's "Brief Encounter"

MOVIE NEWS TO BE PUBLISHED EVERY TWO WEEKS BY THE CAL

TWO SPECIAL FEATURES MAKE THEIR DEBUT

To Be Mailed to Those Requesting This Service

Local Interest Columns on Page Four

NEWSY PROGRAM inaugurated by Manager Norman Lofthus of Warner's California, Santa Barbara, features the front-page style shown above. Back page is devoted to merchant and civic affairs.

SELLING THE PICTURE

Merchants' Co-op Ad Triple 'Spring' Promotion

A merchants' cooperative advertising masthead prepared by Paramount's publicity department on "Suddenly It's Spring" served a triple purpose in the promotion campaign—which Bob Cox, city manager for the Schine theatres in Lexington, Ky., put on for the film's Kentucky Theatre engagement. Aside from being used as a co-op ad masthead, it served the purposes of a window streamer and package stuffer at all the Kroger markets in the city in advance of the opening and throughout the run of the film. Twenty thousand of the mastheads were distributed. They were paid for by the Kroger company. The promotion built up a big following for the picture among housewives.

Except for an announcement of the engagement, which was in small type, the copy read: "'Suddenly It's Spring'—Wise Birds Will Get Ready For It Shopping for Kroger Values Every Day!" Accompanying the copy were a sketch of a comic-looking bird and a picture of Paulette Goddard and Fred MacMurray in a romantic pose.

Also of aid to the engagement was a co-op ad on the opening of a smart bar and restaurant called the Golden Horseshoe. The copy went: "'Suddenly It's Spring' and Time to Announce the Gay Opening of The Golden Horseshoe." Then followed an announcement of the time of the restaurant's opening. Other copy called attention to the engagement of the film at the Kentucky. One corner of the six-column ad contained a reproduction of a Varga painting of Miss Goddard. The ad ran for two days at the start of the picture's run and was paid for in full by the restaurant.

Matching Fingerprints Win 'San Quentin' Passes

Guest tickets to RKO Radio's "San Quentin" rewarded those whose fingerprints, taken in a setup for that purpose in the lobby of the Warner Theatre in Oklahoma City, matched a set of prints put on display. The clever stunt was worked a week in advance and aroused a great deal of interest in the picture.

Three weeks before playdate a large lobby display announced the booking and the fact that a week prior to the opening radio shows would plug it. The two best radio stations carried RKO's transcribed show with a message from the late Warden Lawes of Sing Sing. These were spotted around dinner time when the listening audience was apt to be the largest, and the interest created was reflected in an above-average gross, despite strong competition.

Just before "San Quentin" opened a boy dressed in prison garb distributed 10,000 heralds.

THOUSANDS IN ZANESVILLE PREMIERE DOINGS



Crowds, crowds and more crowds marked the recent world premiere of Eagle-Lion's "Repeat Performance" at the Liberty, Weller and Quimby theatres in Zanesville, Ohio. Here they are—local, county and state residents, not to mention visitors from other states—on hand to welcome Richard Basehart, one of the stars of the film, back to his native city. In top photo Basehart passes in review before the welcoming throng. For those unable to attend the three-theatre premiere, a special stage was constructed in front of the Liberty (see bottom photo) where E-L personalities entertained the huge crowds.

Sweet of the Week

The "Little Johnny" figure used to request patrons to leave their mail address, was used by Manager Allen Grant of Century's Patio, Brooklyn, N. Y., to plug his candy sales. Sign to right of the figure read: "For your sweet cravings . . . we have a variety of your choicest candies." Johnny's finger pointed to another sign: "May we suggest a sweet of the week." Displayed in box under the sign was one of the selected sweets for that week.

Record Player in Lobby Good Stunt for Musicals

Three Century Theatres' houses found playing of music from their musical features a stunt that brought in the patrons. Jack LaReaux of the Huntington in Huntington, L. I., tied up with a record shop for a window display and a radio-victrola for his lobby which played the Al Jolson records before performances of Columbia's "The Jolson Story" and at breaks. He used the same stunt for the Jerome Kern tunes in MGM's "Till the Clouds Roll By."

Manager Mel Aronson of the Bellerose in Bellrose, L. I., also promoted a radio-phonograph for the lobby, playing the Jolson songs, as a patron-drawing stunt for "The Jolson Story." Atop the radio he placed a large shadow-box sign with a flasher light behind it that went on and off regularly revealing a date snipe and an 11x14 title card on the picture. Aronson used marquee playdate plugs two weeks in advance.

A record-changer in the lobby earned equally good results for Manager Howie Cohn of the Midwood, Brooklyn, for "The Jolson Story." He promoted the victrola from a record shop.

Free Show for Bearded Men

Male residents of Waynesboro, Pa., are raising beards for the city's sesquicentennial in July, and Manager Don Nichols of Warners' Arcade Theatre decided to cash in on the beard-growing epidemic for his theatre and its recent attraction, "13 Rue Madeleine." He invited all members of the Sesqui Whiskers Club to be his guests at a showing of the film.

More than 100 members turned out for a parade to the city from Center Square led by one of the city's burgesses, Harry C. Funk, who warned that men with false beards would be detected and barred. Admission was gained by the presentation of the bearded ones' membership card in the Sesqui Whiskers Club. Newspapers devoted stories to Nichols' invitation.

SELLING THE PICTURE

Programs Again On Upswing

(*Continued from Page 22*)

programs—eye-catching because of their design, their smart use of backgrounds and ad mat material. Seeing is believing, so we're reproducing one or two of them in connection with this article.

Examples of mailing pieces "which bring in the crowds" have come our way from Manager Ed Merry of the Roxy Theatre, Gig Harbor, Wash. Measuring 6x11½ inches, the pieces feature a two-column layout of the attractions for the month, interspersed by merchant ads. The backs of the pieces are often used for institutional selling. Example: a photo of the crowded Roxy auditorium, and this caption below, "Good Pictures—Good Crowds." Another example: large photo of the pretty, smiling Roxy cashier. Such institutional angles of advertising are all too often neglected, so it's heartening to see a showman like Merry make use of them. Every friend is probably a patron, every patron a friend. By the way, the Gig Harbor theatreman tells us that each merchant ad brings in $5, and that there is a waiting list. There must be a reason.

Up in Pawtucket, R. I., Pearce Parkhurst, manager of E. M. Loew's Capitol Theatre puts out a monthly movie calendar utilizing single-column slugs on the month's attractions. Parkhurst also distributes vari-colored handbills and evidently, from the examples we have on hand, makes up special cards for window and outdoor display.

Paul Raisler's formula for a monthly program is one that any undecided exhibitor should seriously consider. Measuring 5½x8½ inches when folded, the program utliizes some special attraction or feature on the front page. The inside spread is a calendar showing the days of the month and the attractions to be played. Because of the layout, Raisler is able to use seat-selling advertising art on the attractions. The back page is devoted to merchant ads. Raisler, incidentally, used a novel gag recently to put over a double-fetaure program of Universal-International's "Notorious Gentleman" and 20th-Fox's "The Shocking Miss Pilgrim." A small card received by patrons had these words in large, bold type: "It's Notorious, Shocking." On closer inspection, the words became part of a message which, in its entirety, read: "It's tops in entertainment. 'Notorious Gentleman.' Rex Harrison, Lilli Palmer. Also 'Shocking Miss Pilgrim.' Betty Grable, Dick Haymes." All copy except the aforementioned "It's Notorious, Shocking" was set in small type.

Remember Tom Edwards, manager of the Ozark Theatre, Eldon, Mo.? Well, his swell calendar program is still on the move, and while we miss his homely observations that used to fill most of the space on the backside, we realize that Tom has a problem, for he has another theatre in operation, and this necessitates use of the space to announce its attractions.

Here's a gag from Larry Levy, manager of Loew's, Reading, Pa. Men must have been exceedingly curious when they received a small folder with this copy on the cover: "Men! Here's How to Stay Out of Trouble." Inside were "a few good rules for keeping out of trouble." The copy went on to say that "Gregory Peck learned them the hard way when he became involved in the romantic 'Macomber Affair' with Joan Bennett." The rules were used as captions for five scenes from the film.

Are these reports proof that programs again loom high in showmanship? We believe they are, and the day of once more widespread use of this selling medium is not far off.—R.C.



GROTT DEPENDS ON LAYOUT EFFECTS. Believing that an illustration is worth more than mere words, Manager Harold Grott of the Rialto Theatre, Baltimore decorates the front pages of his programs in the manner shown above. Stunning, eye-catching effects are nearly always attained by the Maryland theatreman.

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THEATRE MANAGEMENT

Minn. Amusement Sets Price for Youths 12-17

Pointing to "the limited allowances and legally limited earning capacity of boys and girls of high-school age," Harry B. French, president of the Minnesota Amusement Co., brought happiness to the hearts of Twin City teen-age moviegoers last week when he announced that effective June 19 all of the company's downtown and suburban theatres in Minneapolis and St. Paul would inaugurate a reduced price for youngsters between the ages of 12 and 17, inclusive.

The admission change, French said, was a move decided upon in fairness to teen-agers: "While it is the common practice to raise the admission price of a youngster from the minimum of 10 cents to the maximum adult price immediately after he becomes 12 years of age, we are initiating this new policy in recognition of the limited allowances and legally limited earning capacity of boys and girls of high-school age. All other present admissions and times of price change will be continued."

The reduced price, to be known as a Junior Admission Price, will be between each theatre's minimum for children under 12 years and the admission for adults.

Minneapolis junior price schedule: matinees 35 cents and evenings 50 cents at Radio City, State, Century and Lyric; matinees 25 cents and evenings 35 cents at the Gopher, Rialto, American, Arion and Granada; matinees 20 cents and evenings 30 cents at the Astor; matinees 30 cents and evenings 45 cents at the Uptown; matinees 25 cents and evenings 30 cents at the Nokomis; matinees and evenings 25 cents at the Loring.

St. Paul junior price schedule: matinees 35 cents and evenings 50 cents at the Paramount, Riviera and Strand; matinees 20 cents and evenings 30 cents at the Tower, Park and St. Clair; matinees 25 cents and evenings 35 cents at the Uptown and Centre; matinees 20 cents and evenings 25 cents at the Capitol. The prices include Federal tax.

Following the Minnesota Amusement announcement, RKO's Orpheum and Pan in Minneapolis and the Orpheum in St. Paul, also revealed "junior" prices, to go into effect June 19. Independents were expected to fall in line. The new RKO prices are substantially the same as those set by Minnesota Amusement.

Traffic in Crime

"Traffic in Crime" was the title of the current feature at the Capitol Theatre in Boston's suburban town of Everett which was entered by burglars, who "trafficked" in crime to the tune of $125, sometime between 11 o'clock last Sunday night and early Monday morning. They forced open the safe in the manager's office and grabbed the $125 in cash they found there. They missed the big "haul," however, because Manager Ray Beckham had arranged with a local bank for a late night deposit of the day's receipts. He had just taken a large sum to the bank shortly before closing the theatre Sunday night.



The Brass Tacks of Efficient Picture Theatre Management*

PLAN EVERY STEP OF YOUR CAMPAIGN

By Jack Jackson

I've encountered a few instances lately that have caused me to doubt if today's theatre owner and theatre manager are giving as much serious thought to their enterprise as the owners and managers of a few years ago. I've gotten to the point where I question how thoroughly and fully—and still more important, how far ahead—theatre policy, sales and service are studied and how much research is indulged in by the newcomers who do not possess a background of experience to guide them.

I doubt if there are enough questions asked by the newcomers of their superiors to guarantee even an approximate to accurate approach to any semblance of solution for the management problems that are already—or very soon will be—menacing the profit serenity this business has enjoyed in recent years.

I'm beginning to feel that, in no small number of instances, there are men in charge of theatres who are hesitant to admit their inability to cope with current difficulties and actually reluctant about asking their older and more experienced colleagues for the advice and guidance they need so badly.

To just what causes this attitude can be attributed is difficult to say. In some instances it may be due to a long period of supervision during which each and every decision was made by "powers above" and the manager relieved of all duty except casual theatre duties and the job of "glad-handing" the patrons. It may be due to some new quirk in the mental machinery of the "rising generation" that causes them to consider the present era as a brand new world about which they know as much as anybody and about which the old timers are more ignorant than themselves. And, it may be that 15 years of so-called "planned economy"—a period in which the youth of the nation were to believe in a "planned future"—has left a scar not subject to eradication as quickly as current conditions seem to demand.

A Well Wrought and Carefully Studied Plan

Whatever the source, the certainty exists that lack of adequate planning and studied thinking is responsible, in no small measure, for the majority of difficulties theatremen are experiencing in holding their box-offices at profitable levels. And, regardless of "buyer's strikes," "stay-at-home" sprees and other reported national tendencies, I opine that the best and surest cure for disinterest in the theatre and its attractions is a well wrought and carefully studied plan for saturating the attendance potential of every community with a well-conceived and attractively-presented advertising campaign.

Such a plan is not the kind that is coined over a cup of coffee and executed between visits to the Country Club or corner drug store. It requires the brand of concentrated "cramming" that gives soul and life blood to every successful accomplishment. The manager who wants to make his house continue on a profitable basis will have to burn the candle at both ends until he determines on a scheme of approach that will jolt those who have been weaned away from the theatre as a regular source of amusement into realization of the fact that no other medium offers so much in happiness for so little in cost. Just what course of procedure promises the greatest possibility of success will vary in every theatre and every town according to the make-up of the patron potential. When your brain machinery has stamped out the formula to be followed and the final decision as to the goal is decided upon, the really hard work starts. It is the sheerest fallacy to decide on a goal and then go about reaching it is a haphazard manner.

The road to the goal you set out for should be carefully surveyed, the obstacles

(Continued on Page 29)

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CHEYENNE EXTRA

THE DEN

VOL. 55, NO. 293 Entered as second-class matter at postoffice at Denver, Colo., under Act of March 3, 1879 DENVER, COLORADO, THURSDAY, MAY

'CHEYENNE DAY IN NATIONA

Cheyenne Welcomes Film Stars to Western Pre

The Program

THURSDAY EVENTS IN CHEYENNE.

12:30 P. M.—Reception at governor's mansion.
1:30 P. M.—Parade starts from Union station, moves up Capitol avenue to state capitol where principals receive official welcome from Gov. Lester C. Hunt.
1:45 P. M.—Parade moves down Carey to Eighteenth. Welcome at city hall, with Mayor McInerney presenting keys to city.
2:15 P. M.—Parade moves to postoffice, as mail stage returns from Deadwood.
2:45 P. M.—Parade moves down Carey to Sixteenth and over to Central, scene of barbecue.
3:00 P. M.—Activities begin in barbecue area.
Addresses by principals.
Inductions into Indian tribe.
Inspection of cigar store Indians.
Square dancing, with stars participating.
Awards in ballad contest.
Intercollegiate rodeo events.
Lambs presented to Janis Paige.
Award of Hollywood trip to limerick contest winner.
Presentation of honorary license plates.
Presentation of palomino horses to Carson and Morgan.
Art contest awards to school pupils.
Awards of hats to Cheyenne's best models.
Presentation of Hollywood's "Queen for a Day" contest winner.
Awards for window displays.
6:00 P. M.—Barbecue ends. Stars escorted to Frontier hotel by rodeo riders.
8:00 P. M.—Stars appear at Lincoln theater for premiere.
8:15 P. M.—Stars appear at Paramount theater.
8:30 P. M.—Stars appear at Princess theater.



CARSON ROSE TO FAME ON VAUDEVILLE 'CORN'

Cheyenne, Wyo., May 22.—If vaudeville had not died, in all probability Jack Carson would not be in Cheyenne today for the premiere of Warner Brothers' newest teen. On Harvest Moon," "One More Tomorrow," "Mark Twain," "Own Bed," "The Doughgirls," "Roughly Speaking" and "Hollywood Can-

(Page 10)

Husky Actor Once Swung Lumber Ax

Cheyenne, Wyo., May 22.—The husky and handsome costar of the film which is being given simultaneous premieres in these the

JANIS PAIGE IN CANTEEN

It was while she was pinchhit- tentialities of Janis Paig ting for another entertainer at the covered by a Warner Br

ER POST

By Carrier or Mail, Daily and Sunday, $1.25 a Month — 5 CENTS—26 PAGES

HAILED TRIBUTE

Film Notables Join Program Honoring City



...UND'
...E

...sical, "The Time, the ...the Girl."

...Cheyenne, Wyo., May 22. This is the day when Cheyenne ... celebrates its "Frontier Days." ... the city and ... the world premiere ... this city, thousands ... persons ... Morgan, the movie ... pirate's ... and Janis Paige ... the producti... ... here in the spe... ... up for the ... ... has come one of ... ... top ... ... many films, J...

...Governor ... has ... claimed ... as Cheyenne ... communities ... many ... round are ... ing ... crowds. Pre... ... have been made to ... ... 30,000 ... because ... of the afternoon ...

The ... the ... ...

PARA... ...

... at the ... at 12:30 ... the opening of Cheyenne ... to be followed by a ... parade through ... streets. Indians, the Frontier Days committee, Boy Scouts, intercollegiate rodeo riders, national guardsmen, and the winners of various contests conducted in connection with the premiere were to be among the parade participants.

Along the way, the visiting stars were to be presented with the keys to the city and witness the return of the old Cheyenne-to-Deadwood mail stage from its return to Dead-

AND IN ALL ITS 250 ENGAGEMENTS "CHEYENNE" receipts are the dollar-for-dollar duplicate of the biggest previous outdoor spectacles from WARNERS!!!

"Cheyenne" opens and hits the front page!!!

WARNERS' MAMMOTH MID-WEST PREMIERE WINS RECORD NEWSPAPER AND RADIO COVERAGE!

DENNIS MORGAN · JANE WYMAN

in "CHEYENNE"

co-starring

JANIS PAIGE · BRUCE BENNETT

with ALAN HALE · ARTHUR KENNEDY

Directed by RAOUL WALSH · Produced by ROBERT BUCKNER

Screen Play by ALAN LeMAY and THAMES WILLIAMSON From a Story by PAUL I. WELLMAN • Music by MAX STEINER

WB

THEATRE MANAGEMENT

Food, Fashion Show Outstanding Civic Event

National and Local Tieups, Models, Fashion Experts Highlight Flushing Affair

A promotion which extended over 11 weeks, brought together 72 women's groups and merchants throughout the community, created national and local tie-ups, received record newspaper publicity in news stories and pictures and radio mention; brought to Flushing famous radio, stage and screen stars and professional New York models including children, culminated May 27 in Flushing's most widely advertised event of the month—the Broadway-Flushing Food, Fashion and Farberware Show at the Skouras Roosevelt Theatre.

The event was inspired by the desire of Manager, Mildred A. FitzGibbons to wind up the season with a big community job. From the star, the promotion was launched and shaped as a community activity. The show was to be free with admission by tickets distributed through women's clubs and local merchants, designated by Farberware who featured its product.

To Brooklyn journeyed Miss FitzGibbons to obtain and interview her main sponsor, S. W. Farber, Inc., manufacturers of Farberware, nationally known solid stainless steel kitchenware and satin-finished aluminum dining table ware. During conferences with Isador and Sidney Farber, she made the tieups. The company gave her 48 articles of Farberware as attendance prizes, total value $330. Subsequent tieups, national and local, including a local tieup with John Kokkins of the Boulevard Beauty Shop in Flushing, who donated $100 in permanent waves, brought the attendance prize list over the $600 mark.

Agreed to Put Up Booth

Miss FitzGibbons' next national tieup was with Nestle Milk Products, Inc. This company agreed to put up a booth in the theatre lobby staffed by Nestle's employes, to serve Nescafe to all comers throughout the show, and through the regular motion picture shows following, until midnight. A local bakery, Purity Bake Shop, owned by Eugene Hummel, also agreed to install a booth and serve cookies.

To defray the costs incurred by the theatre in relinquishing revenues of the day's regular opening show, and also expenses of the show including signs and advertising generally, the theatre staff went out and promoted a Program Book and Shoppers' Guide, selling $400 worth of advertising.

Her main tieups made, Miss FitzGibbons was ready to launch the community undertaking. A group of leading civic-minded women were invited to a meeting in the theatre lobby to discuss the proposed Broadway-Flushing Food, Fashion and Farberware Show, and tea was served.

A general committee was appointed at a meeting March 11, with Mrs. Dorothea E. E. Pincus, secretary of the Broadway-Flushing Civic Association, and member of the faculty of a local high school, as general chairman, and Mrs. Howard Sitler, former president of the Flushing Council of Women's Organizations, which has 54 member clubs, as co-chairman.



BEAUTIES ON PARADE AT THE SKOURAS ROOSEVELT. When Mildred A. FitzGibbons, manager of the Skouras Roosevelt Theatre, Flushing, N. Y., does things, she does them right, with no halfway measures. Take the Food, Fashion and Farberware Show she held recently. Besides all the promotional details and other activities outlined in the report on this page, she also arranged for the personal appearances of lovely professional models from the Millinery Fashion Bureau of New York, as well as beauty and film fashion experts. Just look at the above lineup, beginning at the left: Judy Blake, model; Ellen Lind, representing the Millinery Fashion Bureau; Ona Natter, model; Miss FitzGibbons, looking for all the world like a model herself; glamorous Jinx Falkenburg; Mrs. Mabel Cuming and Vyvyan Donner of Fox Movietone News, of which Miss Donner is fashion editor; Dixie Reed, model, of Flushing; Smoky Chandler and Beall Baldwin, models.

Mrs. Marie Smith, champion local bond-seller during the war, was named ticket chairman.

She sent out letters to the Flushing Council and the Council's member club presidents asking them to apply for the number of tickets their clubs would require. She also communicated with the Queensboro Federation of Mothers' Clubs, Long Island Federation of Women's Clubs and the Consumers' Division of New York City, Federation of Women's Clubs, inviting their officers to attend.

On April 22 the general committee met local exhibitors, and thereafter joint meetings were held weekly followed by teas at which Miss FitzGibbons was hostess. Eleanor Walsh, Flushing girl back from Hollywood who taught dancing to movie stars, was named director and fashion commentator for the local fashion show. Newspaper stories widely circulated Miss Walsh's search for the most beautiful local models, including child models, to take part in the fashion parade.

Dozens of letters were sent out to radio, stage and screen celebrities and metropolitan fashion experts to appear on the program. The following stars wrote acceptances: Jinx Falkenburg and her husband Tex McCrary of the Hi-Jinx Program, WNBC; Bill Leonard, WCBS "So This Is New York" radio program; Alfred W. McCann, WOR home economist, and Prudence Penny, *Daily Mirror* food and home economist.



SHOP LOCALLY

THE BOULEVARD GIFT SHOP
144-13 NORTHERN BLVD., FLUSHING, N. Y.
Offers a Special Discount on Gifts Purchased For
Showers, Weddings and Other Activities
Bring This "Ad" With You — Step In, Let's Get Acquainted
Tel. FLushing 9-3694 ANDREW BUTTERWORTH

BOULEVARD DELICATESSEN
HOME MADE SALADS AND MEALS
BEER ON ICE
157-24 NORTHERN BLVD. — WE DELIVER
We Cater To All Occasions — Parties - Showers - Weddings
We Pack and Ship Overseas — Packages All Over Insured by Lloyd's
For Your Own Packing: Butter in Cans, Eggs, Soups, Fats, Oil, Cheese, Candies, Meat, Chocolate, Coffee, Cocoa, Etc.
Tel. FLushing 3-9550 Flushing, N. Y.

FASHION HUMOR

Ladies, I'm glad to say the trend in Millinery is still toward the top

I've been North and South on Main Street with sketchbook and pencil. And I'm happy that women's styles still have women in 'em

There was a very neat number in the basement before they flooded it to sell fountain pens. This is the mousenest akimbo with six yards of brake lining

It is a wonderful creation when worn off the face. Or even off the premises

An off-the-face hat on an in-the-bag face is not the type. Pompoms are quite stylish again in clusters of dozens. This is one hat that must be racked up by a billiard ball attendant

Hats will be green, yellow, pink, purple, orange and red. The black market in millinery is all colors this season

For ladies who prefer to roll their own we recommend one we pandered on Northern Blvd. The lady broke an egg over her head and stuck a feather in it

That required finesse, as she only used the yolk. Some ladies might like to add milk and stir to taste. Over in Tunisia the girls wear shower curtains on their hats.

(Please turn to following page)

JUST ONE PAGE. Reproduced above is just one page from the 20-page Program Book and Shoppers' Guide promoted by the staff of the Skouras Roosevelt Theatre, Flushing, N. Y., in connection with Manager Mildred A. FitzGibbons' recent Broadway-Flushing Food, Fashion and Farberware Show. The booklet contained $400 worth of advertising.

Send 5 of Best Models

Miss FitzGibbons personally made a tieup with the Millinery Fashion Bureau in New York to stage a deluxe Millinery Show by top notch New York designers Lily Dache and Sally Victor, as a fashion *hors d'oeuvres* to the main fashion dish, the local show of children's and women's wear, millinery and furs put on by Flushing merchants. The Millinery Fashion Bureau, directed by Mary Kelley, also agreed to send out gratis, five of their best models to display these creations. Vyvyan Donner, fashion editor of Fox Movietone News, a good friend of the Roosevelt and manager FitzGibbons, agreed to be fashion commentator.

All local women's and children's shops in Broadway-Flushing were invited to participate in the local fashion show which was to follow

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THEATRE MANAGEMENT

Plan Every Step of Your Campaign, Urges Jackson

(Continued from Page 25)

tudied seriously and, above all, the cost of xecution, both in manpower hours and money xpended, carefully weighed against box-office otential. If the results loom promising and the xpenditure within the borders of good business ractice start dissecting every angle of your roposed campaign. If the neighborhoods to be eached vary in class or pattern of patronage e sure that the method of approach is made o fit, and that each segment is served the kind f advertising "dish" best calculated to whet he appetite of the person or persons to whom t is directed. Suppose we take a look at what consider to be good planning:

I believe the "timing" element to be all important to the success of any advertising campaign. In other words, I consider a campaign hat starts well and proceeds day-to-day to a well paced buildup "timed" for its highest peak f effect to coincide with the opening day of n attraction to be far more effective than one hat is not kept well in hand and well managed at all times. Selling and advertising plans re a lot like horse races. Whenever a jockey llows his mount to expend its energy too soon r at the wrong period of "timing," the race oes to some other contender. We have to time ur approach to the customer with the same ccuracy—the kind that guarantees our readiess to cash in at the instant the urge or desire o attend is at its highest pitch. I've known a ot of advertising campaigns where for one reason or another the peak was reached and the lans on the resultant down grade before the ttraction was ready for presentation. In every uch instance the product failed to measure o expectancy at the box-office.

A Super-Billboard Spot

The various forms of attack should be carefully sorted and only those best suited to accomplish your purpose made use of. Billboards, street car signs, radio announcements and newspaper ads are the best media for overall coverage on "reaching the masses." Take your choice, according to the budget allotted and, if advisable, use one form in one location and another for others. For instance, a factory district where hundreds of workers pass a given location two or more times a day is a super billboard spot, while that curve in the road on the way to High Hat Hill won't garner a plugged nickel's worth of attention or patronage. On the other hand, a radio announcement, carefully worded and set for the proper time, will probably get the interest of the Hill folks. It is not necessary to buy large newspaper space if you analyze correctly and determine, in advance, the average run of space buy.

But, the use of the newspaper is essential, so it is necessary for you to lay out the kind of an ad that will command the most attention when placed among the average run of competitive copy. Pick the right border, allow the right margin, select the right catchline, order the right font and sizes of type and, above all, be sure that every word of the copy is the very best you can find to emphasize the importance of your announcement. Don't just slap an ad together. Give it thought. Plenty of thought. And don't go about the job of determining the size of space without studying what the other fellows have been buying on similar days of previous weeks. You may be wrong even after study, but the law of averages is working for you if you investigate before buying.

If you intend using the radio, be sure you pick the time that the records indicate as being best suited to reach most of the people to whom your message is directed. For instance, don't waste your money on mid-morning or mid-afternoon periods if you want to reach housewives. They're out shopping or visiting during those hours. If the right time is not available divert your money into some more fitted channel that will do your job better.

If street car advertising is to be resorted to, insist on knowing what routes the cars carrying your advertising will travel and don't waste your dough in trolleys that are not used by the majority of the folks you want to reach.

The best prospect for any and everything that happens in—or is about to happen in—the theatres is the person occupying a seat for the current exhibition. It naturally follows that whenever you overlook the use of your screen you are missing the least expensive yet most convincing and potentially profitable medium. But, again let me admonish, don't be satisfied with "just a trailer." Gauge the size of each frame, be careful in your selection of accompanying effects such as bombursts, dissolves, etc. Make certain that each frame is layed out for proper type emphasis and that every line of copy is "packed with punch." Don't leave it to the trailer concern to select the accompanying music but accompany your order with directions as to the type of musical accompaniment desired to best accentuate the copy and make the trailer attractive to your audiences. When the trailer goes on the screen try to devise some novel manner of commanding attention to its exhibition through off-stage advance effect or change of lighting, etc.

Now comes the theatre front. Here again it will pay you to be meticulous in your planning. Figure out what can be done of a distinctive nature or something that has not been used by yourself or your competitors in recent weeks. Try to maneuver at least one animated display—and the wind itself is the cheapest and oftimes best. Get flyers or an overstreet banner and be sure that you name the colors that are to be used in the makeup. Also measure your space for selling copy, be brief as possible, stipulate the size of letters to be used, the color of letters and contrasting background, the size of space to be left for margin and between lines of copy, etc. In other words KNOW what you are going to get and don't leave these important decisions to the art department or commercial sign companies you may hire to do the work.

Just because you happen to have standard size display frames and attraction cards or accessories of fitted size under attraction-to-attraction contract does not mean that you can't arrange for the exhibition of special copy to emphasize the event or policy you are putting special effort into. Try a transparent streamer set diagonally across the frame, or in some other manner let every "show shopper"—and that group is getting to be quite an army today—know that something new and different is in store for them.

I could go on and on through the entire gamut of direct mail, handbill distribution, special stunts, merchant tieups, publicity, etc., etc., but I think I've gone far enough in chronicling details to be watched to enable you to follow through in each of these departments. All I really want to impress on you is that in going about things without careful and thorough planning you are wasting no small portion of the money you spend and very frequently actually working in conflict with the best interests of your theatre. In being sure that you are getting 100 or more cents for every dollar you spend you are also making certain that every move is directed at the proper goal and calculated carefully to reach its objective with the least possible friction. You are making certain that every detail is minutely examined to eliminate any possibility of offense or statement derogatory to your theatre. In short, you're being positive that you are doing your very best every second and THAT'S ALL THE ANGELS CAN DO.

It Just Can't Be Done

This paragraph may be superfluous because, if you prepare your advertising in the manner outlined above, you'll just have to work well in advance. But my recent "no limit" bouts with Experience forces the conclusion that there are no end of managers who feel that they can afford to vacillate until the last minute and then "just throw something together" to show to their superiors. Fellows, it just can't be done. In my book, any change of policy around the theatre should be decided upon a full 30 days before it becomes effective and 10 of those 30 days devoted to study of how best to accomplish the task, 10 for the preparation of material and 10 for the build-up. What goes for policy changes is also good for attraction-to-attraction selling, with the time element reduced only because of the abbreviated coverage necessary to accomplishment. Every now and then one of those "spur-of-the-moment" things happens to hit the jackpot but if you want to consistently hold the inside position in the race to the winner's tape it's best to plan every step well in advance.

There is a big and important job of SELLING ahead for every manager everywhere. It behooves all of us to think clearly, plan carefully, work diligently and, by all means, watch the "timing."

Band Plays as Men Work

When the Palmyra band turned out for the opening of the new Myra Theatre, Palmyra, Wis., prospective patrons hesitated to enter for fear they'd miss the musical organization's program, according to Jack Yeo and Jim McCarthy, owners of the new showplace. But it happened that workmen were completing the interior while the band played on, so the patrons came in just before the first show began.

At the door an MGM starlet (so it is reported) presented cigars to the men and candy kisses to the women. And just to be sure that the "new" idea got across, new silver and paper money were used for change at the box-office in keeping with the slogan, "Everything New."

Opening-day attendance reached 1,400 people for three shows. The theatre seats 375.

THEATRE MANAGEMENT

Food, Fashion Show Is Important Civic Event

(*Continued from Page 28*)

the New York millinery parade. Three women's apparel shops, three children's wear shops, two millinery shops and two furriers' shops agreed to participate and enter two models each. Eleanor Walsh, director and commentator for the local show personally visited all the shops, selected models from applicants, and teamed up the ensembles from the shops to make a harmonious parade worthy of local enterprise.

The grand exhibit was the display of Farberware, on view for one month in the theatre. Forty-eight articles were arranged on a trestle table decorated in two shades of blue and roped off with blue ribbons. Thousands of persons viewed the exhibit each week.

Local merchants' prize display was on view at Committee meetings and, at the show, was grouped with the Farberware Display in the orchestra pit in full view of the audience. National prize donors sent samples of their products as prizes, such as Heinz, Squibbs, the A. & P. Tea Company, Priess, the cosmetics and perfume firms, Bristol-Myers and Company, etc. A local food company with national distribution sent cartons of products as prizes.

Lobby exhibits included a Nescafe booth, serving Nescafe; Purity Bake Shop booth, serving cookies; Beauty Counsellors booth, dispensing literature, displaying cosmetics, beauty home service, and the Home Savings Exhibit, put on by Whitestone Savings and Loan Association.

Four thousand individual show programs and 4,000 tickets were printed and distributed.

Auxiliaries of American Legion Posts throughout the area were contacted and invited to send color guards in uniform to parade their colors at the opening patriotic ceremonies. Uniformed Color Guards from the Auxiliary of Queens Police Post, and the Auxiliary of William A. Leonard Post responded, and attended in uniform and presented colors. Presidents and other officers of these Auxiliaries were also present.

From all sides, exhibitors and non-exhibitors and from the general public, have since come praise and requests that the show be made an annual affair.

During the performance Miss FitzGibbons quoted the words of Tex McCrary, delivered at the show: "'George Skouras put a roof over a piece of real estate and made it a meeting place for the community.' That is our aim and ideal—Mr. McCrary has expressed it in those few words."

Reduced 'Henry V' Prices For N. Y. School Children

John E. Wade, Superintendent of Schools of New York City, last week notified all principals of New York schools that the Board of Education fully endorses the motion picture, "Henry V," and recommends that as many students as possible attend showings at the Broadway Theatre.

United Artists simultaneously revealed that school children attending performances during the day will receive a discount of 20 per cent on all tickets. The company also revealed that as a result of the Board's superlative comment, it is making available 500,000 tickets specifically for school use.

40 Girl Truants

While the sex film, "Mom and Dad," was playing at the Hume Theatre in Burlington, Ont., 40 girls from the Burlington high school played truant and went to see the film. As the girls were all 16 years of age or older and eligible to attend a film show without an adult or guardian, no action was taken against the theatre, but the principal of the school required a personal explanation from the parents of the 40 girls before permitting them to return to their studies.

Faulty Projection Easily Discovered with SMPE Test

The new projection test targets brought out recently by the Society of Motion Picture Engineers jointly with the Academy Research Council and described in detail in the Motion Picture Theatre section of SHOWMEN'S TRADE REVIEW (May 24, Page E-8) is an undoubted boon to theatres experiencing faulty projection with little definite knowledge of just what causes the fault of exactly how to correct it.

That poor projection causes eyestrain and also can cause patrons to stay away from the offending theatre in droves is no new discovery among theatre managers. Any observance of faults should be immediately corrected and one of the best ways to make such correction is with the new projection targets.

Focus and alignment, travel ghost, jump and weave, lens aberration, etc., are definitely ascertainable, even by an amateur, with the targets. And with the cause known, corrections are a cinch.

Check Fuse Supply

It would be pretty tough to have to shut down because the right kind of fuse was not available when needed. A weekly check on the supply of fuses on hand will elimimate this hazard.

One Week Each Year in a Theatre for Century Heads

All Century Theatres executives and depart ment heads will spend one week each year in a theatre in an effort to avoid "ivory tower" operation and as a "refresher course" in th every-day problems confronting managers, ac cording to Fred J. Schwartz, vice-president o the theatre chain which operates theatres i Brooklyn and Long Island.

"A week each year in a theatre will be o value to all of us," Schwartz declared. "Eve with frequent visits to the houses to observ their operation, it is my feeling that hom office personnel have a tendency to becom remote from the 'firing line'."

"By viewing the hour-to-hour efforts of th managers we would be in a position to kno exactly what to expect from them in the tim they have available. In this way," the Centur vice-president concluded, "we would be le likely to make unreasonable demands of th men."

Mr. Schwartz also pointed out, during a floo discussion at Century's open forum at th Waldorf-Astoria, attended by managers of th company's 37 theatres, district managers ar home office executives, that a closer associ tion with the public would enable executiv to guage the likes and dislikes of the publ at first hand, so that shows might be selecte and presented more intelligently.

Inspect Safety Shutter

The Projection Advisory Council of ST unanimously advises a daily inspection of th action of the projector fire safety shutter. H this been placed on the jobs-to-be-done list f your projectionists?

Exciter Lamps

No exciter lamp—no sound! Any spares hand?

How an Assistant Manager Can Creat Disturbances and Accomplish Nothin

Just recently the writer was taking a busman's holiday to see one of the films that SHOWMEN'S TRADE REVIEW had reviewed in Hollywood—which, incidentally, was well worth seeing. The writer waited, like the rest of the eager Brooklynites, for quite a while before seats were available, and then settled down to enjoy the picture.

Just behind the writer's seat a patron blithely lighted a cigaret, in direct violation of law, and proceeded to enjoy himself. An alert usher promptly came down the aisle and announced, politely, but sternly, "No smoking, please!" which was just as promptly ignored. Next on the program was the arrival of apparently an assistant manager, beautifully attired in an impeccably pressed dinner suit, who not so politely yelled (practically yelled, anyway): "Put out that cigarette! Who do you think you are?" much to the annoyance of others nearby who were trying to enjoy themselves—without smoking, either. Some altercation developed, quiet prevailed for awhile and about ten minutes later down the aisle came one of New York's finest, brass buttons and all, who started the whole thing over again with the loud vocal aid of the assistant manager.

The cop asked: "Are you the guy that w smoking?" The patron answered belligerentl "Yes, but it's out now." Then it went on f about five more minutes, something like th

COP: You know that ain't allowed.

PATRON: Yeah, I wasn't thinking, and ar way this guy insulted my wife.

ASS'T MGR.: Who insulted your wife?

PATRON: You did, and I don't like it. don't like you, either!

COP: Pipe down mister, or I'll run you

PATRON: What for? I'm a taxpayer. I got some rights.

ASS'T MGR.: Well, he was smoking and can't allow that.

PATRON: I apologized, didn't I? W d'ya want, blood?

COP: Don't smoke no more mister. warnin' ya. Or I'll drag ya outta there by hair.

PATRON'S WIFE: You're always gett yourself into one of these messes.

PATRON: SHADDAP!

The rest of the audience sighed with rel

REGIONAL NEWSREEL

PITTSBURGH

Film row was greatly saddened to learn of e death of William Jervis, branch manager r the National Theatre Supply Company, who ed at 2 A.M., Monday, June 9, as the result a heart attack which he suffered six weeks o. Surviving are his widow and two sons. neral services were held at his home here Wednesday afternoon.

The golden wedding testimonial banquet given r Mr. and Mrs. Fred Herrington in the Urban om of the William Penn Hotel on Wednes- y, June 4, was attended by 275 persons, in- uding personal friends and members of the eatre and film distribution industries. Her- ngton has been secretary of the AMPTO of estern Pennsylvania since it was organized, d has been in the industry for more than 40 ars. He was presented with a check for $1,000 a token of the great esteem in which he is ld by the trade, with which he and his wife e taking a trip to California where all ar- ngements were made beforehand for their en- rtainment and comfort. The co-chairman for e banquet were William Finkel and Norman ervis, with Robert Klingensmith in charge of rangements.

The film row bowling league is holding its nual banquet in the Gold Room of the Roose- lt Hotel on June 14, at which prizes to the ghest scorers of the season just finished will awarded and plans for next year will be nounced by Paul Reith, president.

More promotions have been made by the local fice of 20th Century-Fox due to the recent ansfer of Salesman C. B. Kosco to the Buffalo anch as manager. Jack Ellstrom, booker, will ceed Kosco as sales representative, and Jos- h Vandergrift, ad sales manager for a num- r of years, will succeed Ellstrom as booker. andergrift is one of the most popular mem- rs of film row and is well known throughout e territory.

Mr. and Mrs. B. J. Redfoot, of the Arcadia heatre, Windber, Pa., have just returned from six weeks' trip to California where they vis- d Redfoot's mother and sister.

John Prioletti, shipper for 20th Century-Fox, as resigned to accept a position as booker with roducers Releasing Corporation here. He will replaced by James Petrie, assistant shipper fore entering military service, from which he as just received his honorable discharge.

Marie Kozmin, of 20th Century-Fox, who has en on the sick list for the past four months, as entirely recovered and returned to duty is week.

DES MOINES

Elmer J. Tilton, veteran Des Moines film an and former branch manager for Warner ros., has been named a head of the new Selz- ick Releasing Organization office to be es- blished in Des Moines. Tilton will be in harge of the Iowa, Nebraska and part of Illi- ois territory.

W. T. Reinhold has sold the Winthrop Thea- e at Winthrop, Ia., to Patrick Reilly and Steve bburn, both of Los Angeles. Plans call for owings on five nights a week.

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The Eddy Theatre at Eddyville has been sold to Earl D. McConkey of Ottumwa by Milton Paul. Paul plans to leave for California while McConkey faces an unusual problem in that the theatre suffered heavy damage in a recent flood which inundated the house.

Charles Hunerberg has sold the Princess Theatre at Parkersburg to Harrison Bagley.

Phyllis Berry has been appointed as a biller at National Screen, succeeding Eileen Tilton who resigned.

Mrs. A. M. Zlack, Knoxville, Ia., exhibitor, is on vacation in Arizona.

Office employes at MGM held at farewell party for A. J. MacGough who has resigned as exploiteer.

Maxine Bishop, secretary to A. H. Blank, head of Tri-States Theatre, has resigned to be married to Leonard B. Lauritzen at Kansas City. The groom is associated with Pioneer Litho Co.

Lew Ayres, screen actor, visited relatives at Milford, Ia., while enroute to Minneapolis.

Jones Hosts Managers

Managers of the Western Amusement Company met in Los Angeles last week to confer on various theatre problems. Under the hosting of Ted Jones, head of Jones Enterprises, Inc., and president of the Western Circuit, discussion were held which included District Managers Barnes Pardue, Wayne Patterson, Tom Blair; House Managers Coy McCullough, Johnnie Oxford, Tommie Clements, Jack Baldock, Ben Adams, Nolan Hartley, Art Turner, L. E. Willis, Paul Christensen, Bill Goodwin, Dexter Wright, Stan Irons, Chester Bostwick, and Dump Myatt. Lady managers from the Jones Enterprises included Mrs. Blanche Francks, Mrs. Zoma Nelson, Mrs. Etta Woolsey.

LOS ANGELES

Harry Goldberg, head of Warner Bros. Theatres advertising and exploitation, was in town for a week of conferences with local Warner chiefs.

In a revision of territories, Kansas City and St. Louis have been added to the section overseen by Herman Wobber, 20th Century-Fox western division manager.

United Artists Branch Manager Jack O'Loughlin came home from the hospital where he had been sent for emergency treatment.

While playing golf with J. Arthur Rank and several others, Charles Skouras, president of National Theatres, made a hole-in-one.

Ray Johnson, of the Ad-Art Company, has been on a vacation. In his absence, Paul Heedwohl ably handled various phases of exploitation for the organization.

Mrs. Helen Michaelis, secretary to MGM Office Manager Jack Valpey, sports a handsome painting on her wall by her 10-year-old son. Helen was educated in many foreign countries, and barely managed to escape the Nazis just six year ago, to come to this country. She was one of those caught at Dunquerque when that famous evacuation occurred, and had to hike all the way back to Brussels, Belgium.

Bill Flemion, of Monarch Sales, returned from a business trip to New York. His associate, Jack Broder, remained in Gotham to complete arrangements for the Broder Releasing Corp.

Harry LaSeff, booker for Mrs. Minnie Minor's Burbank chain, was on the Row.

Three of the four World War II combat pilots featured in "Thunderbolt," Technicolor documentary feature, flew to Hollywood for the film's premiere at the Ambassador Theatre on Wednesday, June 4. They were Col. Archie J. Knight, commanding officer of Shaw Field, South Carolina; Maj. Francis Manda, Headquarters, 10th Air Force; and Capt. Howard Hickok of Miami, Fla. The fourth pilot, Lt. Col. Gilbert O. Wymond, Jr., is now a GI student at the University of Kentucky. The picture was directed by William Wyler while he was with the Air Corps, and Monogram is releasing it through arrangement with Carl Krueger, independent producer.

Selznick Releasing Organization's Los Angeles exchange moved in April from Wilshire and LaBrea to 556 S. Harvard Blvd. Paul Walsh, formerly with Fox West Coast and before that with Warners in Omaha as a salesman, is branch manager. Gail W. Parker, ex-Paramount booker, is office manager and booker. Gene Wright is branch secretary and Frances McQuin is district secretary. Ed Hunter's Gilboy Trucking Company handles storing and shipping of SRO film and National Screen Service, the accessories.

Betty Geiger has announced her engagement to John Healy, aide to Charles P. Skouras at Natoinal Theatres. John says he and Betty will get married when they find an apartment or a house.

Sidney Pink and Paul Schreibman are going to play "Maedchen in Uniform" after "The

(*Continued on Page* 34)



There's no mystery

COLUMBIA PICTURES presents

George BRENT · Joan BLONDELL

The C CAME

with ADELE JERGENS · JIM BANNON · LESL BROO




bout this body!
RPSE
.O.D.
Screenplay by George Bricker, Dwight Babcock · Based upon the novel by JIMMY STARR
Directed by HENRY LEVIN · Produced by SAMUEL BISCHOFF
MBIA
PICTURES

REGIONAL NEWSREEL

(*Continued from Page* 31)

Overlanders" completes its run at the Uclan Theatre. This German film of pre-Hitler days is being re-released.

Improvements to the extent of $15,000 will be made in the Orange Theatre, Orange, Calif., Manager Jack Baldock announced. House will be repainted, a new speaker system installed, and latest plastic-type letters be employed on the marquee.

Manager George Ingham of the new 840-seat Fremont Theatre in Las Vegas, Nev., opened the house the latter part of May with "Lost Honeymoon."

DENVER

Joe Emerson, salesman, moved into the managership of the RKO exchange, succeeding Tom Bailey, resigned, who intends taking an extended vacation before announcing plans.

Vacationers from Fox Intermountain Theatres include Jack Kramer, city manager, Durango, Colo.; Roy Nelson, service department; Vivian Soperlund, secretary to Milt Hossfeld, and Daviette Hamlett, booking department.

Cy Lee, owner Poppers Supply Co., left for Albuquerque, N. M., on a sales trip.

Virgil Edwards, 38, Atlas Theatres city manager, Salida, Colo., died at his home there. He is survived by his widow. Dick Dekker, Gothic, Denver, manager, was sent to Salida to take over.

Screen Guild General Sales Manager F. A. Bateman was in Denver for a couple of days conferring with the franchise owners and Branch Manager R. F. (Bud) Harrell.

Edna Ahlers, contract clerk Paramount exchange, is on vacation.

Leonard Gruenberg, RKO district manager for Greater New York, spent a few days here.

Arlie Beery, representative for Manley Popper, went to Salt Lake City for the Tri-States Theatre Owners' convention.

Margie Haskins, Warner exchange availability clerk, married Neal A'Hern, and took her vacation for their honeymoon.

Paramount District Manager Hugh Braly was here for talks with theatre owners and Exchange Manager Chet Bell.

Out-of-town theatre folks seen on film row included Mr. and Mrs. Chuck Flower, Estes Park, Colo., and James T. O'Neill, Spearfish, S. D.

Call Him 'Colonel'

Monogram Southern Exchange President Arthur C. Bromberg is now a Colonel, having found in his mail upon his return from a trip to Savannah, an appointment to that post on the staff of Governor James Davis of Louisiana who is also the star of Monogram's picture, "Lousiana."

WASHINGTON

Variety Club Tent No. 11 is putting forth all its efforts towards making this year's Charity Football Game a 100 per cent success. Game will be between the Washington Redskins and the Green Bay Packers, at the Baltimore, Md., Municipal Stadium on September 21, and the combined tents of Baltimore and Washington are sponsoring the affair. Tent No. 11 members have alreday been notified to get their tickets early, with Gerald Price handling resident membership applications; Nathan Golden, out-of-town members; Dr. Sylvan Danzansky, associate members; Fred Kogod and A. E. Lichtman, box seat sales, with Harry Coonin as coordinator. General co-chairmen for the affair are Carter T. Barron and Sam Galanty. General chairman for publicity is Frank La Falce, who will set up his own over-all committee to handle every facet of radio and newspaper publicity. Other active workers will include: Art Jacobson, club room sales; Clark Davis, transportation; John J. Payette and Gene Ford, entertainment; Joe Kronman, Harry Coonin, and Paul Rich, escorts, day of game; Harry Bachman, stadium and personnel; Dr. Sylvan Danzansky, veterans committee. Honorary chairman for the affair is Nathan D. Golden, chief barker of Tent No. 11.

Preparations for Washington's annual Fourth of July celebration, "America's Cavalcade of Freedom," are already under way. Sponsors include the Board of Trade, District motion picture theatre owners, the D. C. Recreation Board, and national capital parks. Co-chairmen for the program are Carter T. Barron, eastern division manager for Loew's, Inc., and John J. Payette, general zone manager for Warner Bros. Frank La Falce, director of advertising and publicity for Warners will handle publicity for the affair which last year attracted 350,000 persons.

Jo Lombardi, former orchestra leader at the Earle, Washington, is now musical director of the Hippodrome, Baltimore.

Loew's Gene Ford will audition home town talent starting August 1, for the 8th edition of the "Going Native Revue." This will be the first revue since 1939. Series started in 1933 and ran yearly until 1939. All Loew's theatres in town will have application blanks available to both amateur and professional local talent.

Newest members of Variety Club Tent No. 11, include: George Waldman, Film Classics, New York; Sidney Weiner, Film Classics, New York; Alvin Ehrlich, radio director, Kal, Ehrlich and Merrick Adv. Agency, Washington; Robert Sher, attorney for Washington motion picture exhibitors, of Miller, Sher and Oppenheimer; Charles Noske, assistant manager and treasurer, RKO Keith's Theatre; Jules K. Chapman, Film Classics, New York; Laurence Moore, head film editor, Navy Department; Jerome Adams, MGM branch manager; Gerald Sarchet, Motion Picture Library, Naval Photo Center; Ward Besanson, salesman, Columbia Pictures.



THEY LEARN ABOUT NEW WARNER NEWSREEL. Warner Bros. district managers and home office sales executives, at a two-day sales meeting conducted in New York by Ben Kalmenson, vice-president and general sales manager (seated at head of table) are given details of the company's forthcoming newsreel, The Warner News. Others in the group are, clockwise at left, Robert Smeltzer, Henry Herbel, Roy Haines, Norman Ayers, James Allen, Norman H. Moray and (standing) Charles Bailey. At right, reading clockwise from head of table, are Mort Blumenstock, Jules Lapidus, I. F. Dolid, Sam Lefkowitz, Charles Rich, Haskell Masters and Hall Walsh.

PHILADELPHIA

Biggest affair of the week in Philly was the Stanley-Warner Office employes' spring dinner-dance, the first in five years, at the Cedarbrook Country Club. Nearly everyone attended and the party was a tremendous success. Joe Frasetto and his orchestra furnished the music for dancing and there were many door prizes given to lucky winners. The reception committee, under Adele Plechner, met all those attending at the door and gave a rose to the ladies and a carnation to the men. The ladies also received a gift—a 50c lipstick—contributed by the House of Westmore. Best surprise of the evening was when lovely Bettie Lamont, petite receptionist, agreed to sing a song for the merry-makers. Bettie's first number was "Jealousy" and for an encore she sang "Sympathy." The applause was so great however, that it was necessary for Bettie to sing a third number before leaving the club. Thelma Levine of the employment office also sang for the audience of fun-makers.

Bucky Harris, RKO exploitation man who covered the Philadelphia territory some years ago is pinch-hitting for Doug Beck who has been called to Boston to assist in a special campaign for the company.

Milt Young, Columbia's crack tub-thumper

(*Continued on Page* 36)

"ERROL and KENNEDY COMEDIES ...TOP 'EM ALL"

—say the guys who play 'em!



"Poor Edgar, if he ever outwits his brother-in-law and Mama, we're going to send him orchids. Our *patrons just love to see him pushed around—and shout with glee!*"

—Mattie Kimbrough, Temple, Texas

"Usual good Edgar Kennedy with *plenty of laughs!*"

—Abe H. Kufman, Fountain, Terre Haute, Ind.

"A good comedy which *will make anyone laugh.* Play it!"

—E. M. Freiburger, Paramount, Dewey, Okla.

"Our Kennedy fans said this was his best; he lowered the ice cream freezer on his brother-in-law and *the customers rolled in the aisles!*"

—Roy Reeves, Brockton, New Brockton, Ala.

"Leon Errol in 'Let's Go Stepping' is an *excellent comedy!*"

—James C. Balkcom, Jr., Gray, Ga.

"*A scream for slapstick* and one of his best ever, in my opinion."

—Terry Axley, New, England, Ark.

RKO RADIO PICTURES

Here's down-to-earth, grass-roots laughter for everyone! Year-after-year bookings by more than 8,000 theatres prove that Errol and Kennedy subjects are . . .

THE BEST 2-REEL COMEDIES ON THE MARKET!

REGIONAL NEWSREEL

(*Continued from Page 34*)
is recuperating in Graduate Hospital after a quick appendectomy.

Rose Milgrim, secretary to George Fishman, Warner press agent and public relations man, is confined to University Hospital.

Fred Sandy, formerly branch manager for PRC, is now with the Kay Film Exchange in Washington in the same capacity.

Norman Lewish postcarded last week from Los Angeles. His choice of postcard illustrated the beach home of Cary Grant at Santa Monica.

Friends of Al Zimbalist, formerly wtih the S-W publicity department, received greetings from Hollywood.

Bill Clark and Tom Lark have moved their offices of National Film Services to the second floor of 1225 Vine Street.

Mel Fox has announced that in addition to his new High Theatre at Burlington, N. J., which opens in September, he is building a new house in Mt. Holly, N. J. and another theatre in the Mayfair section of Philly. The High will seat 900.

Estelle Weiner, formerly with Paramount is now secretarying at Selznick Releasing Organization.

Jimmy Dormond, exploitation man for Ev Callow, S-W ad head, celebrated his eighth wedding anniversary this week. The occasion was celebrated with a night out with dinner at the Ben Franklin and a theatre after.

A testimonial luncheon will be tendered Sam Diamond, recently made branch manager of PRC, and Mel Koff, branch manager of SRO on Monday, June 16 in the Junior Ballroom of the Ritz-Carlton. The affair is being sponsored by the MPA and the Variety Tent 13. Bill Doyle is handling reservations from an office set up in the Variety Club headquarters.

DALLAS

Warner Brothers "Stallion Road" was shown to officers of the Dallas Horse Show and Breeders Association last Monday.

Opening day policy at the Rialto Theatre in Dallas was changed June 6. After operation for some years with new programs each Sunday and Thursday the Rialto will begin new runs each Saturday and Wednesday. The picture to inaugurate the new policy was "The Fabulous Dorseys."

"The Well Digger's Daughter," was shown at the Civic Federation June 6 and 7. Shown at the Telnews first-run recently, the film was obtained by the Federation through special permission of national and local distributors.

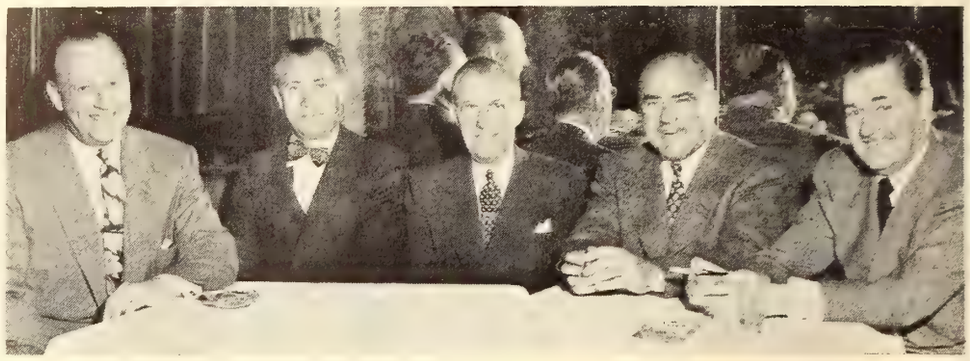
Pupils from the Stephanie Brown dance school appeared at the Arcadia Theatre in Dallas June 3.

Col. William McCraw, exeuctive director of Variety International, addressed the final session of the Theatre Enterprises, Inc., Partners and Managers, meeting held at the Baker Hotel May 30.

Cedar Chest Theatres Inc., Dallas, Texas, has been incorporated with $20,000 authorized capital by L. N. Childress, P. R. Isley and Ruben Williams.

R. N. Smith, Theatres, Inc., Mission, Texas, has been incorporated by R. N. Smith, Hildred Rascoe Smith, and R. N. Smith Jr. Capital listed at $50,000.

The Bob Theatre Corporation, Dallas, Texas, has been incorporated with $5,000 authorized capital by W. H. O'Bryan, Charles L. Brent and Elizabeth F. Brent.



SALES POLICY AS LUNCHEON TOPIC. Producer Hal Roach (second from right) talked sales policy with United Artists executives at luncheon last Friday in New York. His "Comedy Carnival" is the first of his new releases through UA. Left to right: Maury Orr, western sales manager; Edward M. Schnitzer, eastern and Canadian sales manager; J. J. Unger, general sales manager; Roach, and Gradwell L. Sears, vice-president in charge of distribution.

Lake Theatres, Inc., Lake Worth, Texas, has been incorporated with $15,000 authorized capital by A. L. Watson, Josephine Watson, and G. B. Turner.

The Major, a new 1,100-seat thetare in Dallas, jointly owned by the Phil Isley circuit and Major L. M. Childers, opened May 30. Edward Carlton, formerly head of the Brazo's Theatre in Mineral Wells, Texas, is manager of the Major.

HARTFORD

'The Outlaw' has been booked for a local run, starting Friday, June 27, at the E. M. Loew's.

Manager Lou Cohen of the Loew's Poli was host at a luncheon last week in honor of Miss Dorothy Ford, the actress. The luncheon, held in connection with United Artists' "A Miracle Can Happen," had as invited guests Connecticut radio and newspaper representatives in addition to Lou Brown, director of advertising and publicity for Loew's Poli New England Theatres.

In Thompsonville, Conn., Tom Grogan, for many years associated with the motion picture industry (his last manager's job was at the Strand, Thompsonville), is now managing a hardware store.

Pearl Needles, daughter of Henry L. Needles, Hartford district manager for Warner Theatres, and Mrs. Needles, was married Sunday (8) to Morris Tonken, a Hartford attorney.

Fred Matthews has been re-elected business agent of Local 301, IATSE, New Briatin, Conn. Newly-elected: Joe Kneeland, president; Dan Grenier, vice-president; Felix Stapanik, secretary; Kneeland, Grenier, Matthews, and Stapanik, executive board; and Howard Richardson, recording secretary.

At the State Capitol in Hartford a certificate of organization has been filed for Crystal Amusement Corp., Bridgeport; amount paid in property, $12,000; president, Joseph N. Friedman; treasurer and secretary, Nicholas Mainero; directors, the officers, and Esther Friedman, and Shirley M. Mainero.

Federal approval has been granted for alterations to lobby of theatre. Amount is for $17,000, with location at 111 College St., Middletown, Conn. Owner is Conn. River Realty Co.

Boost Helen Gilbert

Declaring that Helen Gilbert "has been shamefully neglected by Hollywood studios and is highly deserving of a good break, the British Westerners and Gene Autry Friendship Club, comprising 2,000 British movie fans, has formed a "Boost Helen Gilbert Committee" and is waging a world-wide publicity campaign to boost Miss Gilbert to stardom. Already the club has sent "Hollywood Unfair to Helen Gilbert" circulars to Hollywood producers, expressing the club's determination "to see that Miss Gilbert reaches the top" and its desire to see her in important screen roles. "You'll be hearing from us again," the message concludes.

CHARLOTTE

Republic Branch Manager J. H. Dillon underwent an operation in the hospital recently.

PRC-Eagle-Lion Branch Manager Harold Keeter, together with Salesmen Charles Hunsuck, R. M. Boovy, and Dave Williams, attended their company's recent sales meeting in Atlanta.

Astor Branch Manager R. F. Pinson has taken over the Morris Field Theatre in Charlotte, formerly operated by Max Holder, who has become a salesman for Astor.

Everett Olson of Minneapolis has taken over the duties of Paramount exploiteer in Charlotte. Olson was connected with the Minnesota Amusement Company, a Paramount affiliate, prior to his coming to Charlotte.

Al Burks, MGM exploiteer and well known Charlotte film man, has been dropped from the company's local staff in a recent move whereby the company is suspending its exploitation department. The MGM employes in the Charlotte office gave him a farewell party.

Baseball is making the rounds of film row these days with different exchanges making up softball teams. Almost every day anyone strolling by Charlotte's Independence Park late in the afternoon will see a hot game being played between two of the film row teams.

Mr. and Mrs. R. A. Goodman, owners and operators of the Mae at Oakboro, N. C., have purchased the Norwood in Norwood, N. C. from R. L. Johnson.

M. H. Schenck of New York, Paramount sales representative, has left Charlotte after conferring with Paramount Branch Manager Harry Haas.

H. D. Hearn of Exhibitor's Service has re-

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turned from a trip to Charleston, S. C., where he went with H. D. Hearn of Exhibitor's Service to confer with one of Exhibitor's Service accounts, the Pastime Amusement Company.

Cary Caudell's new Danca Theatre in Wallace, a 700-seat house, held its formal opening recently. Film row people attending were W. F. Harris, Wil-Kin Theatre Supply; George Graves, 20th-Fox salesman; D. B. Kizzish, Alexander Film Co.; Lawrence Terrell, Paramount salesman; R. W. Ramsey, Sound Service. Harris acted as master of ceremonies at the opening.

NEW HAVEN

Promotion of Salvatore Popolizio to assistant booker of 20th Century-Fox from the ad sales department, has been announced. He succeeds Morris Weinstein who moves over to New Haven branch of PRC as salesman.

Norman Levinson, assistant manager of the Loew Poli College, New Haven, is ready for a vacation trip to Canada.

Definite plans for charitable activities will be discussed at next meeting of Tent 31, Variety Club of Connecticut, when Morris Bailey, head of Heart Committee brings in his report. Club also plans going into membership drive within the next month and is also lining up entertainment activities. As yet the organization has no definite headquarters, although a committee composed of Dr. Jack Fishman, Harry Leviates and Lou Brown is inspecting various sites.

Doug Beck, RKO exploiteer, who is taking over the New Haven territory for three months while the regular exploiteer, Bucky Harris, reigns over Beck's Philadelphia spot, is in town and meeting exhibitors. Beck will be actively engaged in the New England premiere of "The Long Night" which gets under way in August.

Herman Levy, executive secretary of the Connecticut Motion Picture Theatre Owners and general counsel of the MPTOA, is taking a few days' vacation now that the Connecticut legislature has convened. He is spending the time getting acquainted with his wife and young daughter.

Morris and Mollie Rosenthal (he's manager of Loew's Poli, New Haven), are getting set for vacation and auto trip to visit relatives in Kansas.

Loew Poli theatres in Bridgeport, New Haven, Waterbury, Hartford, Norwich and Meriden, Connecticut, Springfield and in Worcester, Mass. are planning special "school's out" Cartoon Carnivals before the schools close for summer. Shows in the majority of cases will be held on Saturday morning with the showing of 17 cartoons. Tickets being sold in advance and blocks being sold to groups and business firms. The shows are being exploited with trailers, heralds, radio and newspapers. Harry F. Shaw, division manager of the Loew Poli New England theatres, asserts that "school's out" shows are yearly events.

Barney Pitkin, branch manager of RKO, is busy reconditioning his "hacienda" in Woodmont, near New Haven, in preparation for summer activities. He discovered on reopening the house that he had failed to open certain water faucets during winter, resulting in an automatic sprinkler system.

M. & P.'s Paramount New Haven Theatre has already begun extensive renovations, according to Manager Jim Darby. A new marquee of new design and construction is resting backstage while workmen remove old rubber matting from the front lobby to be replaced by new quarry tile. Old style wooden display frames are being replaced with modern stainless steel frames. The ladies' rest room is taking on a new oak veneer wainscotting. Decor for the furnishings is yet undecided.

Harry Rose, manager of the Majestic, Bridgeport, is off to Atlantic City for a vacation and to visit his folks. Mrs. Rose and son Sheldon are accompanying him.



TELEPHONE CONFERENCE. The telephone, which many people declare Don Ameche invented, is used (above) at Paramount for the first such conference ever held by a motion picture company with its field men all at one time. Discussing exploitation campaigns for "Dear Ruth," "The Perils of Pauline" and "Welcome Stranger" with Paramount field representatives, are (l-r) Sid Mesibov, assistant exploitation manager; Charles M. Reagan, vice-president in charge of distribution, and Curtis Mitchell, national publicity, advertising and exploitation director. Observer is Carl Clausen, budget controller of the department.

MINNEAPOLIS

Paramount Division Manager J. J. Donahue and Paramount District Manager Allen Usher were at the Minneapolis exchange last week in connection with the drive celebrating "35 years of leadership."

New salesman at Paramount is Jerry Wise of Chicago. He replaces Bill Mussman who has been promoted to sales manager.

Recent exhibitors on film row were Fred Ranielli, Keewatin, Minn.; Will Glazer, Faribault, Minn.; and Jack Heywood, New Richmond, Wis.

Lemi Ispekci, son of Fahir Ispekci, distributor in Turkey for all major U. S. film producers, is in town. Lemi, whose father also is the Turkish representative for U. S. Air Conditioning Co., will work at the firm's plant here for a few months.

PRC District Manager Max Roth and Eagle-Lion District Manager Harry Mandell from Chicago were at the Minneapolis exchange.

T. E. Hanson has installed new seats in the Roxy, Argyle, Minn. Al Peterson has installed new projection equipment in the Lyric, Atwater, Minn. Alfred Wurl plans to install air conditioning in the Miller, Napoleon, N. D.

Harold Field, Minneapolis exhibitor, and head of the Poineer circuit in Iowa, was elected first permanent chairman of the Motion Picture Foundation for the Minneapolis film zone. Universal Branch Manager Roy Miller was elected vice-chairman, and William Elson, exhibitor, was elected trustee to represent the Minneapolis unit on the national board. Harry B. French, Minnesota Amusement Co., was named treasurer and Stanley Kane, NCA secretary, was elected executive secretary.

Close to 100 film and theatre friends of Bill Evidon, city salesman for Columbia, attended a farewell dinner at Nicollet Hotel for him. He is being transferred to the company's Los Angeles office.

Saturation booking of "Duel in the Sun" in the Minneapolis zone will embrace 24 houses in 23 situations of the Minnesota Amusement Company, including La Crosse, Wis., with all runs breaking June 20. The film will play the Lyric and Century, Minneapolis, day-and-date, a new "first" in city booking arrangements.

Jean Levy has resigned as secretary to 20th-Fox Branch Manager Jack Cohan to become a housewife. Ardis Bartz is her replacement.

Joseph J. Schwangler has been named manager of the Ridge, Breckenridge, Minn., succeeding Charles Brauch, who has been shifted to Thief River Falls, Minn. Charles Madison is the new manager of the Ritz, Chariton, Iowa.

Recent visitor at Republic was Michael Fallon, of the home office auditing staff.

COLUMBUS

Jean Peters, East Canton co-ed who was named Miss Ohio State last year, has been cast in her second 20th Century-Fox film, "Julie," with John Payne and Clifton Webb. She recently completed work in the Fox Technicolor film, "Captain From Castile."

Th Gayety, burlesque theatre, has discontinued its stage policy for the summer. First dual film attraction included two "adults only" features — "Fig Leaf For Eve" and "Youth Aflame?"

Roy Rogers will bring his thrill circus to town at Red Bird Stadium June 24-26. Autographed photos of Rogers and Trigger are being offered with each child's ticket purchased in advance.

Russell Janney, author of "The Miracle of the Bells," was a local visitor. He left for Londonderry, Ohio, to visit his mother, Mrs. Reynold Janney. Janney is a native of Wilmington, Ohio.

Murray Lewis, advance representative for the Selznick Releasing Organization, in town for the Broad's showing of "Duel in the Sun," had a reunion with an Ohio University fellow alumnus, Columnist Ben Hayes of the Columbus Citizen.

Verna Myers is the new cashier at the Ohio.

KANSAS CITY

More showfolks were here for the 35th Division Reunion last week than this town has seen in a long time. Jack Benny headed up the "French Revue," net proceeds of which went to the benefit of American Aid To France. With Benny came Marjorie Reynolds and Frank Remlie, guitar player from the Phil Harris orchestra. Others on the three and a half hour show included Jane Pickens, Rhonda Fleming, Vic Hyde, Herb Sulko, Hap Hazard, Large & Morgner, Martels & Mignon, Peter Generro, James Barrie, Dick Smith, and the Paris opera singers, Mlle. Marcella Denya and Jacques de Boecklin. The troupe gave two performances. Charles Schmelzer and Gardner Rapelye put the show together here.

Ted Barker, former Loew publicity man in St. Louis, was in at the Midland Theatre here handling the manager's chores for a few days in

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the absence of Howard Burkhardt, regular manager who is on vacation. Barker left last weekend for Cleveland where he will handle publicity for five Loew theatres there.

Ronda Fleming told the press she will do stock in La Jolla, Cal., this summer with Gregory Peck, Joseph Cotten and other players of the Selznick company.

Lawrence Lehman, Orpheum Theatre manager, was the subject of a column by Landon Laird in the *Kansas City Star* last week.

Virginia Kelley, of the Dickinson Theatre circuit home office, made a trip to the hospital last week to undergo an appendectomy. She is the wife of Paul Kelley, Dickinson booker.

John Schlicter and Maxine Kiem were married recently. He's the KCKN announcer and resident theatre actor.

Reissue Repeats

Now it's return engagements on reissues. The Gilham Theatre in Kansas City, a neighborhood houses has rebooked Al Jolson in "Heart of New York" (originally released as "Halleuljah, I'm a Bum"). The picture first played a week's run there several weeks ago.

Newspaper ads for "Smash-up," showing at the Tower, Uptown and Fairway last week, stressed that the picture is not for children. So Barney Joffee, Bus Carroll and Roy Cato got their heads together and decided not to sell children's admissions for the run of the picture.

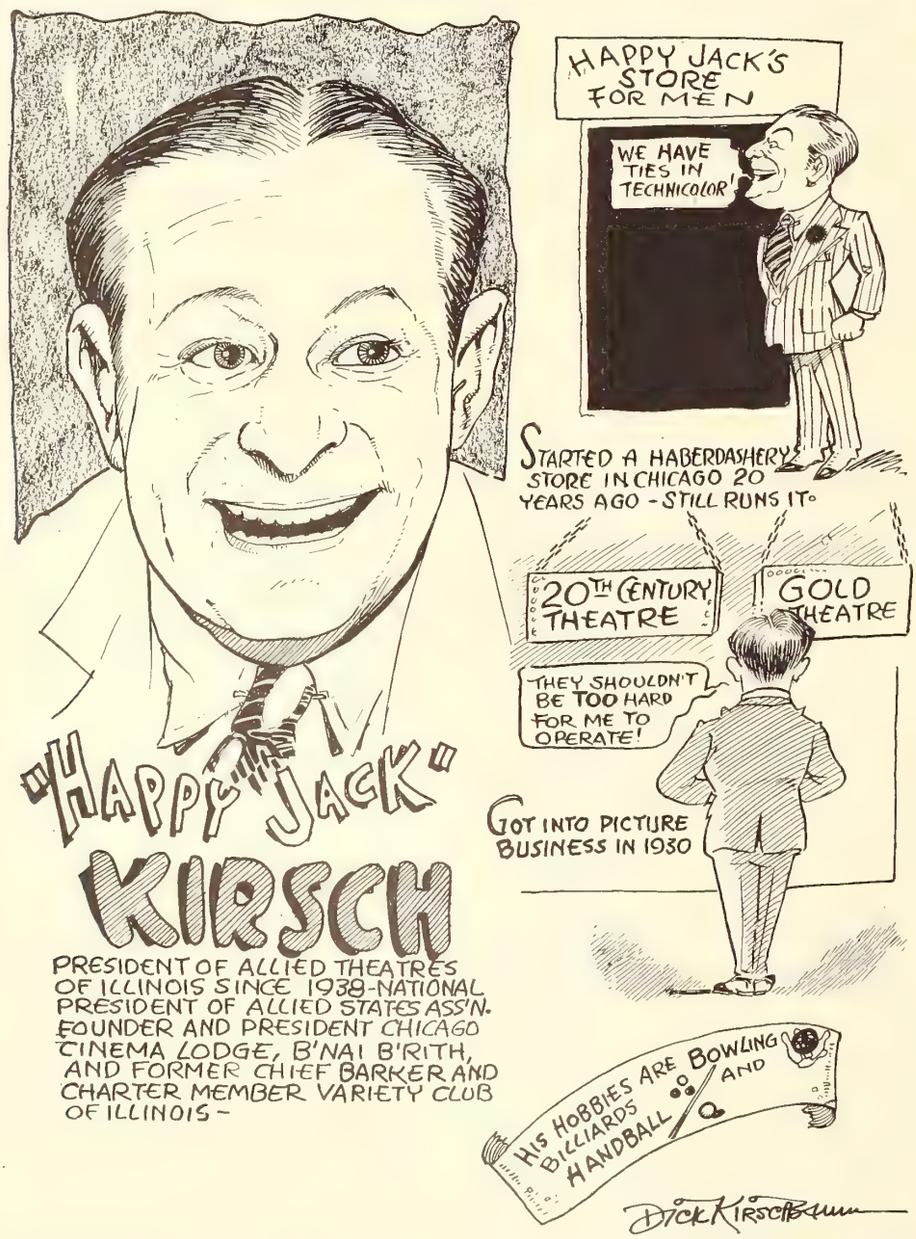
Norris Cresswell resigned as manager of the Glen Theatre, Dickinson house, last week-end. He takes a couple of weeks' vacation and expects to return to Kansas City. Cresswell is one of the old timers in show business here and has been around since 1906.

"Duel in the Sun" is the second picture within two months to hit theatre row at advanced prices. It opened in the Midland Theatre, and a flock of dates throughout the territory, June 12. The local scale is 90c for matinees and $1.25 for nights. Looks like a two-week run in the big Midland.

The Newman Theatre has seen its last days under that name. Henceforth it is to be the Paramount. Work of getting up the big new sign was completed last week, and the theatre officially becomes the Paramount with the premiere of "Perils of Pauline" for the benefit of the Jackson County Cancer fund next Tuesday night.

The Folly Theatre which plays burlesque with movies during the winter season has reopened and is showing straight movies. "Sins of Love" was shown last week, with Bettie MacDonald making a personal appearance in connection with the picture.

SHOWMEN'S SILHOUETTES by Dick Kirschbaum



Next Week ..... **GUS S. EYSSELL**

BOSTON

Congratulations of the local industry are being extended to Walter E. Foley, manager of the Lancaster Theatre, Boston, and Mrs. Foley on the birth of a seven-and-a-half-pound baby boy.

United Artists' Clayton Eastman is leaving for home office conferences in New York and will proceed to Albany and Gloversville, N. Y., before returning to Boston.

Phil Engel, Esquire Theatre publicist, arranged a special screening of "Carnegie Hall" for newspaper reviewers, radio commentators, music critics and prominent civic personalities at the Esquire on June 10.

Jack Draddy was confined to his home for a few days with a bad cold.

Henry Schwartzberg, prominent in film circles here, was installed as president of the Temple Sinai Brotherhood, Brookline, Mass., on June 11.

HARRISBURG

Summer plans and policies of the Wilmer and Vincent circuit of Fabian Theatres were discussed by circuit managers at an all-day conclave and luncheon held in the Harrisburger Hotel last week. The local exhibitors were hosts for the meeting at which Fabian officials Lou Golding, Ed Fabian, Geroge Trilling and Jerry Becker outlined policy. Present were, Gerry Wollaston, State; Jack O'Rear, Colonial; Francis Deverter, Rio; Edgar Goth, publicity and advertising, Harrisburg; A. Frank O'Brine, Floyd Stawls, both of Richmond; Earl Westbrook and Herman Nowitsky, Norfolk; Fred Osterstock, Easton; Charles Bierbauer, Allentown; Paul Glase, Reading; Ward Kreag, Altoona; and D. J. Sheppard, Johnstown.

Legislation preparing the way for churches to exhibit religious films on Sunday has been adopted without dissent by the Senate. The House-introduced measure was returned to the lower chamber for concurrence in the Senate-inserted amendment which stipulated that no admission charges may be made by the churches.

The Tri-county preliminary to the Miss Pennsylvania and eventually Miss America contests for beauty and talent will be held at the State

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THE NEW PRC SEAL



IS THE BIG NEWS IN THE MOTION PICTURE INDUSTRY

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(*Continued from Page* 38)

Theatre July 2, under the auspices of the Junior Chamber of Commerce.

A stage show by Tex Terry, billed as "the bad man of many a western," was well-attended at the Rio. Returned from vacation at that house is Mrs. Bertha Olson, cashier.

The first summer Saturday morning kid show at the Senate last week featured six Disney cartoons and a full-length feature "Tarzan and the Amazons."

Bob Sidman, Senate, bannered local newsstands for "Odd Man Out," calling attention to American magazine's current story on James Mason.

Mrs. Clayton Brunner, former Embassy, Reading, usherette, and her son, were guests of Franklin Maury, Colonial assistant manager, and his wife. Mrs. Brunner's husband formerly was chief of staff at the Astor, Reading.

On Dauphin county criminal court jury last week was Charles V. Roth, theatre operator.

PORTLAND

Box offices took a decided drop during the past 10 days, due in part to opening of The Meadows horse-racing, and the holiday exodus to the Oregon beaches and mountains. There are other alibis, and it may be that product is not up to previous high standards.

Morris Dunsford and associates will operate the new Island Theatre on Vashon Island, Wash., due to alleged breach of contract filed by G. L. Geisentanner, the original promoter of the $60,000 house.

Ted R. Gamble opened his Century Theatre in Portland with "Ramrod" and personal appearance of Preston Foster on June 4. During the time the house was closed—it was formerly The Downtown—the house was equipped with most modern equipment and lighting.

Capt. A. E. Lathrop opened his new theatre at Anchorage, Alaska, on Decoration Day. It represents an investment of $1,000,000. The theatre is equipped with a huge waiting room to accommodate patrons who arrive too late for a show, and will not be allowed to disturb an audience. It will have a single-feature policy.

Willard Coghlan outlined the publicity program on "Ramrod" which opened the New Century Theatre in Portland.

Charles William Russell, 64, Seattle, well known member of Motion Picture Operators Local No. 15, died at his home of a heart attack. He was a native of Michigan.

L. W. Roe has opened his new Columbia Theatre in Rainier Valley, King County, Wash.

Fred Boewer, Fred W. Hair, Gaylord C. Ransom, Eldred B. Taylor are all partners in the Iris drive-in theatre just opened at Walla Walla, Wash. The capacity is 700 cars.

Federal Judge James A. Fee has granted the CPA a permanent injunction against Charles Slaney prohibiting him from rseuming the remodeling of a Delake warehouse into a motion picture theatre. The reconstruction was started in July 1946 but was subsequently stopped. The former owner sold out to Slaney who started the remodeling again last February. Temporary restraining order was granted on April 8.

Artist and Canvas

Artist John Falter and his portrait of Ronald Colman, painted on 20th-Fox order, served Manager Willis E. Shaffer of the Orpheum Theatre, Atchinson, Kans., as high-toned exploitation for "The Late George Apley." Shaffer borrowed the portrait from 20th-Fox, induced Falter to stand beside the portrait in the lobby and give out autographs on the opening night. The stunt not only made the local papers but broke in other area newspapers and in the Kansas City Star.

ATLANTA

Mr. and Mrs. Earl Holden, and daughter (he manages for the North Carolina Theatres, Hickory, N. C.) are vacationing in Miami.

Oliver Naylor, former manager of the Lyric Theatre, Birmingham, Ala., has resigned to join his brother in the 16-mm. field in Birmingham.

Ollie Haynes, former manager of the Noble Theatre, Anniston, Ala., has been transferred to Birmingham, as manager of the Lyric.

Nat Williams, president of the Interstate Theatres headquarters in Thomasville, Ga., has announced the following changes in his circuit: Curtis Davidson, former assistant manager of the Shaw, Quincy, Fla., will become manager of the house while F. C. Marxsen, former manager there, will take over the Rose in Thomasville.

Monogram Branch Manager Babe Cohen is off for a trip to Nashville.

J. E. McLeroy, Monogram's special representative in Charlotte, came to Atlanta to see his family.

Charles Saphvo, special representative of Vanguard Films (SRO) was recently in Atlanta paying Henry Krumm a visit.

Kay Film Exchange in Washington will have a new manager in Fred Sandy, former branch manager of PRC and Eagle-Lion in Philadelphia.

Mrs. Leola Delong of Monogram's booking department has returned to Atlanta after spending some time at her farm near Toccoa, Ga.

Eagle-Lion Southern District Manager Ralph McCoy is back at his desk after a trip to New Orleans and Memphis.

M. C. Moore, Riverside Theatre, Jacksonville, Fla., came into Atlanta for a visit.

Ben Butler, special representative for MGM, was an Atlanta visitor.

Bernice Wassworth, Secretary to Arthur C. Bromberg, president of Monogram, spent a weekend in the mountains of North Georgia, with her sister, Mildred Castleberry, booker for the Martin Theatres.

Mary Bridges of the Martin Theatre booking office is recovering from a tonsilectomy.

Back at their offices after business trips out of the city are: L. D. V. Benton from Atlantic City, N. J., and B. D. Benton, from Los Angeles, both owners of the Benton Bros. Film Express.

Columbia Pictures has a new Atlanta office manager, R. J. Ingram, Southern district manager, having appointed Gregory Joja, former auditor for the company to that post.

Universal-International Branch Manager J. A. Partlow is back from Tennessee.

Charles Durmeyer of Southern Automatic Candy Co. and chief barker of the Atlanta Variety Club and Mrs. Durmeyer are back from a trip to Florida.

OMAHA

Tri-States City Managers Wally Kemp of Grand Island and James Pickett of Hastings arranged a party at Grand Island for the 65 employes under them. It was called an "eggfest" with "eggburgers" the featured dish.

Wedding date for Fred Aliano, Columbia head shipper, is June 21.

Fred Fejfar, MGM head booker, was off several days to attend his father-in-law's funeral at Mount Vernon, S. D.

Betty Berndt, MGM, married Lester Peterson at her home in Spaulding, Neb., and is now taking a two-week vacation.

Donald Shane, Paramount Theatre manager, is carrying his arm in a sling as a result of a tonsil infection.

Ira Crane, manager of the Bonham Theatre, Fairbury, Neb., and Mrs. Crane are enjoying some Minnesota fishing.

Tri-States Theatres District Manager William Miskell will headquarter in Des Moines this month and act as general manager.

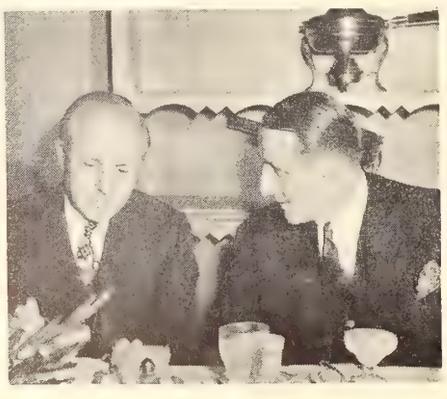
John Cannella, Orpheum Theatre, Minneapolis, was slightly injured in an auto accident while enroute here for a vacation. He is a former RKO-Brandeis employe.

Ceta Bowman has been named assistant manager of the Capitol, Grand Island.

Pat Daly's successor at Columbia is Fanny Miller. Pat will return to her home at Carroll, Ia., due to sickness in the family.

James W. Taylor, head of audio-visual edu-





"YOU'RE GOOD FOR US, MR. RANK." That, in effect, is what National Theatres President Charles P. Skouras (in photo with the British magnate at left above) told J. Arthur Rank at a luncheon in Los Angeles last week at which Skouras acted as host. In photo at right, Rank chats with RKO President N. Peter Rathvon.

REGIONAL NEWSREEL

cation for the University of Nebraska, told an area librarians' meeting that libraries soon may have records and films as well as books to lend to patrons. He said this is logical because 80 per cent of "our learning comes through hearing and seeing."

Pioneer Circuit Partner Herman Fields and General Manager Donald Smith were in town.

RKO employes and their families have postponed their annual picnic at Peony Park. The weather hasn't been favorable.

Bob Hoff, office manager of the Ballantyne Company, spent several days in Chicago.

Two Warner employes are vacationing: Margie Gagnon, branch manager's secretary, is at her home in Yankton, S. D., and Josephine Maguire is dividing her time between Grand Island and Des Moines.

Ruth Meyers, United Artists' head inspectress, has left on a three-week vacation. Norman Nielsen, office manager, is spending his two weeks at home.

Mayor Charles Leeman, a film fan, wrote Paramount Studios in Hollywood saying that he feels Omaha and Nebraska have been neglected and asking that one or the other be the background for a future motion picture.

OKLAHOMA CITY

C. F. Motley, of Griffith Theatres, returned in late May from a 10-day trip to Warm Springs, Ga., where he visited Mrs. Motley who is confined there for treatment.

R. Lewis Barton's new drive-in theatre will open in about two weeks. Reports are that it will hold at least 1,000 automobiles. Barton also opened a new miniature golf course in Oklahoma City recently.

A short feature picture is being made in Oklahoma City with Oklahoma City children as actors. When finished it will be shown at the Home Theatre.

The Home Theatre was closed for a few days last week to complete installation of air conditioning equipment.

In town this past week were C. E. Leachman, Stillwater, Okla., E. R. Slocum, El Reno, Okla., Don Hall, Ponca City, Okla., Boyd Scott, Bartlesville, Okla., Jim Worsley, Picher, Okla., and Elmer Adams, Jr., Shawnee, Okla.

Foster McSwain, Ada, Okla., theatre manager, was elected May 22 as a new president of the Oklahoma Public Expenditure Council.

The Variety Club of Oklahoma sent a $1000 check to D. V. Terry, manager of the Woodward Theatre, Woodward, Okla., for the Woodward relief fund recently.

MILWAUKEE

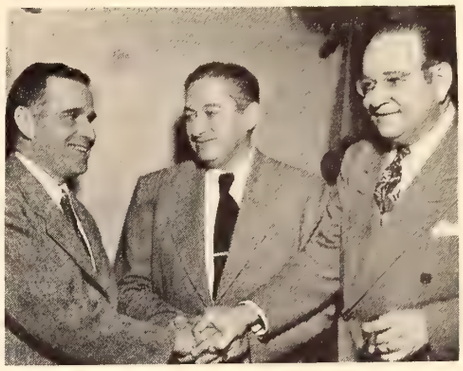
Mascoda Theatre, Inc., Muscoda, Wis., has been incorporated "to own and operate moving picture theatres." Incorporators are Irvin E. Morris, Carl J. and Virginia E. Lunenters. A capital stock of 140 shares at $100 per share par value has been authorized.

The Davidson Theatre at Beaver Dam, Wis., has received a permit to remodel. Plans are being drawn by Architect A. S. Seidenschwartz of Wauwatosa. Remodeling will include a new heating system, plumbing, tilework, built-up roof and electrical work.

Harry Karp of Milwaukee is the new manager of the Viroqua Theatre, Viroqua, Wis. Karp started in show business in 1927 as an usher for the Sax theatre chain in Milwaukee, later becoming treasurer. When Fox took over the Sax theatres in 1931 Karp was made inspector of theatres and was later appointed manager of two Milwaukee theatres and two in Oshkosh. During the war he served as inspector in remote control of B-29 turrets at Lowery Field, Colorado.

Lee Johnson has resigned as manager of the Boscobel Theatre at Boscobel, Wis., to enter business in Whitehall, Wis., as operator of a Karmelkorn shop.

During the boycott of "The Outlaw" at the Hollywood Theatre in Eau Claire, Wis., the picture was publicity denounced from the pulpit in all masses at Catholic churches.



CONGRATULATIONS. While in Cincinnati for the midwest preview of "Odd Man Out," Maurice Bergman (center) Universal's eastern advertising and publicity director, congratulates Irving Sochin (left) on his appointment as manager of the Universal Cincinnati exchange. District Manager Peter Rosian makes it unanimous with a triple handshake.

CLEVELAND

Cleveland film fans like "The Egg and I" four weeks' worth, an unusual local downtown run without a move-over. Only picture to outrun it is "Razor's Edge" with five weeks to its credit. Both showed at the RKO Allen Theatre.

Manny Stutz, Ohio distributor of "The Open City," is displaying telegrams verifying the big business the picture has done at the RKO State Theatre, Dayton. Picture opens June 23 at the RKO Grand, Columbia. Imperial Pictures is handling physical distribution.

Abe Kramer, official of the Associated Circuit handed out cigars to the male members of the industry and bought lunches for the girls one day last week. Occasion was the birth of a 5½ pound girl to his daughter, Hope and her husband, Dr. Manny Cohen. Mother was well started on a screen career under the name of Hope Adams, but abandoned it for a domestic career. This is the first grandchlid in the Kramer family.

Howard Senor has been appointed assistant to Publicity Director Ted Barker handling Loew theatre publicity and exploitation.

Herbert Horstmeier, president of the Bookers and Cashiers Club of Cleveland ever since he organized it two years ago, was honored by the members at a testimonial dinner held Tuesday at Bessie Miller's west side inn.

Edward Lurie is here working on an extensive campaign on Monogram's "It Happened on Fifth Avenue" which opens June 25 at Warners Hippodrome.

Eva Urdang, secretary to M. B. Horwitz,

(*Continued on Page* 42)

NEW THEATRES

Atlanta—Sam Raine, owner of the Frolic Theatre in Bessemer, Ala., plans to build a $75,000 theatre there catering to the Negro trade as soon as building restrictions are lifted.

Atlanta—Wilby-Kincey circuit announces it will build another theatre for whites in Bessemer, Ala. This will be its third house in that city.

Atlanta—Orr Theatre Circuit President Col. E. T. Orr reports that he has received CPA approval for a new theatre in Atlanta, Ala., making the second Orr house in that town.

Atlanta—Cordele, Ga., will soon have a new theatre.

Cleveland—Castle National, Inc., which has extensive drive-in theatre interests in Toledo, Buffalo and Albany, is building a new one in Fairview Village and has been given a go-ahead signal to build another at Wickliffe, just east of Cleveland, permit for which was granted in the spring of 1945. The State Supreme Court last week dismissed the Wickliffe appeal to rezone the property involved as a residential area.

Indianapolis——Angelo Chiarenza, who operates the Grand Theatre in Cambridge, Ind., plans to erect a 600-seat house there. Plans are being drawn up and he hopes to start building at an early date.

Mission, Kan.—Glen W. Dickinson of the Dickinson Circuit, announces the purchase of a lot 50x125 feet on the main street in Branson, Mo., on which a new theatre will be erected in the near future. Plans are being drawn by Robert O. Boller, architect of Kansas City, Mo. Dickinson plans to make the house one of the finest in his circuit.

Millbrae, Calif.—Golden State Theatre Corp. has announced it has obtained approval for the erection of a theatre in this theatreless town. The company submitted three plans but has not been informed which one was approved.

Plymouth, Mass.—Plans are being completed for a new 1,200-seat theatre here by Charles Moning. It will be erected on an extension of Main Street and is expected to be one of the finest theatres in New England.

Pittsburgh—Steve and George Rodnok, who operate the Oaks and Lehigh Theatres in Oakmont, Pa., have announced plans for the construction of a new theatre to replace the outmoded Lehigh which will be dismantled and converted into a store room when the new house is completed.

New Ideal Theatre Chairs
JOE HORNSTEIN has it!

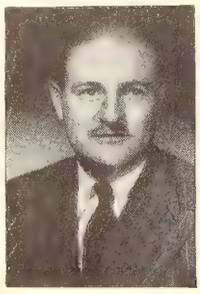
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LONDON OBSERVATIONS

Temperature in 90s, No Electric Signs, Unlighted Show Windows Put West End Box-Offices in Doldrums

By JOCK MacGREGOR

With the temperature in the nineties, the box-office took a beating. Takings were comparable with the blitz days. Particularly hit was the West End which has been steadily dying during recent months. It has lost its glamor and has little to offer.



MacGregor

With no electric signs, shop windows unlighted and poor travel facilities at night, there is nothing to attract the crowds, many of whom actually come to look at the crowds. These are the people who, when they were tired, would drop into the cinema with the most attractive front-of-house display.

Pre-war workers in central London would meet their friends there, have some food and go to a movie. Now not only do they have difficulty in finding a place to eat, but they are also rushed, for the last show in most cases starts between 7:30 and 8. This brings them out 2½ hours later to find restaurants and bars sold out or giving restricted service. As a result, many return straight to their own neighborhoods where they know they will see the same pictures within six to eight weeks at a reasonable price and be able to have a snack at home after the show.

The West End Cinema relies on the discerning picturegoer and ballyhoo. A wander around on Sunday afternoons before the doors open at 4 P. M. forcibly reveals that it is the most publicized film of the week which draws the crowds, followed up by the consistent successes. The others rely on fervent fans and those who are put off by the long lines at the hits and want to see a picture.

Gone is the regular patron. Indeed, more and more people are finding that there is little to go into the West End for these days. Prominent among these are returning service-personnel who enjoy the homeliness of their own neighborhood.

A wholehearted effort should be made with the legitimate theatres, which are much to blame for having built up a legend that it is impossible to buy tickets except months in advance, and the restaurateurs to organize a "back to the West End" drive this fall.

In turn, cinemanagers must ask themselves whether they really give value for money. A 2½-hour show for 70 cents-$2.50 is a lot for a man with a reduced income and increased overheads.

* * *

Walton Studios will be celebrating their 50th anniversary this fall. Save for the war years when they turned out airplanes, they have been in constant production. They are operated by Butchers Film Service and Columbia who have a lien on them for six months each year.

Currently in production is John Corfield's "White Unicorn" which is being made for Rank release with Margaret Lockwood, Ian Hunter and Dennis Price. Handling publicity is Dora Dobson, formerly Jack Griggs' assistant at ABPC.

Rank's recently organized fashion publicity department has been getting so much space in the papers that the agencies which handle this type of photo are taking a poor view. Dropping in on Beryl Bamber in her Regent Street office I found her surrounded by the most usable fashion stills. She offers a full service to all publications, and has her own staff of writers.

I commended her on the smartness of her own staff and she did not surprise me by admitting she insists on it, claiming that in the first place you cannot sell this line to an editor if you are dowdy yourself, and secondly, you must get the respect of the players. Much of the publicizing of the starlets under training is in her hands and therefore her assistants must set them an example.

Beryl is a go-getter and it was not long before she had me carrying armfuls of dresses and swimsuits to the car. On the way we bumped into John Myers who ribbed me about joining the Rank group. I certainly earned my cup of tea!

* * *

Panning Hollywood and praising Denham has become an international pastime among critics. The new low was recorded by the London *Daily Mirror* when a writer collated all the adverse criticism drawn by "Duel in the Sun" as a further reason for not permitting dollar expenditure on films. He omitted references to the sister publication *Sunday Pictorial* which treated it favorably. However, the picture is doing the top West End business at the moment.

* * *

Congratulations to MGM publicist Leslie Williams on becoming a father. Happy event clashed with premiere of "The Yearling" and it is hoped that this will augur well for both of them. Both have started with excellent presses. The film received exceptional notices though few writers missed a crack at the heavenly choir.

* * *

Sidney Bernstein's Granada Circuit, as a result of a favorably response from patrons, are showing advertising films. The deal has been concluded by Dick Jewel of Langford's, a J. Arthur Rank subsidiary.

In town for a holiday, William Wyler revealed that plans were in hand for keeping the topical nature of the play in the film version of "State of the Union."

'Egg and I' Item?

Mrs. Abe Temple of Grove City, O., offers the following to any collection of "The Egg and I" items: An egg weighing just one pound was laid by one of her hens. Inside the eggshell were two full-sized yolks and whites and another complete egg inside a well-formed shell. Mrs. Temple adds that the hen was an average-size Buff Orphington which hitherto had laid only normal-sized eggs.

(*Continued from Page* 41)

general manager of the Washington Circuit, was in New York this past week to attend the wedding of her nephew, Dr. Richard Urdang.

Dr. Clyde Hissong, state director of education and head of the Ohio Censor Board, was the graduation speaker at John Adams High School.

Lawrence Tidrick, former regional director of education for RCA has joined Visual Communications, Inc., of this city as general sales manager. Company handles RCA 16-mm. projectors and 16-mm. educational and entertainment films.

Martin Polster of Community Theatres Circuit was married last Wednesday to Miss Blanche Selman of this city. And another eligible bachelor is scratched off the list with announcement that George Delis, general manager of the A. G. Constant circuit, is soon to take a wife. Also on his agenda is a trip to Greece which he visited last year after an absence of more than 20 years.

Pete Wood sounded a last call to arms to exhibitors to fight the repeal of the 3 per cent state amusement tax and to support the bill retaining the state tax but returning the collections to the county of origin.

Columbia Branch Manager Oscar Ruby attended the company convention in Chicago last week.

Jack Walsh, MGM city sales representative, is recovering from an accident in which he almost cut off a toe while cutting down some trees on his property.

NEW YORK

The Motion Picture Associates this week put its Camp Fund Plan, which takes care of underprivileged children, into effect for this year and reported that demand for space from all social agencies had been especially heavy. The Association hopes next year to extend the scope of its activities.

It's television-minded Walter Reade now with a contract signed between him and the Allen B. DuMont Laboratories for the delivery of television sets for the Reade theatres in New York and New Jersey. So far two installations have been made at the Asbury Park St. James and the Freehold Strand where the program will apparently be limited to television shows in the lounge which will be in addition to the regular program. Approximately six hours of television service are available to the theatres from their nearest stations in New York and vicinity.

Quite a party—or series of parties—that United Artists dished up to celebrate the fact that blonde-haired Gertrude Denbow who holds down a booking desk with the suave Ben Levine and the aggressive Milton Starr, was getting married. First the office took her out for a dinner in a French restaurant around the corner from their workshop. Then Gertrude, touched by this, showed up the next day with refreshments for her fellow workers, and that started another shindig. She got married Thursday night and that was the third. The bridegroom? Edward Elkind.

And there was the popping of corks at the Ray Moons this week too as the twins got christened just after pop become a full-fledged division manager who can decide his own contracts under the new 20th-Fox policy. At the 20th-Fox Exchange Anne Jones stays on as secretary to the branch manager and a new post of sales manager is due to come up in a

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couple of weeks.

Film row workers Katherin Krause and Grace Weiss both celebrated birthdays this week, but they aren't telling.

And Ben Levin, who books for United Artists, celebrates his eleventh wedding anniversary on June 21, while Joe Rosenzweig, exhibitor-operator of the Empress Theatre in New York's 180th street area, celebrates his 21st wedding anniversary on June 27.

Favorite Films Corporation President Moe Kerman announces the company has completed arrangements with Arnold Productions for redistribution rights to "Hangmen Also Die," starring Brian Donlevy, and "It Happened Tomorrow," starring Linda Darnell and Dick Powell. Both pictures will be released through Favorite Films' franchise holders in the near future, with all new prints and accessories.

Mr. and Mrs. Myron Siegel became the parents of an eight-pound boy, Gerald, Saturday, June 7, at the Swedish Hospital in New York. Siegel is assistant to Century Theatres' Vice-president, Fred J. Schwartz.

A delegation of exhibitors from Minnesota, Wisconsin and Illinois will leave Chicago in four special cars on June 23 for the Atlantic City convention of the Allied Theatre Owners of New Jersey and the testimonial banquet for Jack Kirsch, national president of Allied, to be held at the Ambassador Hotel on June 24-26. The group will accompany Kirsch to the convention. Among those who will attend the dinner are trade paper representatives and executives from the distribution companies and theatre circuits of New York and New Jersey.

Leo Seligman, treasurer of Favorite Films, leaves on a business trip to Canada on June 24. He will most likely be there for a week completing deals for Canadian distribution for 32 Favorite releases for the coming year.

TORONTO

Mayor R. H. Saunders of Toronto has come out a second time with the proposal that cities and towns in Ontario should be granted permission by the Provincial Government to collect a tax on theatre admissions in order to gain new revenue to meet advancing civic costs. After being beaten by an aggressive campaign by theatre proprietors last winter to the end that the recommendation did not come before the Ontario Legislature, Mayor Saunders made his repeated recommendation before the annual conference of the Ontario Association of Mayors and Reeves at Ottawa, June 6, prior to his election as president of the organization.

"Homes for All" is the second release of "This Modern Age" monthly series, produced by the Rank organization in England, which has been shown in Canada. First Toronto run went into Famous Players' Victoria and Capitol.

Preparations are being made at Arthur Rank's Queensway Studios, Limited, Toronto, for the production of "History of a Bathtub" by Cinema (Canada) Pictures, Limited which bought the film rights from the author, Henry Louis Mencken of Baltimore, Md. One clause of the contract calls for the monthly delivery of a case of Canadian ale to the author for life, a provision which has caused wide comment.

During his Eastern Canadian tour, Maurice Chevalier, veteran French entertainer, let it be known that he is headed for Hollywood where he is to be co-starred with Margaret O'Brien in a picture. While in Ottawa, Chevalier was a guest at an informal reception in a committee room of the Parliament Buildings when he sang two songs for members of the Commons.

Bylaws of the City of Ottawa prohibit midnight shows except in conjunction with a statutory holiday. When the Federal Government ruled that the King's Birthday, June 9, would be observed as a holiday, local theatres jumped at the chance to hold midnight performances although the stores decided not to close.

In connection with the redemption of bonds July 2 of General Theatre Investment Co. Limited, Toronto, announcement has been made that the proceeds from the private sale of $350,000 new bonds are to be used for the cashing of outstanding debentures.

A move has started to close down some of the movie clubs for the summer season in Canada. This has already been done with the Famous Players Movie Club at the Capitol Theatre in Brantford, Ont.

Long associated with O. R. Hanson in various companies at Toronto, George Oullahan has resigned from Microfilm-Microstat, Limited, to become general manager of Sterling Films, Limited, Toronto, which operates Foto-Nite.

Death occurred at Ottawa of Mrs. Harry M. Brouse, widow of a noted Canadian pioneer showman who was one of the first franchise-holders of Associated First National Pictures. The estate included the Imperial Theatre, Ottawa, which is now a unit of 20th Century Theatres.

Lloyd M. Mills is the father of a baby girl, born in the Women's College Hospital, Toronto. Mills is manager of 20th Century Theatres' Midtown in Buffalo, N. Y.

"Voice of Theatre Speakers"
JOE HORNSTEIN *has it!*

In-Speaker Care

The East Drive-in Theatre, Louisville, Ky., which recently installed individual in-car speakers has had a special trailer prepared giving complete instructions on the care and operation of the speakers as an aid in prolonging their usefullness. The theatre operates a refreshment stand during intermissions in the show.

LOUISVILLE

Harris and Morgan have opened the new Drive-In Theatre at Muncie, Ind.

Mrs. Helen Haney, who operates the Milan Theatre, Milan, Ind., is confined to her home by a broken rib. While getting into her car, she slipped and struck her side against the open door.

Robert Meyer has resigned as Universal-International head booker here to join Affiliated Theatres as booker.

ElDean Thompson and Earl Herndon of Affiliated Theatres will be married June 29 and honeymoon on the west coast.

The much publicized film "The Yearling" has finally opened at Loew's. Prices were not tilted as generally expected and regular prices prevailed of 40c for week days until 6 P.M., and 60c for nights and Sundays.

Federal Tax on amusement admissions in April amounted to $257,341 in Kentucky.

Russell McClanahan has announced the opening of his New Irvine Theatre, Irvine, Ky., for July 1. McClanahan also owns and operates the Estill in Irvine.

Andy Anderson of Photoplay Theatres, Hartford, Ky., has recuperated from his recent operation at the Lahey Clinic in Boston and is making the rounds as usual. He is at present a candidate for the Kentucy House of Representatives from his home county.

Mrs. S. C. Tabor of the Tabor Theatre, Olive Hill, Ky., is recuperating from a recent operation.

John W. Daugherty has taken over the operation of the Rio Theatre at Oolitic, Ind., from Denzil King of English, Ind. This leaves King with the American Theatre, Cynthiana, Ind.

Popular Pictures of Cincinnati has made arrangements with the Eastern Kentucky State Tecahers College of Richmond, Kentucky for the showing of "Meet John Doe."

James Howe of the Richland Theatre, Carrollton, Ky., is back home following a trip to Hollywood.

A special meeting of the Kentucky Association of Theatre Owners called by its president, Guthrie Crowe, was held Friday, June 6 in the Model Theatre of the Falls City Theatre Equipment Co. to discuss some important business.

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TESTIMONIAL DINNER HONORS SCHLINKER. Sponsored by the Kiwanis Club, of which he is a member and director, a testimonial dinner wah held recently in San Pedro, Calif., for Harry Schlinker, manager of Warners' theatre there, in honor of his having completed ten years as manager of the theatre in the Los Angeles harbor district. The photo above shows a section of the nearly 200 civic club members, their wives and high-ranking Army and Navy personnel who attended. Monte Blue, screen actor, spoke on "The Theatre and the Community." Schlinker received praise for his work in behalf of community advancement and civic betterment.

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Among those in attendance were: Charles R. Mitchell, Andy Anderson, Willard Gabhart, J. E. Isaacs, Lew Hensler, John W. Keiler, Jr., Leon Pickle, Mrs. Frances Wessell, James Howe, A. J. Sexton, C. M. Caldwell, Mrs. O. J. Minnix, C. S. Caldwell, W. H. Townsend, Beverly Jouett, Floyd Miller, Frank Collins, Gene Lutes, and the following Louisville delegation: John Musselman, Cliff Buechel, Fred Dolle, Dennis Long, Charlie Krebs, Eddie Huber, Charles Wentzell, Gratia Locke, and Col. Henry J. Stites. Joe Goldberg of Popular Pictures who was in town sat in on the meeting. Between sessions a luncheon was held at the Pendennis Club which was arranged by Col. Henry J. Stites.

Charles R. Mitchell of Barbourville Amusement Co., Barbourville, who attended the KATO meeting was also scheduled to attend Governor Willis' first Highway Safety Conference held here on the same day.

The operation of the Weeksbury Theatre, Weeksbury, Ky., has been assumed by Harmon Snyder who also operates theatres in Ligon and Hi-Hat, Ky.

INDIANAPOLIS

Rex Carr, general manager of M. Marcus Enterprises, which operates theatres in Indianapolis, Ft. Wayne, Dayton and Cincinnati, O., resigned from the organization effective June 1, to become general manager and buyer for the Theatre Owners Corporation of Ohio which operates and services more than 40 theatres in the state of Ohio.

Evelyn Baker is the manager of Ideal Pictures exchange here. Indianapolis is the 19th branch recently opened by the company.

Keith's Theatre, going strong until recently with such attractions as "The Egg and I" and "The Best Years of Our Lives," has taken the Lyric's old place as a move-over house, showing the Indiana's pictures for a second week when conditions justify extended running time. For those weeks when the Indiana doesn't send it an attraction, it seems headed for a series of re-issues. Art Baker recently resigned as manager of Keith's.

E. E. Horton, who comes from La Junta, Col., is the new student booker at Warner Bros. exchange.

Florence Whelan, secretary to manager Ted Mendelssohn of the Universal-International exchange is vacationing on the west coast.

Ora Jolly, shipper at Warner Bros. exchange, is spending his vacation in Crawfordsville, Ind.

Joseph Gins, field representative for J. Arthur Rank productions, was a business visitor at Universal-International exchange.

Columbia Branch Manager Guy Craig attended a sales and business meeting in Chicago, Monday and Tuesday.

Clarence Ritzler, head booker at 20th-Fox, is spending his vacation in St. Louis, Mo., his home town.

Frank Greenland, home office representative of National Screen Service, was a business visitor at the local branch during the week.

Richard Coffey of National Screen Service and Mary Beeson will be married July 19, in the South Street Methodist Church, Greenfield, Ind.

Frances Dulberger is the new typist at Republic exchange. Philip W. Nesbit has been appointed secretary to manager Ed. Bruaer at Republic.

Brunson Motley, who is associated with the Visuals Aids Company, has been named nationwide distributor and manager for Cathedral Films.

Thomas Newcomb, formerly assistant manager at the Indiana Theatre, is now manager at Keith's Theatre. Gordon Harrell, assistant manager at the Lyric, is now assistant at the Indiana, and Edward Garner is the new assistant manager at the Lyric. The changes were announced by Kenneth Collins, manager for the Greater Indianapolis Amusement Co.

The Alliance Theatre Corp., Chicago, announces the newly-remodeled Jefferson Theatre, Ft. Wayne, Ind., will re-open about July 13.

The following changes are reported by Mannie Marcus, head of the Marcus Enterprises with general offices in the Zaring Theatre building: Thomas Campbell, formerly with Paramount Theatre in Hamilton and Middletown, O., has been named Statistician; Frank Zellen, formerly with E. M. Loew, as Boston, Mass. city manager, has been appointed advertising manager; Edward Zion, for many years associated with the Zaring Theatre, has been appointed booker and buyer; and Dorothy Brown has been appointed assistant accountant.

Gulistan Wilton Theatre Carpet
JOE HORNSTEIN has it!

Drive-in Opposed

More opposition to the construction of a drive-in theatre in Brookfield, Wis., has arisen and a public hearing has been called by the town chairman. Sheriff Leslie P. Rockteacher, in a letter to township officials, had opposed a drive-in for Brookfield, about 10 miles west of Milwaukee, on a main highway, on the grounds that it would congest traffic. He later explained his opposition as being based on the traffic congestion experienced on the Bluemound Road where there is a drive-in a few miles south of the Brookfield site. The sheriff calls the traffic there an "awful mess" which requires the services of several deputy sheriffs to regulate it when the cars leave the theatre.



'EGG AND I' BREAKFAST. Chicago hatched its golden "Egg and I" breakfast recently prior to the opening of Universal-International's "The Egg and I" at the Palace and Grand theatres. In the Photo above, taken at the Chicago Mercantile Exchange, where the breakfast was held, Governor Dwight H. Green (right), of Illinois, is shown autographing a plastic egg. At the left is Senator Homer Capehart of Indiana.

VANCOUVER

Kenneth Hutcherson has been named to the newly-created post of film commissioner by the Alberta government for the province.

Bill Oswald, retiring inspector of theatres for British Columbia, was presented with an easy chair and foot rest at a dinner in his honor held by the members of projectionists local 348. Frank Jens succeeds Oswald as inspector of theatres.

Dixie White, Plaza Theatre cashier, was married to David Richie at Christ Church Cathedral, June 4. Edna Hughes of Odeon's booking department and Jack Arsmrtong, manager of the Odeon Paradise Theatre, were married and are honeymooning on Vancouver Island. Odeon circuit managers held a stag party for Armstrong at the Hastings Theatre.

Paramount British Columbia Branch Manager Bob Murphy and his booker, Mike Stevenson, went to Toronto to attend a regional sales meeting of all Paramount Canadian managers June 10-11 at the Royal York Hotel.

Odeon Circuit switched two of its downtown managers, Roy McLeod from the Hastings takes over the De-Lux Vogue Theatre and Al Jenkins from the Vogue moves to the East End Hastings Theatre.

Coming and going on vacations are Ivan Ackery, Orpheum; Gay Johnstone, Paradise; Eddie Weisberg, U-A booker; Len Dallen, Varsity manager, and Tom Heard, Dominion.

Renovations to cost $50,000 are being done to the Grand Thetare, Calgary, Alta. New marquee, new seats and the lobby changed.

A new company, Ideal Motion Pictures, with headquarters in Victoria, V. I., will operate a circuit of towns on Vancouver Island, playing one-night stands with 16-mm. films.

Frank McKenzie, after four years in the Canadian army, has been appointed assistant manager of the Capitol Theatre, succeeding Jim Fitz-Henry who resigned to operate a farm near Haney, B. C.

Jack Pratt is a new member of the Orpheum Theatre staff.

Peter Brown, president and general manager of General Theatre Supply Co., is here from Toronto, and will take charge of the local office in the absence of Bill Forward, B. C. manager, who will take a long-over-due vacation.

Jim Whitney, who has operated theatres at Bashaw and Mirror in Alberta, has sold both houses: the Whitney at Bashaw to Dick Dick of Lacombe, while the Grand at Mirror was taken over by two local residences, Messrs. Holmes and Elliott.

ST. LOUIS

Louis G. Kerasotes, son of Gus Kerasotes, president of the theatre circuit bearing his name and Miss Anastasia Katsinas have set the date for their wedding in Champaign, Ill., for July 10.

Miss Frances Jacques Kilcran, daughter of John W. Kilcran, who formerly managed theatres in the St. Louis area, and Mrs. Kilcran, was married to Lete Joseph Hill, Jr., son of Mr. and Mrs. Lete J. Hill of Maplewood, N. J., former St. Louisans.

Warner Prairie District Manager Hall Walsh

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attended a meeting of the company's district managers in New York last week.

George Pliakos has closed the Laclede Theatre, which caters to the Negro trade, for repairs and improvements.

B. Temborius and family of Lebanon, Ill., will vacation in Canada.

The Norside Theatre building has been transferred to Sam Komm, Ct. Louis film theatre and real estate owner.

Samuel A. Davidson, 85, former exhibitor who operated a circuit of Kansas theatres, died recently at his St. Louis home. Three sons survive.

The Rialto Theatre in Memphis, Tenn., has been sold by Paul Zerilla and Joe Maceri to James Augustine. Price was not disclosed.

George Foster, 65, a brother-in-law of Fred Wehrenberg and manager of the Virginia Theatre for 13 years, died Monday at his home here. His widow and several children survive.

Monogram St. Louis Manager Barney Rosenthal reports he has closed contracts for Monogram's "It Happened on Fifth Avenue" for the Fox Midwest Circuit in 11 cities of southern Illinois and eastern Missouri.

Tilden Dickson, a brother of John Dickson of the Elmo Theatre at St. Elmo, has returned from Phoenix, Ariz., where he was called by the illness of their mother. He reports she is on the road to full recovery.

Miss Margaret J. Bona, daughter of Lester Bona, manager for Warner Bros., and Mrs. Bona, was married June 5 at St. Margaret of Scotland Catholic Church to Scott G. Kramer of St. Paul, Minn.

ALBANY

Neil Hellman of Hellman interests nas gone to New York and Philadelphia on business.

Carl Dortic, son of Columbia salesman Charles, was married June 6 to a Chicago lass.

Congratulations to Mr. and Mrs. Bennet Goldstein (he's head booker for MGM) upon the birth of 6 lb. 12 oz. baby boy, named Donald on May 29 at the Albany Hospital.

Dorothy Stein, former MGM booker in Albany and now affiliated with Selznick Releasing Corporation in Buffalo, spent the holiday weekend in Albany.

Monogram Branch Manager Nate Dickman visited New York on a business trip.

Bob Adler, Monogram office manager and salesman, is travelling the northern territory.

Warner Jamestown District Manager Ralph E. Crabill was in the Albany office to attend a show-business drive meeting.

Margaret Wilder, National Screen stenographer, took an early vacation at Atlantic City. Sophie Minton of the NSS shipping department will vacation in Arizona.

PRC Albany and Buffalo District Manager Al Herman was in town.

Clark Film Distributors, Inc. has just opened an office in the PRC building in Albany, with Tom Barry, former head booker of Fox Films, as office manager. The Albany office has charge of the physical distribution of PRC-Eagle-Lion films in this area. David Rosen, supervisor of branch operations in Philadelphia, spent several days in this territory with Barry.

Barbara Wait is a new clerk-stenographer in the PRC-Eagle-Lion office.

Paramount Boston District Manager A. M. Kane spent several days in Albany and conferred with the Schine Circuit in Gloversville.

Mrs. Margaret McCrum, Paramount bookkeeping machine operator, is on vacation.

Condolences are being extended to Sam Rosenblatt of the Strand and Grand Theatres, Watervliet, upon the death of his mother.

Mrs. John J. Maloney, wife of the MGM Pittsburgh district manager, is spending a few days at the home of Mr. and Mrs. Jack Goldberg (he's Albany branch manager).

Word has just been received of the birth of a baby boy to Noreen Phillips, former secretary for Albany Theatre Supply Co.

A second child, a daughter, has been born to Mrs. George Smith, daughter of Charles Gordon. Mrs. Smith is managing director of the Olympic Theatre, Utica.

Condolences being extended to Mrs. Leo Rosen upon the death of her brother, Edward Cooper.

Fox booker Bill Murray is pinch-hitting on the road during salesman Fred Sliter's illness.

Kay Katzel is a new employe in the booking department of Warner Bros. Theatres.

Helen Hart of MGM office has been promoted from office manager's secretary to branch manager's secretary.

MGM Assistant Eastern Sales Manager H. L. Ripps is spending a week in the Boston territory.

Universal Branch Manager Eugene Vogel travelled to Saratoga, Oneida and Cooperstown to confer with Messrs. Benton, Kallet and Smalley respectively.

Employment Up

The Federal Reserve Bank of St. Louis in its monthly review of business conditions reports that employment in the Eighth Federal Reserve District, which includes St. Louis, continued to increase last month but at a slower rate than hitherto. Demands for labor, the report states, are not so large as at this time last year. Prices are reduced somewhat but mainly on slow-moving articles. Motion picture theatre admission prices remained unchanged for the month.

. . . NEWSREEL SYNOPSES . . .

(*Released Saturday, June* 14)

MOVIETONE (Vol. 29, No. 82)—Truman in Missouri sounds warning to aggressors; Mississippi Valley floods; Graduation at Annapolis; Crowd of 400,000 sees 40-to-1 shot win the English Derby; Sweepstakes winner in New York; Jitterbugs dance aboard U. S. Carrier in Sydney Harbor.

NEWS OF THE DAY (Vol. 18, No. 280)—Eisenhower-Truman plea for strong U. S. stirs war veterans; Romance plays star role in graduation at Annapolis; A 40-to-1 French dark horse wins famous Epsom Derby; Irish Sweepstakes winner.

PARAMOUNT (No. 83)—Anchors aweigh for 473 new ensigns; Argentina, Brazil display new unity; Midwest floods drive thousands from homes; Truman meets 35th Division war buddies; Biggest Derby upset.

RKO PATHE (Vol. 18, No. 85)—Truman at reunion of 35th Division; Forty-to-one shot wins English Derby; 1947 class graduates at U. S. Naval Academy; Floods rage through vast midwest area; Two presidents open Argentina and Brazil link.

UNIVERSAL (Vol. 20, No. 46)—President Truman joins his buddies of World War I during reunion of the 35th Division at Kansas City; Flash floods and freak twisters wreck homes and devastate wide areas in Iowa and Pennsylvania; Stirring rites as midshipmen graduate at U. S. Naval Academy; Willie Turnesa, winner of the British amateur golf championship, welcomed in New York City; Family pedals 4,000 miles on bicycle built for five; Forty-to-one shot wins British Derby at Epsom Downs.

(*Released Wednesday, June* 11)

PARAMOUNT (No. 82)—Golden Gloves international bout; Farmers fight cricket invasion; Solution in India; W.C.T.U. opens new war on liquor; West Point graduates class of '47.

RKO PATHE (Vol. 18, No. 84)—West Point Class of '47 graduates; Nine-year-old boy leads the Paris Symphony; U. S. supplies reach food-short Germany; Four hundred firemen battle London rubber blaze; D.P.s find haven in Dominican Republic; Planes fight the tussock moth; New glass gives privacy to zoo.

NEWS OF THE DAY (Vol. 18, No. 279)—"Dry" army again on the warpath; Fire in Britain destroys vast stores of rubber; Eisenhower denounces war at West Point graduation; Monkeyshine mirrors; Big Town sees the rodeo; International Golden Gloves.

MOVIETONE (Vol. 29, No. 81)—Hungarian Minister to U. S. denounces Communist coup; Vermont flood damage; West Point graduation; Nine-year-old wonder conducts symphony concert in Paris; British amateur golf; Strong, silent type.

UNIVERSAL (Vol. 20, No. 45)—West Point graduation; Thirty-seven dead in tornado; Caterpillar landing gear; Jap balloon sites found; Royal garden party, London; Handpainted swim suits; Ye old country store, Northampton, Mass.; Rodeo in Manhattan.

ALL AMERICAN (Vol. 5, No. 242)—In peace as in war; Art activity in Missouri; Football—foreign style; Golden Glove international bouts; G-Man brings joy to junior.

TELENEWS (Vol. 1, No. 7)—Smuggling trade supports world's smallest nation, Andorra; Modern miracle—divine cures reported at African shrine; Lost weekend—Vienna trade fair ends in monster binge; African sculptor exhibits work; Personalities flock to Paris; Hungarian engineers rebuild capital city, Budapest.

The Editor's Mail Bag

Charles E. Lewis, Esq.,
Showmen's Trade Review,
1501 *Broadway,*
New York City, U. S. A.

Dear Mr. Lewis:

Mr. Jock MacGregor tells me that you are having a special place devoted to British film production in the 14th Anniversary issue of Showmen's Trade Review.

May I say on behalf of my Association that we much appreciate what you are doing. I think I am right in saying that there has been a very sharp increase in the interest displayed in all quarters of the U.S.A. in the achievements of British films during the last year, and the many favourable comments made by personalities, critics and organizations there, upon the quality and freshness of British films, have been most encouraging to British film producers in this country.

Let us hope that increasing numbers of the great American public will be given ample opportunity to judge for themselves whether or not British films are as good as so many of your film personalities suggest.

Your sincerely,
E. W. Wingrove
General Secretary
British Film Producers Association
Seymour House
17 Waterloo Place
S.W.1

New Mirrophonic Sound
JOE HORNSTEIN has it!

BOX OFFICE SLANT

Stepchild

PRC Drama 70 mins.

AUDIENCE SLANT: (Adult) Only the least discriminating will be able to get much entertainment from this.

BOX-OFFICE SLANT: Obviously intended as supporting fare for double-bill programs, it will fit only in that niche.

Cast: Brenda Joyce, Donald Woods, Terry Austin, Tommy Ivo, Gregory Marshall, James Millican, Griff Barnett, Selmer Jackson, Ruth Robinson, Daisy the Dog. Credits: Screenplay by Karen de Wolfe from an original story by Jules Levine. Produced by Leonard S. Picker. Associate producer, Jerry Briskin. Directed by James Flood. Photography, Jackson Rose.

Plot: When a couple divorces, the father gets custody of two boys. He marries his secretary who abuses the boys, with the father unable to believe such a thing is possible. The boys visit their mother once a week and she has hopes of re-marrying their father. When the boys run away from home and one becomes ill with pneumonia and mutters his fear of his stepmother in a delirium, the father comes to understand the situation, breaks with the stepmother and apparently intends to set things right again.

Comment: This is a singularly inept directorial job with the actors apparently entirely out of hand and giving vent to speech inflection and facial expressions that can only be termed "hammy." Of the entire cast only the two boys, played by Tommy Ivo and Gregory Marshall, show any degree of acting ability, with situations which should have had dramatic impact becoming ludicrous. It will entertain only the least discriminating and even these will have some complaints. Suitable only as supporting fare in some double-bill situations. Some theatres may sell it "sensationally," and get big opening-day crowds, but word-by-mouth will hurt future business.

Ivy

Universal Drama 93 mins.

AUDIENCE SLANT: (Adult) An excellent suspense-filled drama to provide many a thrill for every type of adult audience, especially the women.

BOX-OFFICE SLANT: The marquee names have plenty of drawing power, and the film should do very well as word of its exciting quality gets around.

Cast: Joan Fontaine, Patric Knowles, Herbert Marshall, Richard Ney, Sir Cedric Hardwicke, Lucile Watson, Sara Allgood, Henry Stephenson, Rosalind Ivan, Lilian Fontaine, Molly Lamont, Una O'Connor, Isobel Elsom, Alan Napier, Paul Cavanagh, Sir Charles Mendl, Gavin Muir, Mary Forbes. Credits: Directed by Sam Wood. Screenplay by Charles Bennett. Based on the novel "The Story of Ivy" by Marie Belloc Lowndes. Photography, Russell Metty. Produced by William Cameron Menzies.

Plot: Her craving for riches and position causes the beautiful young wife of a poor man to poison her husband and let the blame for his death fall on a young doctor whom she has been meeting clandestinely. The doctor is accused of murder mainly because he refuses to incriminate the wife by revealing their past. When new evidence is discovered, pointing to the wife as the killer, she gets so frantic that she accidentally plunges down an elevator shaft to her death.

Comment: The unscrupulous doings of a beautiful woman seems to be the premise upon which many recent films have been made. And reports have proved that this theme attracts many patrons, especially the women. Since this is the case, there should be no question about the returns on "Ivy," for it is excellent fare. It has been lavishly produced, directed with a fine, sure hand and builds in suspense from the first to the closing scenes. Moviegoers who like good, thrilling drama should go for this in a big way. The cast is tops, each individual characterization a perfect delineation. Joan Fontaine is splendid as the beautiful woman whose craving for riches causes her to murder her husband . . . and in the role of the husband, Richard Ney gives just the right amount of weakness to the man he portrays. As the man in love with her, Patric Knowles turns in one of his finest portrayals, and Herbert Marshall is, as always, good as the rich man whom she is trying to ensnare. Sir Cedric Hardwicke, Lucile Watson, Sara Allgood and Rosalind Ivan are those among the fine supporting cast whose work is particularly outstanding. Producer William Cameron Menzies, Director Sam Wood and Charles Bennett, who wrote the screenplay, have given the picture the kind of treatment that makes it excellent entertainment to provide thrills for every type of adult audience. It should do very well, indeed, as word of its exciting quality gets around.

Killer at Large

PRC Mystery 63 mins.

AUDIENCE SLANT: (Adult) This mystery about the reporter on the trail of a crooked gang carries the usual elements of such screen fare.

BOX-OFFICE SLANT: Good offering as a second feature.

Cast: Robert Lowery, Anabel Shaw, Charles Evans, Frank Ferguson, George Lynn, Dick Rich, Ann Stanton, Leonard Penn, Eddie Parks, Stanley Blystone, Howard Mitchell, Jack Cheatham, Hazel Kerner, Hildegard Ackerman, Charles King, Brooks Benedict, Phil Arnold. Credits: Directed by William Beaudine. Original screenplay by Fenton Earnshaw and Tom Blackburn. Photography, James Brown. Produced by Buck Gottlieb.

Plot: A newspaper reporter is out to investigate the crooked dealings in the local veterans housing administration. Assigned to help him is a young cub reporter. During his investigation there are several killings, but he manages to get to the head man only to find out that he is a socially prominent business man and the father of the young lady helping him.

Comment: "Killer at Large" is on a par with previous mysteries of like calibre. But the fact that one can anticipate the trend of the story does not detract from the film's entertainment value. This is because the performances are good and the direction by William Beaudine provides the suspense and excitement needed to hold the interest and keep one absorbed in the details. It is as good as the average secondary feature on any program. The cast all portray their roles satisfactorily.

I Wonder Who's Kissing Her Now

(Technicolor)

20th-Fox Musical 104 mins.

AUDIENCE SLANT: (Family) Good, solid, meaty entertainment with plenty of music and light comedy interspersed with a few more serious moments. All members of the family should thoroughly enjoy it.

BOX-OFFICE SLANT: Appears to have everything necessary to make sweet box-office music everywhere. The national campaign about to go into action should have ready-made audiences prepared to receive it when it gets around.

Cast: June Haver, Mark Stevens, Martha Stewart, Reginald Gardiner, Lenore Aubert, William Frawley, Gene Nelson, Truman Bradley, George Cleveland, Harry Seymour, Lewis L. Russell, John "Skins" Miller, Lew Hearn, Eve Miller, Florence O'Brien, Emmett Vogan, Charles Judels, Milton Parsons, Dewey Robinson, John Merton, Robert Emmett Keane, John Sheehan, Sam McDaniel, John Arledge, Steve Olsen and others. Credits: Directed by Lloyd Bacon. Produced by George Jessel. Original screenplay by Lewis R. Foster. Additional dialog by Marion Turk. Musical director, Alfred Newman. Associate, Charles Henderson. Technicolor director, Natalie Kalmus. Associate, Leonard Doss. Photography, Ernest Palmer.

Plot: The plot of "I Wonder Who's Kissing Her Now" is based on a series of incidents in the early life of a famous songwriter, the late Joseph E. Howard, played by Mark Stevens. It tells of his struggles to gain recognition for his songs, first of which is introduced by Martha Stewart, a vaudeville headliner whose interest in Stevens is more than professional; of his adoring foster sister, June Haver, always in the backgrounds and waiting to grow up so she can have Stevens for herself; of Stevens' later love affair with Lenore Aubert, musical comedy star for whom he writes a successful show in collaboration with Reginald Gardner. Miss Aubert elopes with a former flame, however, and Stevens orders the show closed, bums around the world. Just as he is about to leave for Alaska he hears everyone on the coast whistling and singing a song for which he had written the melody years before. It's I Wonder Who's Kissing Her Now. On a visit to the theatre he finds that Gardiner has continued their show, starring June Haver. Stevens finally recognizes that he is in love with her.

Comment: Things that stand out in this stand-out musical production are many and include primarily the facts that June Haver never looked lovelier and that she never has had the opportunity to display her versatile talent in any previous film as she has in this one. And she takes every advantage of it, turning in a topnotch performance as a song and dance girl, and simply as a youngster in love with a foster brother who has always regarded her as a brat, never seeing plain adoration. Then Mark Stevens plays Joseph E. Howard as a young man who took things as he found them, until he finally had sense enough to see Miss Haver. Martha Stewart as a vaudeville headline singer is excellent, both as a singer and as a gal who knew what she wanted—and usually got it. She got Stevens, too, at least temporarily. Then Lenore Aubert as the great Fritzi Barrington, (this might be one of several real persons of the

BOX-OFFICE SLANTS

time) sings beautifully and is the picture of a musical comedy star. She looks the part, acts it and is very bit the great lady of the stage. Reginald Gardiner's familiar dry comedy also is very much in evidence during a large part of the proceedings. Not the least in entertainment during the film is the playing, singing and reprising of several of Joseph E. Howard's famous songs, including Honeymoon and I Wonder Who's Kissing Her Now, and some trick little numbers written by Producer George Jessel and Associate Musical Director Charles Henderson. The musical production numbers are beautifully staged, both for eye and ear appeal—indeed, there is little of anything in the entire picture that does not have eye and ear appeal to send audiences out of the theatre talking. Which is par for the course and should be sufficient of itself to start a major box-office rush in most of the theatres that will play the film.

Gunfighters

(Cinecolor)

Columbia Western 87 mins.

AUDIENCE SLANT: (Family) A rousing, topnotch western produced, directed and acted with skill. Everyone should like it.

BOX-OFFICE SLANT: Good box-office names and smart exploitation should bring at least average top feature business. (Theatres that actively took part in Columbia's "Cover Girl" contest three years ago might exploit the fact that Dorothy Hart, featured in "Gunfighters," was the national winner of the contest and is now under contract to Columbia.)

Cast: Randolph Scott, Barbara Britton, Dorothy Hart, Bruce Cabot, Charles Grapewin, Steven Geray, Forrest Tucker, Charles Kemper, Grant Withers, John Miles, Griff Barnett. Credits: Screenplay by Alan LeMay, adapted from Zane Grey's "Twin Sombreros." Directed by George Waggner. Produced by Harry Joe Brown. Cinecolor supervisor, William Holm. Photography, Fred H. Jackman, Jr. Musical score, Rudy Schrager. A Producers-Actors Production.

Plot: Randolph Scott, notorious gunfighter of the Southwest, lays his guns aside when he is forced to defend himself against his best friend whose only interest was to see whether or not he could beat Scott to the draw. Riding to a ranch to work with another friend, Scott finds him murdered, carries his body to a neighboring ranch, is arrested for murder and nearly hanged. He escapes to the custody of the sheriff who dismisses his case for lack of evidence. But he is marked for death by Griff Barnett, owner of a vast cattle empire, and his foreman, Bruce Cabot, in love with Barbara Britton, one of the rancher's daughters. Knowing Scott's reputation Barbara pretends to love him, hoping to keep him from tracking Cabot down and killing him. But Scott has fallen for Dorothy Hart, the other daughter. Following some hair-raising adventures, during which Scott again straps on his guns and kills his friend's murderers, he and Miss Hart head for California.

Comment: A rousing western adventure, "Gunfighters" has much more suspense and tough action than is usually contained in even the best films in this category. It was written by Alan Le May, himself a prolific author of authoritative tales of the west, from one of Zane Grey's better novel's, "Twin Sombreros." It has been directed by George Waggner with considerable feeling for his subject and a skillful interjection of suspenseful moments that will keep audiences on the nervous edge during most of the action. Not without importance, too is the remarkably improved quality of the Cinecolor photography which delineates the beauty of background scenes in brilliant color splashes and soft pastels, much better than has been achieved previously with this process. It is a delight to the eye and consistently good from start to finish. Randolph Scott cleverly underplays the cold-blooded gunfighter, whose reputation had caused his best friend to compete with him with bullets, for no other reason than an obsession to see whether or not he could beat Scott to the draw, thus establishing himself as the champ had he won. Barbara Britton and Dorothy Hart, who look remarkably alike, play daughters of Griff Barnett, owner of a cattle empire, with restraint and understanding under the capable direction of Mr. Waggner. Others are uniformily good, giving evidence of great care in rehearsal and preparation for their roles. Altogether, this is a superior western production that with proper exploitation should do at least average first feature business.

Fiesta

(Technicolor)

MGM Drama-with-Music 101 mins.

AUDIENCE SLANT: (Family) Everyone should see this picture, not only because of its worth but because it will help promote the good-neighbor policy. It has outstanding entertainment for all audience; they're bound to enjoy the music, the splendid dancing and the thrill-packed bull fights. And added to this is the new star, Mexico's Ricardo Montalban . . . the women-folk should find him quite appealing.

BOX-OFFICE SLANT: Top product for all situations both above and below the border. Should pile up record-breaking grosses.

Cast: Esther Williams, Akim Tamiroff, Ricardo Montalban, John Carroll, Mary Astor, Cyd Charisse, Fortunio Bonanova, Hugo Haas, Jean Van, Joey Preston, Frank Puglia, Los Bocheros, Alan Napier. Credits: Directed by Richard Thorpe. Original screenplay by George Bruce and Lester Cole. Technicolor director, Natalie Kalmus. Associate, Henri Jaffa. Musical score, Johnny Green. Dances staged by Eugene Loring. Produced by Jack Cummings.

Plot: A famous matador rejoices in the birth of twins, a son and daughter. The boy is schooled in bull-fighting all during his childhood, while the daughter learns it secretly. When they are of age, the boy uncovers his talent for music . . . but his father refuses to let him do anything else but fight. The boy runs away; the young girl, dressed in his costume, fights in his stead. All is finally forgiven when the boy learns the truth. The father lets him go ahead with his musical career.

Comment: Made in cooperation with the Mexican government "Fiesta" is excellent entertainment for audiences both above and below the border. It definitely proves that the screen is really one of the best mediums through which the good neighbor policy can be practiced, for it combines stars that are familiar to our American audiences with Mexico's screen idol, Ricardo Montalban, as well as world famous matadors and many Mexican extra players. Based in its entirety on music typical of Mexico, it is a tuneful, authentic, picturesque story, filmed in gorgeous Technicolor in natural locale. All of which makes its appeal universal. Most patrons will thoroughly enjoy the music, the superb dancing and the suspense and thrill-packed bull fights. Then, too, the introduction of Montalban to American audiences is a feature not to be overlooked. He is bound to attract considerable attention, for he is a splendid entertainer . . . and among the women-folk his boyish appeal is likely to make him one of the current "raves." Fine performances are turned in by most of the cast; particularly good are Fortunio Bonanova, Akim Tamiroff, Mary Astor and Hugo Haas. In top roles Esther Williams and John Carroll provide the romantic interest, and Cyd Charisse does a dance with Montalban that won applause from a preview audience and should do the same wherever shown; it will cause a great deal of commendable comment. The Aaron Copland composition, El Salon Mexico, a piece familiar to lovers of Latin-American music, has been retitled and used in the picture as Fantasia Mexicana. Credit for a positive box-office winner in all situations goes to Jack Cummings, who produced, and Richard Thorpe, who directed.

Paul Jones Joins MGM

Paul Jones, Hollywood producer-writer, has been signed to a producer contract by MGM. His first assignment has not yet been set.

Lyon Option Lifted

Ben Lyon, executive talent director and head of the casting department, has had his option lifted by 20th-Fox.

Century Employe Retirement Plan

A retirement plan the costs of which will be borne entirely by the company and which will apply to its approximately 1,000 employes, was announced this week by New York's Century Theatres, operators of a group of subsequent-run houses outside of Manhattan.

As made public by President Albert A. Hovell and Vice-President Fred J. Schwartz, the plan is applicable to all who have been in continuous services with the outfit since March 1, 1946 under regular salary and who worked not less than 20 hours weekly nine months a year. Those employes who do not conform to the requirements at present will become eligible on any subsequent March 1, when they have met such requirements. Minimum pension will be $15 monthly; maximum 40 per cent of employe's average annual earnings over a 10-year period, with the normal retirement age fixed at 65.

The fund is to be administered by Comptroller Martin N. Newman, chairman, and the following committee: Jack Weinstein, Charles Call, Mrs. Justine Hudish and Peter Elarde.

HOLLYWOOD

STR West Coast Offices 6777 Hollywood Blvd. Hollywood 28, Calif. Telephone Hollywood 2055

STUDIO ROUNDUP

Trend Toward Bigger Production Schedules Seen as Hollywood Studio Activity Increases; 49 Films Now Shooting Compares Favorably with 1946 Record

Studio activity in Hollywood is on the upgrade, with the best production record of many months now in progress. Warner Bros. started three more pictures last week, indicative of the trend toward bigger production schedules. An increase of five pictures occurred, despite the completion of several films. The figure of 49 pictures in work compares favorably with the record for a comparable period in the past three years, established in 1946. At that time, 52 features were in work. Every lot in town, with the exception of Screen Guild and Monogram, have films before the cameras.

'Vendetta' Comes to Life

Just when everyone thought that Howard Hughes' "Vendetta" was finally wrapped up, it was revealed last week that the multi-millionaire had borrowed Mel Ferrer, noted star and director of the stage, from David Selznick to direct a newest end for the film. Estimated cost for the added footage is $200,000. Hughes officials expect Ferrer to get his screen baptism of fire in about two weeks.

Harold Greene was named associate producer on the Pickford-Rogers-Cohn Triangle production, "Sleep, My Love," now shooting at Hal Roach Studios. Teddi Sherman was set as dialog director for the final four weeks' shooting of Harry Sherman's "They Passed This Way." Alfred E. Green is directing the Enterprise picture, which stars Joel McCrea, Frances Dee and Charles Bickford. Reproduction of "Inscription Rock," New Mexico's famed national monument, for the film, is progressing on an Enterprise stage.

Enterprise's Hollywood and New York story departments closed down June 7, marking the first step toward a complete shutdown for three months, with sales and exploitation departments excluded. As soon as Sherman's super-western is finished, the production doors will be locked.

'Jennie' Still Around

If you thought Selznick Releasing Organization's "Portrait of Jennie" was completed, you may be surprised to find you are wrong. After several months' lull pending rewriting of the script, shooting finally resumed at RKO Pathe Studios in New York on June 10. Interiors still remain to be filmed in this SRO production, which must yet return to Hollywood for more work.

PRC's Girl Cowpuncher

Mary Maynard at one time was a gorgeous Goldwyn girl. She's still gorgeous, but in the currently shooting PRC Lash LaRue-Fuzzy St. John western, she's showing her beauty in the midst of horses and badmen. This is Mary's first feature, although she's worked in serials. George Chesebro and George DeNormano, a newcomer, are head villains. Title is "Return of the Lash."

Eddie Dean, singing cowboy, Roscoe Ates, Jennifer Holt and Nancy Gates, studio western players, planed out to Woodward, Oklahoma, to appear in the Woodward Relief Rodeo on June 7-8. The proceeds went to rebuild Woodward, which was severely affected by a recent tornado.

'Fabulous Texan' Starts

Edmund Grainger, son of Eddie Grainger, Republic's popular sales manager, is producing "The Fabulous Texan," which started June 11. Edward Ludwig directs the film, which began shooting in Arizona. Cast includes William Elliott, John Carroll, Catherine McLeod, Albert Dekker, Andy Devine, Una Merkel, Jim Davis and James Brown. After Arizona, the troupe moves to New Mexico. Company is scheduled to return to the Republic home lot around the end of June.

"Driftwood," produced and directed by Allan Dwan, has been finished and is now being edited. Heinz Roemheld, who together with Ray Heindorf won an Academy Award in 1943 for the musical score of "Yankee Doodle Dandy," was signed to compose the original score of "The Flame," recently completed and now being edited.

'Bishop's Wife' Completed

Samuel Goldwyn finished "The Bishop's Wife" for RKO release on June 4. A buffet supper party was held on the Central Park set to celebrate the end of the production.

Thanks to Producer Harriet Parsons and Director George Stevens, Ellen Corby has been given the best cinematic chance of her career with a top spot in "I Remember Mama." Miss Corby replaces Jessica Tandy, who was forced to withdraw in favor of a previous studio commitment, in the role of a helpless Norwegian spinster whose late-flowering romance with an undertaker (Edgar Bergen) complicates the lives of a family living in San Francisco around the turn of the century. A former RKO script girl, Miss Corby gave up that work for acting about three years ago. She had a few small parts, but happened to be in Producer Parsons' office at the moment Miss Tandy withdrew. Presto, she was in!

Richard Berger, producer, and Jack Okey, art director, are in Flagstaff, Ariz., scouting locations for "Rachel." Rehearsals on "Your Red Wagon" start June 16, with actual shooting to begin a week later. Cast so far includes Cathy O'Donnell, Farley Granger, Howard da Silva and Helen Craig. Also in Flagstaff are Director Sidney Lanfield, Unit Production Manager Ruby Rosenberg, Art Director Al D'Agostino, his associate, Field Gray and Cameraman Harry Wild; they were joined later by Dick Powell and Producer Robert Sparks. All this activity is for "Stations West," a Luke Short western adventure story.

Harold Palmer is directing a second unit of RKO's "Return of the Badmen," locationing near Bakersfield, Cal. Walter Baldwin, Harry Shannon, Jason Robards and Lou Harvey were added to the cast.

Pat Barto, who according to the studio is the seventh ranking model in the nation, was handed a role in "Memory of Love." RKO's time-scarred concrete streets received a face lifting, all thoroughfares being surfaced with an improved type of asphalt. The studio recently completed a $325,000 storm drain system which eliminates all standing water on streets.

750 Extras in Fox Film

Seven hundred and fifty extras were used daily for a week at 20th Century-Fox for 1837 panic scenes in "Foxes of Harrow." "Gentleman's Agreement" returned from New York to the studio. Shooting at Lancaster, Ohio, is "Green Grass of Wyoming," which was taken to the Buckeye locale because of its harness-racing story. Lancaster has a good track for this purpose.

Ed Mundy, who worked with almost every circus and carnival in the U. S., was signed to play a barker in the Tyrone Power starrer, "Nightmare Alley." Robert Scott was inked to portray Dan Dailey as a youngster in "Off to Buffalo."

Six years ago Sol M. Wurtzel began Cornel Wilde's career; last week history repeated itself when the producer signed Pat Knight, beautiful blonde wife of Wilde, for her first picture role as one of the leads in "Roses Are Red." The film started June 10 for 20th-Fox release, with Miss Knight playing a dramatic role opposite Don Castle and Peggy Knudsen. Beginning its shooting on two new sound stages of the Motion Picture Center, "Roses Are Red" is being directed by James Tinling. Maurice Vaccarino, returned veteran and long-time Wurtzel aide, won his first chance as a first assistant director with his apponitment last week to that job.

Bandit Location for A & C

The Vasquez Rocks, picturesque bandit hideout in the 1870s, located 50 miles from Hollywood, was used as a location spot for scenes in Abbott & Costello's "The Wistful Widow of Wagon Gap"; this is the first period western the comedians have made for Universal-International.

Art Smith was placed in "Ride the Pink Horse" as a federal sleuth; Robert Montgomery is starring and directing. U-I's enormous theatre set, which fills an entire stage, is being completely remodeled for the Ronald Colman starrer, "Imagination." Built originally in 1925 the set was first used for Lon Chaney's "The Phantom of the Opera." John Drew Colt, son of Ethel Barrymore and nephew of Lionel and the late John Barrymore, was signed by Producer Michael Kanin to make his screen debut. Another film debut will be made by Cynthia

(*Continued on Page* 50)

HOLLYWOOD

Fairbanks Buys Story, 'The O'Flynn,' from Small

Douglas Fairbanks, Jr., has purchased the screenplay of "The O'Flynn" from Edward Small for an undisclosed amount. Robert Thoeren wrote the screenplay from Justin Huntley McCarthy's book about a soldier of fortune in the Napoleonic era.

The purchase gives Fairbanks five story properties, in addition to "The Exile" which he is producing and co-starring in with Maria Montez for Universal-International. On the Fairbanks Company production schedule are "Terry and the Pirates," "The Happy-Go-Lucky", "The Caballero" and "Sir Launcelot." "The O'Flynn" is expected to go into production, with Fairbanks starring, in mid-1948.

Warner Bros. Acquires 'Patriots' for $250,000

Sidney Kingsley's Broadway play, "The Patriots," regarded as one of the most important dramatic properties of the last decade, has been acquired for the screen by Warner Bros. for $250,000, it was announced over the weekend by Jack L. Warner, executive producer.

Bretaigne Windust, who staged many of the leading Broadway hits of recent years, including "Life With Father," "The Hasty Heart," "State of the Union" and other plays, will make his bow as a film director with "The Patriots." An all-star cast is being assembled for the production.

U-I Appoints Hambleton Production Coordinator

Universal-International has signed John Hambleton, who recently resigned as assistant to Producer William Pereira at RKO, to a term contract as production coordinator. He was at one time designer for the New York Theatre and a former assistant to William Cameron Menzies.

Hambleton, who assumes his new duties June 16, will have as his first assignment the coordinating of set and costume designing and set decoration on the Rampart production, "Letters from an Unknown Woman," which is to star Joan Fontaine.

Assigned to James Novel

Paramount has signed the popular English playwright, Dodie Smith, to develop the treatment on the Henry James novel, "Portrait of a Lady," forthcoming film which Charles Brackett will produce. No players have yet been cast and production probably will not start until the autumn.

Riskin Directing Again

Robert Riskin is directing James Stewart in additional sequences for "Magic Town," his first independent production for RKO release. It marks his first directorial effort since "When You're in Love," starring the late Grace Moore and Cary Grant, 10 years ago.

'Desert Fury' Release Set

National release date for Hal Wallis' first Technicolor production, "Desert Fury," has been set by Paramount for Aug. 15.

STUDIO NEWS AND PROGRAM NOTES

U-I Signs Claudette Colbert for MacKinlay Kantor's 'Midnight Lace'; Daves Will Direct Viveca Lindfors

Gloria Holden lands one of her most dramatic roles as *Mickey Rooney's* mother in MGM's "Killer McCoy." *James Dunn* portrays Rooney's father in the story of the prize ring which *Roy Rowland* is directing and *Sam Zimbalist* producing.

John Sturges will direct the *Susan Peters* starrer, "Sign of the Ram," which *Irving Cummings* will produce as an independent production for Columbia release. Although Miss Peters will play her entire role in a wheelchair, she will wear 32 different costumes created for her by *Jean Louis.*

After a three-year absence from the screen, *Stanley Clements* starts his featured role in *Pine-Thomas'* "Big Town Scandal," for Paramount release. *Philip Reed* and *Hillary Brooke* co-star, with *William Thomas* directnig.

Una Merkel will enact *Andy Devine's* wife in Republic's top-budgeted production, "The Fabulous Texan." Miss Merkel and Devine will form a comedy duo in the semi-historical story of Texas after the Civil War. Picture stars *William Elliott, John Carroll* and *Catherine McLeod.*

Geraldine Wall has been given an important supporting role in 20th-Fox's picturization of *Mary O'Hara's* best-seller, "Green Grass of Wyoming," which stars *Peggy Cummins* with *Charles Coburn* and *Burl Ives. Louis King* is directing for Producer *Robert Bassler.*

Jeffrey Lynn was signed by Producer *Leonard Goldstein* for a role with *Yvonne De Carlo* and *Dan Duryea* in Universal-International's "Adventures of Black Bart," now in production with *George Sherman* directing.

Virginia Belmont, 22-year-old model, was signed for the feminine lead in "Without Honor," first in this year's schedule of six Hopalong Cassidy films starring *William Boyd.*

Delmar Daves will direct Warners' forthcoming "To The Victor," postwar melodrama depicting the effects of war upon individuals, in which *Viveca Lindfors,* Swedish star, will have the leading role. *Jerry Wald* will produce.

Richard Derr joins *Van Johnson, June Allyson, Butch Jenkins* and *Hume Cronyn* in "Virtuous," MGM's romantic comedy. In "Secret Heart," Derr played Miss Allyson's father; this time he plays her sweetheart.

Eduardo Ciannelli was signed for a top role in Cornell Pictures' "The Double Take," which stars *Franchot Tone, Janet Blair, Janis Carter* and *Adele Jergens.* Ciannelli, one of the screen's top-ranking menaces, will be cast against type for the first time in his portrayal of the kindly, elderly husband of Miss Carter. "Double Take" is being produced and directed by *S. Sylvan Simon,* and is the second of Cornell's productions for Columbia release.

Dennis O'Keefe has been signed by Eagle-Lion to star in the factual-drama, "The T-Man," which *Aubrey Schenck* will produce. *Anton Mann* will direct the picture which is based on actual stories involving the capture and break-up of notorious counterfeiting rings.

Wanda Hendrix drew her third top role since being signed by Paramount a year ago, being assigned to portray *Melvyn Douglas'* daughter in "My Own True Love," which *Val Lewton* will produce.

Ilona Massey and *John Carroll* have been set to star with *William Elliott* and *Joseph Schildkraut* in Republic's "Monterey," to be produced and directed by *Joseph Kane.*

Richard Long was set for an important role in Walter Wanger's "Tap Roots," which stars *Van Heflin* and *Susan Hayward. George Marshall* directs the Technicolor film for Universal-International release.

Dorothy Peterson, known for performances of mother roles, has been signed to play *Shirley Temple's* mother in Warners' "Mary Hagen." Film co-stars Miss Temple with *Ronald Reagan,* with *Peter Godfrey* directing.

Nancy Saunders was cast as the fourth of the principals in the Columbia film, "When a Girl's Beautiful." She will join *Adele Jergens, Stephen Dunne* and *Marc Platt,* and will have a comedy assignment. The film, directed by *Frank McDonald* and produced by *Wallace MacDonald,* is now before the cameras.

Nadine Conner, Metropolitan Opera star, was signed by Paramount to record the aria, One Fine Day, from "Madame Butterfly," which will feature a day-dream sequence in "Dream Girl," *Betty Hutton-Macdonald Carey* co-starrer which *Mitchell Leisen* is directing for Producer *P. J. Wolfson.*

Republic will re-unite *Roy Rogers* and *Tito Guizar* in "The Gay Ranchero," south-of-the-border story with a western background. *Andy Devine, Jane Frazee, Estelita Rodriguez, Bob Nolan and the Sons of the Pioneers* will join Rogers and Guizar in the film which *William Witney* will direct.

Claudette Colbert was signed by Universal-International to star in *MacKinlay Kantor's* new novel, "Midnight Lace," which *Claude Binyon,* who is writing the screenplay, will direct. Production is slated to get under way next year with *Joseph Sistrom* producing.

Tom Powers will have the role of the blackmailing racketeer in *William Cagney's* screen adaptation of *William Saroyan's* "The Time of Your Life," joining a cast which includes *Jimmy Cagney, William Bendix, Wayne Morris, Jeanne Cagney, James Barton, Paul Draper, Gale Page* and *James Lydon. H. C. Potter* is directing.

Nicholas Joy, who played in the stage production, "The Iceman Cometh," was signed by 20th-Fox, for the supporting role of Dr. Craigie in *Darryl Zanuck's* production of "Gentleman's Agreement." *Elia Kazan* directs with *Gregory Peck, Dorothy McGuire, Celeste Holm* and *John Garfield* in the starring roles.

Associated's President Visitor on Paramount Set

Associated Theatre President J. A. Becker, an exhibitor from President Truman's home town of Independence, Mo., was a visitor on the Paramount set of "Whispering Smith," which has Alan Ladd, Robert Preston, Donald Crisp and Brenda Marshall in the leading roles.

Becker was recently elected a trustee of the Motion Picture Foundation and is slated to be the next president of the Kansas-Missouri Theatre Owners Association.

HOLLYWOOD

STUDIO ROUNDUP

(Continued from Page 48)

Corley, currently playing in the Los Angeles perennial, "The Drunkard"; she will act in Nunnally Johnson's "The Senator Was Indiscreet." Film Editor Sherman Rose is cutting film shipped from New York, where the company is locationing.

Six Before WB Cameras

Warners have six films before the lenses, including "Love at First Sight," formerly called "Head Over Heels." Cecil Kellaway, veteran character actor, will play an eccentric millionaire in this romantic comedy. The company worked on a New York street set last week.

Following three successive night-location calls at Warners' ranch, the "Mary Hagen" troupe, headed by co-stars Ronald Reagan and Shirley Temple, and Director Peter Godfrey, returned to the studio June 6 for interior shots.

John Alvin and Billy Bakewell were set for "Romance in High C," Michael Curtiz Productions, which Curtiz is directing. Over 200 extras were called for sequences in the film last week. Work was done on the famed "Madison Avenue" street on the Warner backlot. "Ever the Beginning," Milton Sperling's United States Picture, moved onto the backlot "tenement" street, making it a full setup. Dorothy Latta, blonde daughter of C. J. Latta, Albany zone manager for Warner Bros. Theatres, was given a featured role in the film.

The "Treasure of the Sierra Madre" company, headed by Humphrey Bogart, took off for exteriors near Kernville, Cal. "Silver River," Errol Flynn-Ann Sheridan starrer, moved to Bishop for additional location work.

'Man From Colorado' Back

Columbia's "Man from Colorado" reopened shooting on June 9, after the picture was supposedly completed. Under Henry Levin's direction, several days of processing transpired.

Signing of Mona Barrie completed casting of principal roles in "When a Girl's Beautiful." Miss Barrie plays a model agency executive in the musical, which has Adele Jergens, Marc Platt, Patricia White and Stephen Dunne in the four top spots.

Gene Autry completed his first independent cowboy musical for Columbia, when he finished "The Last Round-Up" this week. Also completed was "Last Days of Boot Hill," Charles Starrett-Smiley Burnette western, in which Virginia Hunter and Paul Campbell played romantic leads.

Co-directors Don Hartman and Rudolph Mate were forced to shoot around Thurston Hall in scenes for "It Had to Be You," starring Ginger Rogers and Cornel Wilde. Hall was confined to bed with the grippe.

Scheduled to start this week is "The Mating of Millie McGonigle," which Henry Levin directs. A romantic comedy, the feminine lead goes to Evelyn Keyes.

P-T Producing 'Scandal'

Pine-Thomas are making "Big Town Scandal," co-starring Philip Reed and Hillary Brooke, with Bill Thomas directing. This is the fourth in the unit's "Big Town" series.

The first and only location of the Technicolor outdoor drama, "Whispernig Smith," away from the Paramount lot got under way last week when the company moved to Vasquez Rocks, also used by U-I for an Abbott & Costello picture. Four days were utilized in filming the final gun fight between stars Alan Ladd and Robert Preston and their henchmen.

The studio's camera unit which went east to shoot "June Week" exercises at West Point Military Academy for the forthcoming "The Long Grey Line" returned. Robert Fellows, producer, led the unit.

Activities at MGM

Metro-Goldwyn-Mayer's "On an Island with You" moved from its Winter Haven, Florida location to Saratoga for air strip shots. Charles Rosher, cameraman who shot the major portion of "The Yearling," heads the MGM camera crew.

Mickey Rooney remembered a buddy and so this week another Mickey — Mickey Knox — started his screen career in the role of the ex-champ who encourages Rooney into a ring career in "Killer McCoy." Knox, who was with Rooney in service, joined a cast including Elizabeth Taylor, Brian Donlevy and James Dunn.

Less than a week before her 82nd birthday, which falls on June 19, Dame May Whitty plays one of the most important roles of her screen career, "Widow Perch" in "If Winter Comes." She will be seen as the heroic Englishwoman who gives up her only son to the army, but who, at his death, finds life unbearable. Filming of outdoor sequences started at the Ruess Ranch, 40 miles north of Malibu. The ranch is being used for an English countryside which serves as background for Walter Pidgeon and Deborah Kerr's love scenes.

Monogram Still Busy

Producer Barney Sarecky set June 23 as starting date for the next Monogram film starring Johnny Mack Brown with Raymond Hatton. Lambert Hillyer will direct from an original by Harvey Gates.

Lindsley Parsons, producer, returned to Hollywood from Prescott, Ariz., where he selected locations for "Rocky," his first production to star Roddy McDowall. All exteriors will be made in the vicinity of Prescott. Producer Irving Allen and Cameraman Bill Sickner left for Florida last week to scout locations for Allen's next production, "Sixteen Fathoms Deep." The producer announced that his new film will be made in Ansco color.

Jackson Story Bought

Charles Jackson's "The Murder Mystery," a yarn telling the psychological effect of a grim murder on an entire community, has been bought by MGM. Studio made the purchase after reading a 70-page treatment by Jackson, which is the basis for a novel to be published by Rinehart in the fall. Irving Lazar, to whom Jackson first told his story, will join MGM as associate producer on the picture.

Windust at Warners

Bretaigne Windust, prominent Broadway stage director of "Life With Father" and many other hits, has reported to the Warner Bros. Studio to begin his contract as a film director. Windust served as "observer director" on Warner's "Stallion Road" several months ago.

To Produce 'Casbah' at Universal-International

Tony Martin and Nat Goldstone's Marston Productions has checked in on the Universal-International lot to produce "Casbah," Marston's musical version of "Pepe le Moko" which U-I will release. Stars will be Martin and Yvonne De Carlo with another feminine star not yet signed.

The French director, Erik Charell, has been signed to produce the musical from the screenplay on which William Bowers is now working. Score will be composed by Harold Arlen. Production is expected to start in the early fall.

Lesser to Film Two Classics as One Picture

Two classics of literature, Robert Louis Stevenson's "Kidnapped" and its sequel "David Balfour," will be combined into one motion picture next year by Sol Lesser Productions. Lesser intends to co-star Lon McCallister in the role of David Balfour, together with a foremost male personality as Alan Breck, the Scottish outlaw.

Lesser plans to start production this fall for release in the early autumn of 1948. Some of the troupe and crew will be sent to Scotland where part of the picture will be photographed.

Ten-Year WB Contract Signed by Jane Wyman

Warner Bros. announced last week that Jane Wyman, co-starring in the current "Cheyenne," has been signed to a straight ten-year contract which will continue her association with the Burbank studio for a total period of more than 20 years. The new pact begins January 1, 1948.

Miss Wyman, who is the wife of another Warner star, Ronald Reagan, worked her way up from a bit player to stardom. She is now awaiting the birth of her next child, after which she will resume her film work.

Reinhardt, Presnell Form Arpi Productions

Director John Reinhardt and Screen Writer Robert Presnell, Sr., who have been associated with Producer Jack Wrather on Wrather's initial films, "The Guilty" and "High Tide," have announced the formation of their own company, to be called Arpi Productions.

Pair have three properties ready for early filming: "Rendezvous," "Ambush" and "Straw Hat." In addition, they have an option on a play by Dudley Nichols and Stuart Anthony.

Cohen Joins Monogram

Bennett R. Cohen, for the past two years producer of Republic's Sunset Carson series, has been named producer of the Monogram westerns starring Jimmy Wakely. First film in his new post will be his own original screenplay, "Song of the Winchester," to start June 23.

AA Signs Pianist

Gloria Sharaff, 23-year-old concert pianist, has been signed by Allied Artists to appear in a forthcoming production.



SPECIAL SECTION

Seymour Nebenzal

producer of



currently in release

ROBERT CUMMINGS

in

"THE CHASE"

with

MICHELE MORGAN · STEVE COCHRAN

and

PETER LORRE

directed by Arthur Ripley

Coming Soon

ROBERT CUMMINGS · BRIAN DONLEVY

in

"Heaven Only Knows"

Jorja Curtright

and

Marjorie Reynolds

directed by Albert S. Rogell

in preparation

MARIA MONTEZ

JEAN PIERRE AUMONT

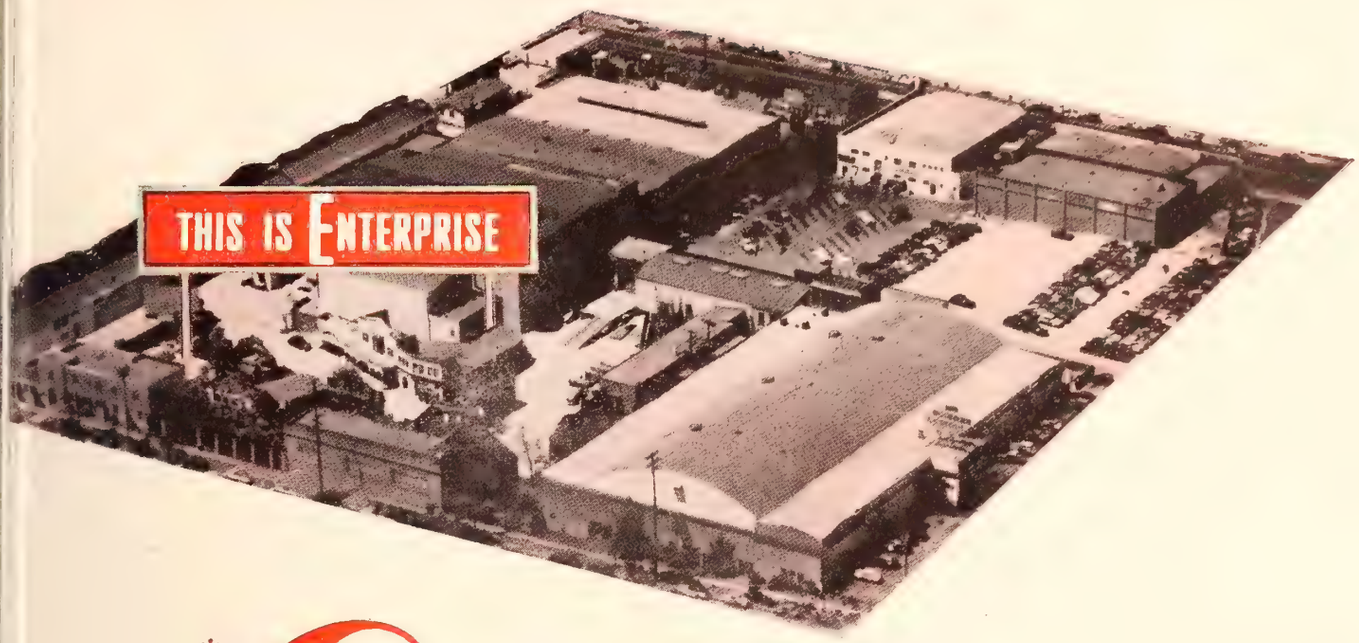
DENNIS O'KEEFE

in

"ATLANTIS"

directed by Arthur Ripley

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DAVID LEWIS LEWIS MILESTONE HARRY SHERMAN

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Film Industry on the March

Events of Today Forecast in News Developments That Made Trade Headlines During Fourteen Years of STR Coverage of the Motion Picture Scene

Fourteen years may only be a lightning-fast second in a world seeking to think in terms of atomic energy. To the young motion picture industry it is an eternity filled with future-molding action. In that short period of time, the industry has met some serious problems, has taken some seven-league strides. Here are the highlights through the years from the pages of SHOWMEN'S TRADE REVIEW:

First Year

1933: The industry got its first taste of self-regulation as it went under the Blue Eagle of the NRA. While there were grunts and groans throughout other industries in which tarnation was raised over increased costs due to higher wages and shorter hours, the motion picture industry didn't see too much change on that score. The wages of its unionized help, both in theatre and studio, were 'way out in front of the average wage paid in other fields; the prevailing wage of its non-union help in many instances was above the prevailing wage of non-union help outside of theatres. The biggest squawks which came before the NRA industry boards were those of exhibitors complaining about trade practices with the bulk of such complaints centering about—you guessed it—product availability, clearance and over-buying. The same year saw the Sirovich bill for a congressional investigation of the industry defeated; saw the financial reorganization of Fox Films, brought a court ruling which opened up the market on sound equipment, and beheld a new figure emerging into film leadership—Darryl F. Zanuck, who with Joseph M. Schenck, formed 20th Century Pictures whose drum-beating, floodlighted trademark became the sign of money-makers as its first pictures got going and as:

Second Year

1934 started off quietly, ominously quiet. But soon a storm struck Hollywood which bid fair to tear the studios apart. The Legion of Decency, born of some Catholic support, came into existence and the industry, sensing that it would have to do its own policing, selected Irish Catholic Joseph I. Breen, who could talk his way favorably out of a woman's sewing circle, to lay down the law of what you could and couldn't do on the screen. Breen did and the storm abated, but the organized elements which had rallied around to attack films on the grounds of morals were to remain intact for years to come. Otherwise things were quiet. William Fox's Tri-Ergon patent suits began to attract attention; Actors Equity and the Screen Actors' Guild affiliated; the NRA code in a year's time proved a failure as a means to settle clearance trouble and the industry was beginning to head into the dumps, to the accompaniment of a slack national financial and business situation when:

Third Year

1935 walked in. It wasn't a big news year by ordinary standards; Fox won his Tri-Ergon patent suits only to suffer a reversal and lose them a year later; the Supreme Court killed the NRA, and one of the greatest movie stars ever, the gum-chewing, lariat-tossing Will Rogers, believer in air travel, came to his death in an airplane crash with Wiley Post in Alaska. So came:

Fourth Year

1936: when a U. S. Circuit Court of Appeals held that it was illegal for distributors to try to outlaw double features, when J. Cheever Cowdin came into the picture business by buying into Universal and when two industry figures passed away—Exhibitor Samuel L. "Roxy" Rothafel, who developed the cathedral type of picture presentation until it got so big it toppled under its own weight; Irving G. Thalberg, whom the industry conceded to be a genius. It was a year leading to reorganization and so in:

Fifth Year

1937: Universal underwent a shift of officers with Nate Blumberg coming in as President; RKO, in bankruptcy, had its reorganization plan approved; Los Angeles, Philadelphia and Minneapolis went on film buyers' strikes which were later declared illegal; North Dakota passed a theatre divorce law (which it later repealed), Great Britain passed a quota act and there was general talk of needed industry reform which expressed itself emphatically as:

Sixth Year

1938 entered the arena to find the major distributors conferring with the Motion Picture Theatre Owners of America, national Allied and other exhibitor organizations in an effort to effect changes in trade practices—an effort which actually got nowhere. The industry also started to talk of a need for a better public realtions job (they're still talking about it) and and "all industry campaign" supposed to hail 1938 as Motion Pictures' Greatest Year emerged with results that not even its most ardent supporters could call either colossal or stupendous. In the United States Senate, a bill aginst block-booking (the first Neely bill) was passed, starting what was to lead to several years of effort to pass legislation regulating film industry trade practices. The United States Government, which had been investigating the industry, filed a suit in New York (the celebrated anti-trust suit) against Paramount, 20th Century-Fox, Warner Bros., RKO, Loew's (MGM) (later to become known as the Big 5) and Universal, United Artists and Columbia (the Little 3) starting years of litigation which continues even at this writing. And in such an atmosphere:

Seventh Year

1939 rolled in with war abroad cutting film revenues, exhibitors and distributors ceasing trade practice talks after the Government warned that agreements thus arrived at might be construed as collusion, and invited additional government attention, and with the Senate again passing a Neely bill as North Dakota repealed its divorce bill law. Atlas Corporation—one of the financial giants—loomed as a big power in the motion picture industry, backing the RKO reorganization plan which the federal courts approved. The International Alliance of Theatrical Stages Employes (which control stagehands and projectionists in theatres, and several technical employes' unions in the studios) tried to horn in on the actors but was defeated by a coalition of actors' unions which emerged as the 4A's. And after three years of script writing, casting, camera work—and publicity—the most stu—pen—dous production of all time made its debut. A tale of the War Between the States (subject, also, of the biggest long-run film the industry had produced up to that time —"The Birth of a Nation") it brought to the screen a sentimental romantic tale, spiced with a dash of sex, and blunted with a touch of toughness. It was "Gone With the Wind," which introduced an English girl named Vivien Leigh (the pronunciation of whose name for the time was a problem to many who could never remember whether it was Leigh as in Lee or Leigh as in lay). It made film history not only in the manner it was exploited, exhibited and profited but its impact on the industry and the public carried over into:

Eighth Year

1940 when it was revealed that *GONE* grossed $23,500,000 on its first release. This year also saw the Neely bill bob up again, only to fail of passage once more and saw a Senate effort to introduce a federal bill to divorce exhibition from distribution. (The Department of Justice is still trying to get divorce by way of the Supreme Court.) During this period the Big 5 in the anti-trust suit signed a consent decree by which they agreed to sell pictures in

(Continued on Page A-30

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Forthcoming Attractions from Allied Artists

☆ ☆ ☆ ☆ ☆



Black Gold Allied Artists

Drama. Principals: Anthony Quinn, Katherine DeMille, Elyse Knox, Kane Richmond, Ducky Louie.



Song of My Heart Allied Artists

Drama with Music. Principals: Frank Sundstrom, Audrey Long, Gale Sherwood, Sir Cedric Hardwicke, The Los Angeles Philharmonic Orchestra.



The Gangster Allied Artists

Drama. Principals. Barry Sullivan, Belita, Joan Loring, Akim Tamiroff, Sheldon Leonard.



Kilroy Was Here Monogram

Comedy Drama. Principals: Jackie Cooper, Jackie Coogan, Wanda McKay, Norman Phillips.

Product Situation Solid, With Quantity, Quality and Variety of Feature Subjects Matching Peaks Reached In Recent Years

Slowdowns due to strikes and labor troubles in Hollywood are not reflected in the product situation as regards features completed and awaiting release after July 1. The product reserve at the end of the 1946-1947 season, as a matter of fact, will be practically what it was for the past two seasons, according to Showmen's Trade Review booking data.

A general survey of the product situation has been one of the regular features of the Anniversary issues of this publication, and comparisons of the 190-odd Hollywood features (this is exclusive of the western series films) in production or completed and to be released after July 1, with the totals of the past two years shows an almost matching volume of reserve in the "completed and in production" columns.

Feature availabilities this season were bulked out more than is usual by re-issues offered by major distributors. There were 31 such re-issues from major sources from July 1, 1946 up to the present, with an additional 48 re-issues current through distributors specializing in them. These include Astor Pictures, Film Classics and Favorite Films.

125 Features Started During Jan. 1-May 31 Period

The number of features started in production during the five-month period, Jan. 1, May 31, 1947, totals 125. While that represents a drop from previous years, the balance of so-called backlog feature product remains the same.

Another similarity in details this year and last is the matching totals of 13 pictures in the reserve list which were in production before July 1 of the previous year.

The total number of British pictures set for future release by American distributors is eight —these are all Rank pictures and the total does not include "Henry V" which will not go into general release for many years if at all, according to present plans. There are several other British pictures which have been earmarked for world distribution, but these have not yet been allocated to distributors in this country.

The forthcoming product covers a wide range of subjects, includes some outstanding literary properties of the "best seller" and "hit show" caliber.

While there is an increase in the amount of color being used, the percentage of color pictures to the total in the 190-odd reserve is still very small—much smaller than producers would wish but limited by lack of equipment and processing facilities. The number of color films in the total is 40. The breakdown by processes is 34 for Technicolor, 2 Cinecolor, 4 Trucolor. (All references are to pictures completed and dated for release after July 1, 1947 and those in actual camera work up to the end of May 1947.)

The pictures that will be offered after July 1, 1947 as broken down by companies follows:

ALLIED ARTISTS

This new releasing banner was unfurled in auspicious fashion with the premiere of "It Happened on Fifth Avenue," a comedy that has won plaudits from trade observers as a candidate for notable results at the box-office of the nation's theatres. There are four pictures either completed or in work for Allied Artists classification by the Monogram exchanges.

The pictures are:

SONG OF MY HEART. Principals: Frank Sundstrom, Audrey Long, Sir Cedric Hardwicke, Mikhail Rasumny, The Los Angeles Symphony Orchestra. Director, Benjamin Glazer. Biographical romance with music concerns the love story of the composer Tchaikovsky, who after the father of his sweetheart, a princess, forbids her to see him again, leaves Russia and appears in concert in America and England. He returns to Russia following great triumphs and finds that the old man has relented, but it is too late because Tchaikovsky dies, a victim of cholera, before he and the princess can be reunited.

THE GANGSTER. Principals: Barry Sullivan, Belita, Joan Lorring, Akim Tamiroff, Sheldon Leonard. Director, Gordon Wiles. Melodrama with a gangster following a racket in which innocent soda stores were used as fronts for making "smart money" until he meets the fate which is imminent throughout the life of mobsters. Suspected by a rival mob of having killed their head man, the gangster is relentlessly tracked down and, overwhelmed by a gang, is mortally wounded by their bullets, but before dying he hears the rattle of pistol fire from police guns that cut down his killers.

BLACK GOLD. Principals: Anthony Quinn, Katherine DeMille, Elyse Knox, Kane Richmond, Ducky Louie, Raymond Hatton. Phil Karlson, director. The story of a great race horse, winner of the Kentucky derby and in which scenes of the famed Blue Grass event are included. The action takes place mainly in Oklahoma, where an Indian and his wife struggle valiantly in order to have a race mare bred to a great sire. The foal is trained and shapes up as a great horse, but before the ambition of the Indian's life—to win the Kentucky Derby—is realized he dies.

Also to be offered later by Allied will be a picture titled "The Hunted," in which Belita will be starred with Preston Foster as her romantic interest.

COLUMBIA

Of the 18 features listed for Columbia, 17 were started before the cameras since January 1, and one was in production at this time a year ago. Two of the pictures are in Technicolor. Two of the pictures have the studio's top feminine star, Rita Hayworth, who will be seen with Larry Parks in "Down to Earth" and with Orson Welles in "Girl from Shanghai." Other stars included in the Columbia lineup are: Dick Powell, Penny Singleton, Arthur Lake, Ron Randell, Anita Louise, George Brent, Joan Blondell, Adelle Jergens, Ginger Rogers, Cornel Wilde, John Beal, Trudy Marshall, Glen Ford, Ellen Drew, William Holden, Franchot Tone, Lucille Ball, Edward Everet Horton, Jon Hall, Patricia Morison, Robert Young, Marguerite Chapman, Willard Parker, Gene Autry.

Among the features are:

THE LADY FROM SHANGHAI. Principals: Rita Hayworth, Orson Welles, Gus Schilling. Director, Orson Welles. Dramatic romance in which a merchant sailor gets involved with a middle-aged, crippled, millionaire lawyer, whose young wife married him only to escape from Shanghai. A love affair develops and the sailor falls in with a murder frame-up which the lawyer's partner proposes. He is double-crossed, and suspects the wife of murderous intentions. After both partners are killed, and the wife badly wounded, she bears out his suspicions by attempting to kill him, but her strength is fading and she dies in the sailor's arms.

THE SWORDSMAN. Principals: Larry Parks, Ellen Drew, George Macready. Director, Joseph H. Lewis. A drama centering about the bitter feud between two Scottish clans which reaches another climax when, in the 18th century a young man falls in love with the daughter of the rival clan. The sweethearts try to end the struggle that has gone on between the clans for generations. After a dramatic battle in which brother is pitted agains brother, the bloodshed of generations comes to an end and the young lovers are free to marry.

THREE WERE THOROUGHBREDS. Principals: Robert Young, Marguerite Chapman, Willard Parker. Director, George Sherman. Adventure drama with a young cowboy becoming innocently involved in a man-hunt when he is suspected of having killed two prospectors. Actually, he has killed one of two outlaws, who murdered the prospectors and robbed them of their map to a rich gold mine, after the killer had cruelly taken a mare that had just foaled. The innocent man's only chance to prove he had no part in the murder, and thus escape the punishment to be meted out by a posse hunting him, is to track down the real murderer and force a confession from him.

THE CORPSE CAME C.O.D. Principals: George Brent, Joan Blondell, Adele Jergens, Director, Henry Levin. A mystery play. The body of a costume designer is sent in a C.O.D. parcel, along with some bolts of dress material, to a movie star. She hides one bolt of material, then calls in a reporter who goes to work on the murder. He and a girl reporter from a rival sheet pool their clues and learn that a cache of diamonds is hidden in the bolt of dress goods. After several members of a jewel ring are murdered, the guilty person is discovered.

Also on the forthcoming list are:

Assigned to Treasury—Dick Powell, Maylia; Blondie in the Dough—P. Singleton, A. Lake, L. Simms; Bulldog Drummond Strikes Back—Ron Randell, Gloria Henry; Double Take—Franchot Tone; Janet Blair; It Had to Be You—Ginger Rogers, Cornel Wilde; Keeper of the Bees—Gloria Henry, Michael Duane; Key Witness—John Beal, Trudy Marshall; Little Miss Broadway—Jean Porter, John Sheldon; The Man from Colorado—Glenn Ford, Ellen Drew, William Holden; My Awful Wife—F. Tone, L. Ball, E. E. Horton; Prince of Thieves—Jon Hall, Patricia Morison, A. Jergens; Smoky River Serenade—P. Campbell, R. Terry, Hoosier Hot Shots; Son of Rusty—T. Donaldson, T. Powers, A. Doran; Sport of Kings—Gloria Henry, Paul Campbell; Sweet Genevieve—Jean Porter, Jimmy Lydon; Two Blondes and a Redhead—J. Porter, J. Lloyd, J. Clark; Riders of the Lone Star—Charles Starrett, Smiley Burnette; Stranger from Ponca City—Charles Starrett, Smiley Burnette; Swing the Western Way—J. Leonard, M. Dugan, Hoosier Hot Shots.

EAGLE-LION

One of the important younger companies and one of international stature. The features bearing the Eagle-Lion emblem are distributed through PRC exchanges. The company, in which the J. Arthur Rank organization is affiliated with the J. Robert Young interests, went into full scale Hollywood production with a studio setup headed by Bryan Foy, one of the veteran director-producers with a long list of standout pictures to his credit.

Among the Eagle-Lion pictures made in Hollywood which will come along in the future are "Red Stallion," an outdoor drama featuring Robert Paige, Noreen Nash, Ted Donaldson, Jane Darwell, Willie Best, Robert Bice and others. The two horses, Big Red and Daisy, figure importantly in the story of a ranch boy and a racing horse he develops.

Also on the future list is "Out of the Blue," in which there is a Hollywood name cast including Virginia Mayo, George Brent, Turhan Bey, Ann Dvorak, Carole Landis, and others in a modern comedy with New York's bohemian Greenwich Village as the locale.

There are two British productions on the list. One is "Caravan," a Gainsborough Picture, from the novel by Lady Eleanor Smith. It was produced by Harold Huth with Arthur Crabtree as director. Starring are the popular English screen personalities, Stewart Granger, Jean Kent and Anne Crawford. The second is "Green for Danger," another presented by J. Arthur Rank. Sally Gray, Trevor Howard and Rosamund John are co-starred with Alastair Sim featured as a Scotland Yard inspector. This is an Individual Picture produced by Frank Launder and Sidney Gilliat, with Sidney Gilliat directing.

Others forthcoming from Eagle-Lion are: "Adventures of Casanova," with Arturo de Cordova, Lucille Bremer, Turhan Bey; and "Love from a Stranger," with John Hodiak, Sylvia Sidney.

METRO-GOLDWYN-MAYER

The Culver City studios of MGM account for 27 of the features figuring in the product reserve. The pictures range over a wide variety of subjects, from light musicals to serious drama and from straight comedy to melodrama. Also, the MGM lineup is distinguished by an imposing roster of stars. In the star list are included Clark Gable, Greer Garson, Spencer Tracy, Lana Turner, Van Johnson, Judy Gar-

Forthcoming Attractions from Columbia



Down to Earth Columbia

Principals: Rita Hayworth, Larry Parks, Marc Platt, Roland Culver, James Gleason, Edward Everett Horton, Adele Jergens, George Macready. Director, Alexander Hall.



Assigned to Treasury Columbia

Drama. Principals: Dick Powell, Signe Hasso, Maylia, Vladimir Sokoloff, Ludwig Donath, John Hoyt. Director, Robert Stevenson.



The Swordsman Columbia

Drama. Principals: Larry Parks, Ellen Drew, George Macready, Edgar Buchanan, Marc Platt, Ray Collins. Director, Joseph H. Lewis.



Her Husband's Affairs Columbia

Comedy. Principals: Lucille Ball, Franchot Tone, Edward Everett Horton, Mikhail Rasumny, Gene Lockhart. Director, S. Sylvan Simon.

☆ ☆ ☆ ☆ ☆

Forthcoming Attractions from

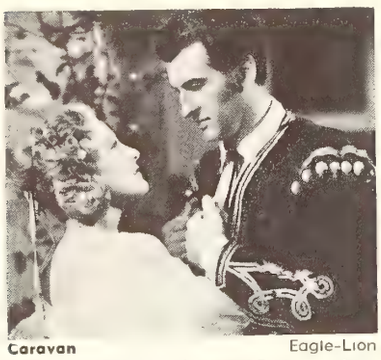
Eagle-Lion

☆ ☆ ☆ ☆ ☆



Green for Danger Eagle-Lion

Drama. Principals: Sally Gray, Trevor Howard, Rosamund John, Alastair Sim, Leo Genn, Megs Jenkins. Directed by Sidney Gilliat. Produced by Frank Launder and Sidney Gilliat. Presented by J. Arthur Rank.



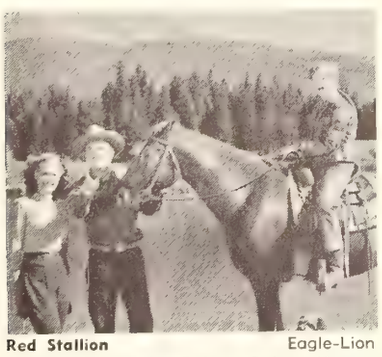
Caravan Eagle-Lion

Drama. Principals: Stewart Granger, Jean Kent, Anne Crawford, Dennis Price, Robert Helpmann. Directed by Arthur Crabtree. A Gainsborough Picture presented by J. Arthur Rank.



Out of the Blue Eagle-Lion

Drama. Principals: Virginia Mayo, George Brent, Turhan Bey, Ann Dvorak, Carole Landis.



Red Stallion Eagle-Lion

Drama. Principals: Robert Paige, Noreen Nash, Ted Donaldson, Jane Darwell, Willie Best, Robert Bice.

Forthcoming Product

(Continued from Page A-7)

land, Frank Sinatra, Virginia O'Brien, Gene Kelly, John Hodiak, Katharine Hepburn, William Powell, Myrna Loy, Wallace Beery, Esther Williams and others.

According to our product records MGM studios started 10 of these 27 pictures in production since January 1, and four were before the cameras on or before July 1, 1946. Seven of the MGM features are in Technicolor. Following are details of some of MGM's forthcoming features:

SONG OF LOVE. Principals: Katharine Hepburn, Paul Henreid, Robert Walker. Director, Clarence Brown. The story of Clara Schumann, brilliant pianist, devoted wife and inspiration to three of the world's greatest musicians. After years of struggles her embittered composer-husband is asked to conduct the opera "Faust." On this great night, his mind collapses and he dies within a short time. Clara, finding comfort only in her music, returns to the concert stage and through her genius the true worth of Schumann's music is finally realized by the world.

GREEN DOLPHIN STREET. Principals: Lana Turner, Richard Hart, Donna Reed, Van Heflin. Director, Victor Saville. The love story of a man who married the wrong woman. Its dramatic episodes include the devastating New Zealand earthquake, the Maori native war against the white people, and the sinking of a sailing ship in a tidal wave. The domineering and sometimes ruthless "wrong woman" makes her marriage a success in the face of great obstacles.

THE ROMANCE OF ROSY RIDGE. Principals: Van Johnson, Thomas Mitchell, Dean Stockwell. Director, Roy Rowland. Plot: One day after the Civil War a ragged stranger drifts into the community and attaches himself to one of the families. Everything goes well until the family discovers that he is a northerner. When he confesses that he had fought side by side with their son—in the Union Army—and that the boy died in his arms, the old man forgives him.

FIESTA. Color. Principals: Esther Williams, John Carroll, Ricardo Montalban, Mary Astor. Director, Richard Thorpe. A famous matador rejoices over the birth of twins, a son and daughter. The boy is schooled in bull-fighting during his childhood but it is apparent that the girl has inherited her father's love for the bullring, and the son takes after his mother, a musician. While he secretly studies music, his sister often takes his place in the ring, unknown to the father. After a fight in which her identity is revealed, the father realizes it is better for the boy to follow his musical career and forget about being a great matador.

THE UNFINISHED DANCE. Principals: Margaret O'Brien, Cyd Charisse, Katharine Booth. Director, Henry Koster. Plot: Resenting the presence of a new ballerina at the Ballet School, a talented little pupil has but one idea—to discredit the newcomer. She pulls a switch which operates a trap door on the stage, thinking it to be the light switch, and the dancer crashes through the opening. The accident injures her spine and she will never dance again. When the little girl's part in the fatal accident is revealed, she runs away, although the invalided dancer has become her firm friend. She is found and forgiven.

Also from MGM will come:

Alias a Gentleman—Wallace Beery, Gladys George; The Arnelo Affair—John Hodiak, Frances Gifford; The Birds ad the Bees—J. MacDonald, J. Iturbi, J. Powell; Captains Courageous—Spencer Tracy, Mickey Rooney; Cass Timberlane—Spencer Tracy, Lana Turner; Cynthia—E. Taylor, G. Murphy, M. Astor; Dark Delusion—L. Barrymore, J. Craig, L. Bremer; High Barbaree—Van Johnson, June Allyson; The Kissing Bandit—Frank Sinatra, Kathryn Grayson.

Summer Holiday—Mickey Rooney, Gloria DeHaven, Walter Huston; This Time for Keeps—Esther Williams, Jimmy Durante, Lauritz Melchior, Johnnie Johnston; Tenth Avenue Girl—Margaret O'Brien, George Murphy Phyllis Thaxter; It Happened in Brooklyn—Frank Sinatra, Peter Lawford, Kathryn Grayson; As You Desire Me—Greer Garson, Robert Mitchum, Richard Hart; Living in a Big Way—Gene Kelly, Marie MacDonald; Merton of the Movies—Red Skelton, Virginia O'Brien, Buster Keaton.

MONOGRAM

Monogram has 4 pictures shooting or ready for release after July 1. Included is one of the company's series, Joe Palooka, and another accomplishes a piece of shrewd casting to combine with the popular "Kilroy Was Here" line of World War II—this being the co-starring of Jackie Cooper and Jackie Coogan.

KILROY WAS HERE. Principals: Jackie Cooper, Jackie Coogan, Wanda McKay, Norman Phillips. The "back home" adventures of the G.I. whose name is on everyone's lips. What concerns him chiefly is getting into the college attended by his buddy who was killed in action. That ambition looks like a lost cause until a co-ed, who is studying journalism, writes some stories that break in the newspapers and spread the fame of Kilroy as a candidate for good old Benson. A wave of sympathy gets him registered with a condition covering a fraction of a point he is shy in his credits for entrance. But a wave of hostility from the lads in college—who distrust the G.I. who is so famous and are no little jealous in the bargain—makes things lively and pretty brisk on the campus until peace reins at a happy ending.

FRONT PAGE SCANDAL. Principals: Leo Gorcey, Huntz Hall, Bobby Jordan, Gabriel Dell, Billy Benedict, David Gorcey, Bernard Gorcey. A newspaper yarn with trimmings of gang warfare and rackets connected with putting the "fix" on prize fights. The ambitious cub reporter prevails after several scuffles with the mobsters and a brush with the law when his paper is sued for libel.

A GUY NAMED JOE PALOOKA. Principals: Leon Errol, Joe Kirkwood, Elyse Knox, Morris Carnovsky, Trudy Marshall. One of the tales of the great ring encounters of Joe Palooka, as fantastically related by his great admirer, Knobby Walsh. It is a story of the tragic end of a bout in which Joe believes he has killed his opponent. But there are circumstances which lead to the suspicion that the opponent was murdered and that's what is proved, eventually, and so the career of the great fighter instead of terminating through despondency goes on to greater heights and victories for Joe.

Other features in work at Monogram are: High Tide—Lee Tracy, D. Castle, A. Shaw; Robin Hood of Monterey—Gilbert Roland, Evelyn Brent; Code of the Saddle—J. M. Brown, R. Hatton.

PARAMOUNT

Another large contributor to the product lineup is Paramount with a total of 21 pictures in the listing. Six of these are in color—five in Technicolor and in one Cinecolor.

Here, again, the stellar names included in the roster comprise an imposing cavalcade of popular personalities. Among them are: Bing Crosby, Bob Hope, Dorothy Lamour, Joan Fontaine, Ray Milland, Alan Ladd, William Bendix, Lizabeth Scott, John Hodiak, Betty Hutton, Paulette Goddard, Gary Cooper, Barry Fitzgerald, Charles Laughton.

Paramount started 6 of these pictures in production since January 1, and three of them were in work before July 1, 1946.

The Paramount lineup includes:

UNCONQUERED. Principals: Gary Cooper, Paulette Goddard, Howard Da Silva. Director, Cecil B. DeMille. This story of the love of two men for a slave girl is laid against the background of man's fight with the wilderness and Indian savageries. The era is 1763 and the locale is Pittsburgh in its days as a heroic fort spearheading the fight of civilization to move westward.

THE EMPEROR WALTZ. Principals: Bing Crosby, Joan Fontaine, Oscar Karlweis. Director, Billy Wilder. Vienna in 1906 is the scene of this love story of an American phonograph salesman and a countess. Emperor Franz Joseph, at first opposed to the match, finally recognizes that the American and the lady must take the one chance in a million for happiness.

GOLDEN EARRINGS. Principals: Ray Milland, Marlene Dietrich. Director, Mitchell Leisen. A Colonel, uncovering information about a Nazi poison gas formula, makes a perilous escape through Germany to France, aided by the "wise woman" of a gypsy tribe. Disguised as a member of the gypsy band, it isn't long before the Colonel is humanized by his unconventional rescuer. When war comes to an end, the Colonel and the gypsy girl meet again.

WHERE THERE'S LIFE. Principals: Bob Hope, Signe Hasso, William Bendix. Director, Sidney Lanfield. Barovia's king is downed by an assassin's bullet and search for the rightful successor to the throne leads to America. A group of Fascist scoundrels is at work attempting to keep the Barovians and their new king apart. The heir to the throne is a baffled young man who has a time acclimatizing himself to the hectic routine of plots, dead bodies, chases and the determination of a handsome and patriotic woman soldier.

ROAD TO RIO. Principals: Bing Crosby, Bob Hope, Dorothy Lamour. Director, Norman Z. McLeod. A couple of musicians are reduced to carnival shows in tank towns. To escape one carnival owner, they stow away on the "Queen of Brazil," but end up as members of the ship's orchestra. They form their own band in Rio, become entangled in a plot to marry a girl off to a worthless far-removed cousin, with one of the troupe finally winning her for himself.

WILD HARVEST. Principals: Alan Ladd, Dorothy Lamour, Robert Preston. Director, Tay Garnett. In this saga of the wheat harvest from Texas to Canada, the leader of a combine crew is at odds with his pleasure-seeking friend and co-worker. They meet a ruthless and ambitious girl who marries one of them although she is in love with the other. The combine crew is chased by irate farmers; there is a fight to a showdown, and the girl loses both men.

Other forthcoming Paramount offerings:

Albuquerque—Randolph Scott, Barbara Britton; The Trouble with Women—Ray Milland, Teresa Wright; Saigon—Alan Ladd, Veronica Lake; The Big Clock—R. Milland, C. Laughton, R. Johnson; Danger Street—J. Withers, R. Lowery; Desert Fury—Lizabeth Scott, John Hodiak; Dream Girl—B. Hutton, M. Carey, V. Field; I Cover Big Town—Philip Reed, Hillary Brooke; I Walk Alone—B. Lancaster, Kirk Douglas; June Flight—Robert Lowery, Ann Savage; Variety Girl—Mary Hatcher, DeForest Kelley; Welcome Stranger—B. Crosby, B. Fitzgerald; Whispering Smith—A. Ladd, B. Marshall, R. Preston; Big Town After Dark—Phillip Reed, Hillary Brooke.

PRC

In addition to serving as a source of supply for the western films that are so important to large numbers of theatres around the country, PRC has been very active in turning out a steady supply of the modest-budget action pictures in the melodramatic and comedy line.

Among the now current and forthcoming releases in the non-western category from PRC are the following:

SILENT VOICE. Principals: Sheila Ryan, Edward Norris. Director, Basil Wrangell. A mystery story whose heroine is a press agent for a movie star. She is being courted by a newspaperman, but it is her job to keep secret the fact that the actor she represents cannot sing, and that he has built his reputation as a crooner because another's voice is dubbed-in for his film. When the star is killed, an investigation starts, and the newspaperman, tracing down the clues finds that the real singer is the killer. His motive: jealousy of the star's success.

TOO MANY WINNERS. Principals: Hugh Beaumont, Trudy Marshall. Director, William Beaudine. A Michael Shayne adventure in which the sleuth is assigned to investigate a gang that is counterfeiting winning race tickets. After a murder is committed, and Shayne himself is wounded, he uncovers the fact that the operator of the race track was the brains behind the scheme and his two thugs responsible for the fatal shooting.

STEPCHILD. Principals: Brenda Joyce, Donald Woods, Terry Austin. Director, James Flood. Drama about a marriage that ends in divorce because the wife refuses to give up her job in order to care for their two children. The father wins custody of the children and when he re-marries, they alone are aware of the cruel and heartless nature of their stepmother. When the younger boy is dangerously ill because of her mistreatment of him, the facts come out. The husband forces the truth from her, and then he and the boys' real mother are reconciled.

Other attractions in the PRC lineup include:

Bury Me Dead—M. Daniels, G. McClure, C. O'Donnell; Heartaches—S. Ryan, C. Wills; It's Moider—Alfalfa Switzer, Gas House Kids; Man Wanted—Anabel Shaw, Robert Lowery; Philo Vance's Peril—W. Wright, L. Belasco, R. Ames; Tomorrow You Die—J. Ireland, S. Beaumont.

RKO RADIO

Our listing shows that RKO Radio has 28 features in work or completed which will be

Forthcoming Attractions from MGM



The Hucksters MGM

Comedy Drama. Principals. Clark Gable, Deborah Kerr, Adolphe Menjou, Edward Arnold.



Song of Love MGM

Drama. Principals: Katharine Hepburn, Robert Walker, Paul Henreid. Director, Clarence Brown.



Green Dolphin Street MGM

Drama. Principals: Lana Turner, Van Heflin, Richard Hart, Donna Reed. Director, Victor Saville.



Fiesta MGM

Musical. Principals: Esther Williams, John Carroll, Cyd Charisse, Mary Astor, Fortunio Bonanova, Ricardo Montalban. Director, Richard Thorpe.

☆ ☆ ☆ ☆ ☆

Forthcoming Attractions from Paramount

☆ ☆ ☆ ☆ ☆



The Emperor Waltz Paramount

Romance with Music. Principals: Bing Crosby, Joan Fontaine, Oscar Karlweis, Roland Culver, Sig Ruman, Alma Macrorie.



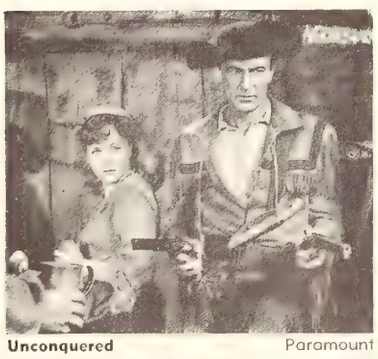
Variety Girl Paramount

Musical with all star cast including Crosby, Hope, Cooper, Milland, Ladd, Stanwyck, Goddard, Lamour, Lake, Tufts, Caulfield, Scott, Lancaster, and with Mary Hatcher, Olga San Juan and DeForest Kelley playing roles in the story.



Welcome Stranger Paramount

Comedy drama. Principals: Bing Crosby, Joan Caulfield, Barry Fitzgerald, Wanda Hendrix, Frank Faylen, Elizabeth Patterson.



Unconquered Paramount

Historical drama. Principals: Gary Cooper, Paulette Goddard, Howard DaSilva, Boris Karloff, Cecil Kellaway, Ward Bond, Katherine DeMille.

Forthcoming Product

(Continued from Page A-9)

released after July 1. This number matches that shown by the records for the same time a year ago, when the RKO studios had before the cameras two pictures which are still to be released.

A total of 11 features were started by the RKO studios since January 1. In the total of 28 there are three in Technicolor, and two of these will be from Disney and will employ the technique which proved so effective in "Song of the South" of combining live action with animation. In "Fun and Fancy Free," Disney will present Edgar Bergen with his Charlie McCarthy and Mortimer Snerd, Dinah Shore, Luana Patten and his cartoon characters, Donald Duck, Mickey Mouse and Jiminy Cricket.

Details of some of the other RKO Radio features in the forthcoming list follow:

THE BACHELOR AND THE BOBBY-SOXER. Principals: Gary Grant, Myrna Loy, Shirley Temple. Director, Irving Reis. Comedy-drama in which a bachelor artist captures the fancy of a seventeen year old girl. Later he finds himself in love with her older sister, a judge, but the bobby-soxer accuses her sister of stealing her boy friend. The artist, disgusted, packs up to leave for Africa. The judge, equally disgusted, packs for Canada. They meet at the station and find themselves in each other's arms. The bobby-soxer consoles herself with a young boy friend.

THE SECRET LIFE OF WALTER MITTY. Principals: Danny Kaye, Virginia Mayo. Director, Norman Z. McLeod. Dominated at home by an overbearing mother, a young man takes refuge in daydreams in which a beautiful girl always appears. One day the girl of his dreams sits next to him on a train and enlists his help in escaping from a man who is following her. He is then plunged into adventures more exciting than his reveries. His family has him psychoanalyzed and convince him that the whole thing is another dream. Finally he comes to his senses and rushes out to rescue the girl of his dreams.

SEVEN KEYS TO BALDPATE. Principals: Phillip Terry, Jacqueline White. Director, Lew Landers. A writer makes a bet with a friend that he can finish his novel in the calm and quiet of Baldpate, an isolated Inn, closed for the winter. The friend secretly sends a girl to the Inn to keep the novelist from writing. However, her efforts aren't needed for other mysterious people check in, some are murdered and bodies disappear and reappear, before the writer and the girl discover it's all part of a jewel theft plot and that Baldpate is the rendezvous for the pay-off.

RIFFRAFF. Mystery. Principals: Pat O'Brien, Anne Jeffreys. Director, Ted Tetzlaff. An American private investigator in Panama City is hired by an oil company to retrieve a valuable paper which is the key to its possession of certain Peruvian wells. The document has been stolen from a courier. The sleuth follows various clues, gets involved in two murders and falls in love. Ultimately, he finds the missing paper.

Other RKO features completed or in work include:

The Long Night—Henry Fonda, Barbara Bel Geddes; The Bishop's Wife—G. Grant, T. Wright, D. Niven; Crossfire—R. Young, R. Mitchum, G. Grahame; Dick Tracy's Dilemma—Ralph Byrd, Kay Christopher; Dick Tracy vs. The Gruesome Gang—R. Byrd, B. Karloff, A. Gwynne; Fighting Father Dunne—P. O'Brien, M. Dell, D. Hickman; Fun and Fancy Free—E. Bergen, D. Shore; The Fugitive—Henry Fonda, Dolores Del Rio; How Dear to My Heart—Luana Patten, Bobby Driscoll; If You Knew Susie—E. Cantor, J. Davis, A. Joslyn; Indian Summer—A. Knox, A. Sothern, G. Tobias; Magic Town—James Stewart, Jane Wyman; Man About Town—Maurice Chevalier; Memory of Love—D. Andrews, M. Oberon, E. Barrymore; Mourning Becomes Electra—R. Russell, K. Paxinou, R. Massey; So Well Remembered—M. Scott, J. Mills; They Won't Believe Me—Robert Young, Susan Hayward; Tycoon—John Wayne, Laraine Day; Under the Tonto Rim—T. Holt, N. Leslie, R. Martin.

REPUBLIC

In addition to Republic's array of western series pictures, that company's studio is prominently represented in the listing of feature attractions definitely set for future release here and abroad. Republic has 12 features in our listing, with four of them in color.

The Republic plant in Hollywood has figured importantly in the extension of color photography to the western picture field. In addition to three of its features being in the company's own Trucolor, there is a picture being shot in Technicolor at the Republic plant. This is the ambitious "Red Pony" being made by Lewis Milestone from a script by John Steinbeck and is one of the independent "package deal" production setups whereby important name properties will come under Republic's releasing banner.

Republic started 12 features in production since the first of this year.

The pictures include:

WYOMING. Principals: William Elliott, Vera Ralston, John Carroll. Director, Joe Kane. Western drama. A pioneer Wyoming cattle baron organizes the big ranchers and a gang of outlaws on the encroaching homesteaders. But when his daughter, torn between loyalty to her father and love for his foreman, sympathizes with the homesteaders and turns against him, the rancher realizes his mistake in time to prevent bloodshed.

SPRINGTIME IN THE SIERRAS. Principals: Roy Rogers, Jane Frazee, Andy Devine, Stephanie Bachelor. Illegal slaughtering of game that brings fancy prices on a black market, is carried on under the "front" of a ranch operation headed by an attractive woman. Suspicious that the woman is involved, the sheriff begins to close in on the culprits when they guess what's up and murder the sheriff. Though his death appears accidental, the hero, an old friend of the sheriff, decides that there was foul play and in a dangerous game of investigation he risks his life in order to expose the illegal ring and bring the murderer of his friend to justice.

ROBIN HOOD OF TEXAS. Principals: Gene Autry, Lynne Roberts, Sterling Holloway, Adele Mara, Cass County Boys. Sharing honors with Autry and his principals in the supporting cast is Champion, Jr., billed as "The Wonder Horse of the West." The story develops the action theme when Autry and the Cass County

(Continued on Page A-18)

☆ ☆ ☆ ***Keep Your Eyes On***

Monogram

HIGH CONQUEST

★

KILROY WAS HERE

★

HIGH TIDE

★

LOUISIANA

★

A GUY NAMED PALOOKA

KING BROTHERS

MAURICE FRANK

Producers

"The Gangster"

In Preparation

MacKinlay Kantor's "Gun Crazy"

For

ALLIED ARTISTS

Irving Allen

Producer

"HIGH CONQUEST"

For

MONOGRAM

JAMES S. BURKETT

Producer

"Charlie Chan" Series

For

MONOGRAM

BARNEY GERARD

Producer

"Bringing Up Father"

In Preparation

"Jiggs and Maggie in Society"

For

MONOGRAM

B & B PRODUCTIONS

JACK BERNHARD **BERNARD BRANDT**

Producers

"VIOLENCE"

For

MONOGRAM

MARTIN MOONEY

Columbia

1947

"They Won't Believe Me"
"Woman on the Beach"
"Fighting Father Dunne"
"If You Knew Susie"
"Return of the Badmen"
"Roughshod"
"Rachel"
"Memory of Love"
"Race Street"
"Lower Right Hand Corner"

JACK GROSS
Executive Producer
RKO Radio Pictures

SCOTT R. DUNLAP

Producer

"The Hunted"

For

Allied Artists

JEFFREY BERNERD

Producer

"Black Gold"

In Preparation

"The Maze"

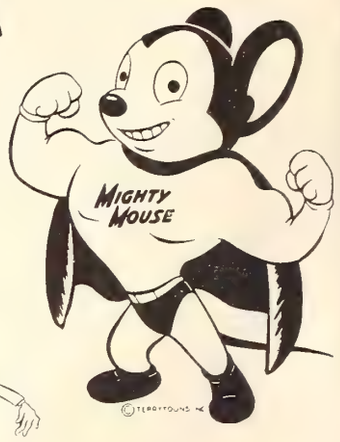
For

Allied Artists



TERRY-TOONS Inc.





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more people to more theatres . . .
than any shorts today!



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Compton Bennett

Directed

"THE SEVENTH VEIL"

"THE YEARS BETWEEN"

"DAYBREAK"



Now for Paramount

"MY OWN TRUE LOVE"

For artistic distinction
For boxoffice achievement

"Color by
TECHNICOLOR"

Technicolor Motion Picture Corporation

Herbert T. Kalmus, President and General Manager

☆ ☆ ☆ ☆ ☆

Forthcoming Attractions from

RKO Radio

☆ ☆ ☆ ☆ ☆



The Secret Life of Walter Mitty RKO

Comedy. Principals: Danny Kaye, Virginia Mayo, Boris Karloff, Fay Bainter, Ann Rutherford.



The Long Night RKO

Drama. Principals: Henry Fonda, Barbara Bel Geddes, Vincent Price, Ann Dvorak, Howard Freeman, Moroni Olsen.



Tycoon RKO

Drama. Principals: John Wayne, Laraine Day, Anthony Quinn, Sir Cedric Hardwicke, James Gleason, Judith Anderson.



The Bachelor and the Bobby-Soxer RKO

Comedy Drama. Principals: Cary Grant, Myrna Loy, Shirley Temple, Rudy Vallee, Ray Collins, Harry Davenport, Johnny Sands.

Forthcoming Product

(*Continued from Page E-10*)

Boys are falsely arrested for complicity in a bank robbery. They are released as decoys to lead the police to the rest of the gang. At a dude ranch, which becomes a hectic scene of flying bullets and the double-cross, Gene, by quick work with his head, his guns and his horse, clears himself and his boys and rounds up the bank robbers.

Other forthcoming Republic offerings:

Bill and Coo—George Burton's Birds; Blackmail—W. Marshall, A. Mara, S. Bachelor; Driftwood—Walter Brennan, Ruth Warrick; The Flame—John Carroll, Vera Ralston; It's Murder, She Says—Adele Mara, Robert Scott; Mad Venture—A. Dekker, L. Stirling, C. Drake; Northwest Outpost—Nelson Eddy, Ilona Massey; On the Old Spanish Trail—R. Rogers, T. Guizar, J. Frazee; The Trespasser—J. Martin, W. Douglas; Web of Danger—A. Mara, B. Kennedy; Saddle Pals—G. Autry, L. Roberts; The Red Pony—Myrna Loy, Robert Mitchum.

SCREEN GUILD

This comparative newcomer to the production and distribution field, is closing its first year of operation with an enviable record in having delivered the pictures announced for the 1946-47 season.

Screen Guild has set a program of 30 features for the new season and, based on success with the policy, no doubt will adhere to the "bread and butter" type of pictures.

From the first of the year up to July 1, Screen Guild will have released 13 pictures, of which 6 were re-issues.

Pictures ready for release after July 1, include:

HOLLYWOOD BARN DANCE. Principals: Ernest Tubb, Lori Talbott, Helen Boyce. Bernard B. Ray, director. Comedy with touches of drama and a hillbilly band as the center of attraction in a play whose rustic flavor blends with up-to-date radio and show-business angles. The band members set out to repair the damage done through an accident in which the boys were innocently involved. The local church building is ruined by fire and raising funds to rebuild is the job that takes the boys on a cross-country tour in which they get breaks that are both good and bad. But in the end they raise the money, and what's more, realize their ambition to have their own barn from which to broadcast their hillbilly harmonies.

THE HAT BOX MYSTERY. Principals: Tom Neal, Pamela Blake, Allen Jenkins, Virginia Sale. Director, Lambert Hillyer. Mystery whose title derives from a device put together by a band of blackmailers intent upon murdering a woman by employing a dupe. They tell a girl detective that a hatbox they give her contains a camera and that she is to obtain evidence for a divorce by taking pictures of the woman they have marked for murder. When the device is used there is an explosion and the woman is killed. Tom Neal solves the murder, and also saves the life of his pretty secretary, whom he clears of all complicity in the killing after several brushes with the murderers.

KILLER DILL. Principals: Stuart Erwin, Ann Gwynne, Frank Albertson, Mike Mazurki. Lewis D. Collins, director. A comedy drama set in the piping days of prohibition, when gangsters held national rating as public enemies. In this case enemy number 24 wants to improve his standing and especially so since number 21 is contesting with him for control of a town's rackets. Into this gang warfare there is projected a love-sick lingerie salesman who, to be more impressive to his girl, pretends he is a gangster. The forces of good and evil flow and ebb but in good time the romantic chap wins his girl and also comes out well in the gang-busting role that falls into his lap.

THE CASE OF THE BABY SITTER. Principals: Tom Neal, Allen Jenkins, Virginia Sale, Pamela Blake. Another mystery in the comedy-melodrama style with the principals who are winning wider popularity as their further adventures are unveiled on the screens. In this case there's a very valuable gem switching band as a well organized gang of thieves employ clever tricks but get their comeuppance when they tangle with Russ Ashton.

SELZNICK RELEASING ORGANIZATION

A new distributing company for the productions of the David O. Selznick studios. The Selznick Releasing Organization came into being as the distributor for "Duel in the Sun." In accordance with elaborate plans made over a period of some time before official announcement that Selznick would set up his own distribution outlet, several other pictures are already set for future release through SRO. These include "The Paradine Case," mystery drama directed by Alfred Hitchcok. The cast includes Gregory Peck, Ann Todd, Valli, Louis Jourdan, Ethel Barrymore, Charles Laughton, Charles Coburn, Joan Tetzel.

Other pictures that will be produced by Selznick are "Portrait of Jennie," with Jennifer Jones and Joseph Cotten co-starred, and which, according to report, soon is to be put back into production following a temporary suspension, and "Rupert of Hentzau," co-starring Louis Jourdan and Valli. Another forthcoming production will be "So in Love," with Shirley Temple in the star role.

TWENTIETH CENTURY-FOX

Twentieth Century-Fox studios are on the list with a total of 15 features either completed or in camera work and which will be released after July 1, 1947. Of this number, none was in work at this time last year, and 7 have been started before the cameras since January 1.

This studio has the highest ratio of color pictures, there being a total of eight in the lineup which are in Technicolor.

The 20th-Fox policy of making extensive use of literary properties that register in the big-seller class as books is manifest in the listing of features comprising the "reserve" under that company's banner. Included in the list are "Forever Amber," "The Foxes of Harrow," "Captain from Castile" and other titles that rated high in the rankings of popular works of fiction.

Some of the details of the forthcoming offerings:

MOTHER WORE TIGHTS. Principals: Betty Grable, Dan Dailey, Jr., Mona Freeman. Director, Walter Lang. The time, 1920; the girl, a pretty blonde who joins a vaudeville troupe, in spite of family opposition, and marries the featured comedian. Through the years, their act is a huge success, and two daughters are born to them. The girls attend an exclusive boarding school, where the older one is ashamed of her dancing parents. However, when she

falls in love and graduates with honors, she lets her parents know that she is really proud of them.

BOB, SON OF BATTLE. Principals: Peggy Ann Garner, Lon McCallister. Director, Louis King. This is the story of a young farm boy and his beloved dog which is accused by the shepherds of killing their flocks. When the boy quarrels with his father, he goes to a neighbor's home to live. The old man is forced to kill his dog, and father and son patch up their differences.

I WONDER WHO'S KISSING HER NOW. Principals: June Haver, Mark Stevens. Director, Lloyd Bacon. A young song-and-dance man struggles to gain recognition for his songs. He falls in love with a singer who leaves him for another man. Discouraged, he leaves everything to bum around the world. In Alaska, he hears of the success of his songs, and returns to find his little foster-sister, now grown-up and lovely, singing them. He realizes his love for her at last.

Also on the 20th-Fox schedule are:

Captain from Castile—T. Powers, J. Peters, C. Romero; The Crimson Key—Kent Taylor, Doris Dowling; Flamingo—Don Castle, Virginia Christine; Forever Amber—L. Darnell, C. Wilde, G. Sanders; The Foxes of Harrow—R. Harrison, M. O'Hara, R. Haydn; Meet Me at Dawn—William Eythe, Hazel Court; Miracle on 34th St.—J. Payne, M. O'Hara; Moss Rose—V. Mature, P. Cummings, E. Barrymore; Off to Buffalo—N. Guild, D. Dailey, C. Winninger; Scudda Hoo, Scudda Hay—J. Haver, L. McCallister, A. Revere; Second Chance—K. Taylor, Louise Currie, D. Hoey.

UNITED ARTISTS

There are 20 features on the list for United Artists—this total does not include "Monsieur Verdoux," which is being withdrawn from the current releasing schedule for distribution later by its producer, writer, director and star, Charles Chaplin.

A total of 11 producers are represented in the 20 UA pictures listed. Largest single contributor is Hal Roach, with four features, all in Cinecolor. Nine of the 19 pictures were started since January 1.

Stars represented include Ingrid Bergman, Charles Boyer, Charles Laughton, Burgess Meredith, Paulette Goddard, James Stewart, Henry Fonda, Fred MacMurray, William (Hopalong Cassidy) Boyd, James Cagney, George Raft.

Titles and other details follow:

ARCH OF TRIUMPH. Principals: Charles Boyer, Ingrid Bergman, Louis Calhern. Director, Lewis Milestone. In 1938, a refugee Austrian surgeon in France befriends a woman in distress. They fall in love, both of them homeless and exiled. The desire to wreak revenge on the Gestapo agent who killed his comrades has become a pervading obsession in the doctor's life. As he kills the agent, he learns that France and England have declared war on Germany. He knows he will be arrested as an alien in an enemy country. He has lost his freedom, and he loses the woman he loves when she dies in his arms from a bullet wound.

VENDETTA. Principals: Faith Domergue, George Dolenz, Nigel Bruce. Director, Stuart Heisler. Drama. Having pledged herself to avenge the murder of her father, a Corsican girl openly places the guilt on the crafty Mayor of the Village, and champions the bandit who has been accused of the crime. In a duel between her brother and the Mayor's two young sons, she is fatally wounded.

ATLANTIS. Principals: Maria Montez, Jean-Pierre Aumont, Dennis O'Keefe. Director, Arthur Ripley. Two French officers find the fabled land of Atlantis which, according to legend, is ruled by the most cruel and seductive woman in the world. One of the officers proves to be the only man who ever repulsed the beautiful Queen, and she plots a terrible revenge against him, causing his death at the hands of his friend. The friend, desperately and tragically in love with the Queen, nevertheless returns to his native home, feeling that his guilt will always be between them. His incredulous story is laughed at and he is considered unbalanced. When the Queen sends for him, he mounts his camel and rides off to Atlantis.

HEAVEN ONLY KNOWS. Principals: Robert Cummings, Brian Donlevy, Jorja Curtright. Director, Albert S. Rogell. In the Auditing Department of Heaven, an error has been found in the Book of Life. A man whose original Destiny was brilliant is rattling around earth without a soul—a ruthless killer, running a saloon in Montana. An angel goes to earth to rectify the error but he finds the going tough and before he can make any progress, gets involved in attempted murder, riots, and a gun duel. When the man offers to give up his life for a friend, he demonstrates that he has found his soul, and the angel is able to return to Heaven.

LURED. Principals: George Sanders, Lucille Ball, Charles Coburn. Director, Douglas Sirk. Scotland Yard is seeking a man who has been inserting ads in the personal columns for young and beautiful girls. Seven young women have disappeared under these circumstances. An American girl agrees to become a bait, and volunteers to answer every suspicious ad in the personal columns. She encounters a series of adventures and when one man is arrested, she thinks the case is solved. But the police arrest the man she loves, and she gambles to prove his innocence.

Following are some of the other forthcoming pictures through United Artists:

A Miracle Can Happen—James Stewart, Henry Fonda; Body and Soul—John Garfield, Lilli Palmer; Christmas Eve—George Raft, George Brent, Randolph Scott, Joan Blondell; Curly—Frances Rafferty, Larry Olsen; Fabulous Joe—Walter Abel, Margot Grahame; Fanny by Gaslight—James Mason, Phyllis Calvert; Fun on a Weekend—Priscilla Lane, Eddie Bracken; Here Comes Trouble—William Tracy, Patti Morgan; Intrigue—George Raft, June Havoc; The Little Prince—feature length cartoon; The Time of Your Life—James Cagney, William Bendix, Stampede—John Wayne, Walter Brennan.

UNIVERSAL-INTERNATIONAL

Universal-International underwent a complete switch of policy (production-wise) since this time a year ago. Even so, the swing from a general scheme of low-budget as well as top-class product, to concentration on class product with the modest type of pictures eliminated, shows no very great effect on the amount of pictures in work or ready for release after

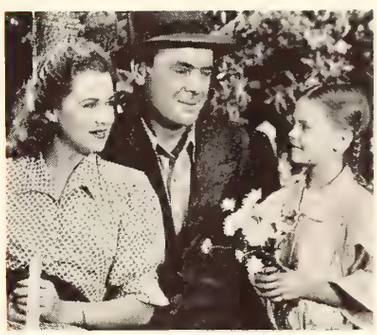
Forthcoming Attractions from Republic



Springtime in the Sierras Republic
Western with Music. Principals: Roy Rogers, Jane Frazee, Andy Devine, Stephanie Bachelor.



The Flame Republic
Drama. Principals: Vera Ralston, John Carroll, Robert Paige, Constance Dowling.



Driftwood Republic
Drama. Principals: Ruth Warrick, Dean Jagger, Walter Brennan, Natalie Wood, Charlotte Greenwood.

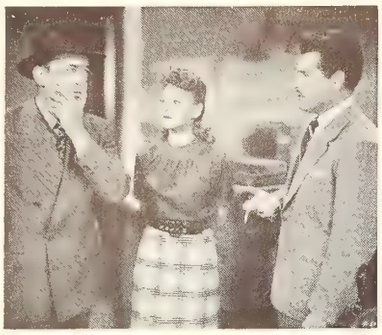


Wyoming Republic
Western drama. Principals: William Elliott, Vera Ralston, John Carrol, Maria Ouspenskaya.

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Forthcoming Attractions from Screen Guild

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The Hat Box Mystery Screen Guild

Drama. Principals: Tom Neal, Pamela Blake, Allen Jenkins, Virginia Sales, Ed Keane.



Hollywood Barn Dance Screen Guild

Comedy with Music. Principals: Ernest Tubb, Lori Talbott, Helen Boyce, Earle Hodgins, Frank McGlynn, Phil Arnold, Larry Reed.



Killer-Dill Screen Guild

Drama. Principals: Stuart Erwin, Anne Gwynne, Frank Albertson, Mike Mazurki, Milburn Stone, Dorothy Granger.



The Case of the Baby Sitter Screen Guild

Drama. Principals: Tom Neal, Allen Jenkins, Virginia Sale, Pamela Blake, George Meeker, Rebel Randall.

July 1. The U-I total is 22, whereas a year ago the Universal list contained 20 titles. However, the variation, so far as the domestic product is concerned, is much greater than those totals indicate, for in the 22 Universal-Internationals there are 6 features produced in England by the J. Arthur Rank organization for which U-I acts as the larger of Rank's two main distributing sources in the U. S.

Between the Rank organization, with its improving position in the matter of names that mean something on the marquees of American theatres, and the company's home lot in Hollywood, Universal-International has some striking stars appearing in the lineup. They include Joan Fontaine, Deanna Durbin, Fred MacMurray, Maria Montez, Robert Cummings, Burt Lancaster, Robert Montgomery, Abbott and Costello, Yvonne deCarlo.

Of the 15 Hollywood productions on the list, U-I started 9 before the cameras during 1947. In the total lineup there are five in Technicolor.

Titles and other details concerning the U-I offerings include:

SLAVE GIRL. Principals: George Brent, Yvonne De Carlo. Director, Charles Lamont. A gay blade of the early 1800s is sent to Tripoli to buy the freedom of 10 American seamen, imprisoned by the Pasha. There he falls for the charms of a dancer who steals the gold to aid her lover. A slave girl frees the men. When the dancer finds her lover is willing to give her to another chieftan in exchange for military help, she brings the two forces into battle, permitting the Americans to escape.

BRUTE FORCE. Principals: Burt Lancaster, Hume Cronyn, Charles Bickford, Ann Blyth, Ella Raines. Director, Jules Dassin. A man in jail plans with other convicts to break out of prison. He is in love with a girl who doesn't know he is in jail and won't consent to an operation to save her life until he is at her side. His hatred of the cruel, ambitious guard captain grows intense as the guard foments trouble among the convicts. The escape attempt is met with machine guns.

FOR THE LOVE OF MARY. Principals: Deanna Durbin, John Dall, Donald O'Connor. Director, Irving Pichel. Comedy drama in which a mistaken identity brings about the kidnapping of a young singer and attempts to bribe her to relinquish a share of the will of an old man. She falls in love with the young heir of the family but promises to give him up so he may marry a socialite. When the family buys her silence for a million dollars, she flaunts the check in his face, hoping to kill his love for her. But the grandmother, realizing the two are really in love, arranges a reconciliation.

PIRATES OF MONTEREY. Principals: Maria Montez, Rod Cameron, Philip Reed. Director, Alfred Werker. An American transporting guns from Mexico to Monterey to fight royalist attempts to wrest California from the Mexican Republic falls in love with a girl whose actions arouse suspicion of royalist intrigue. The rebel leader and his soldiers, posing as pirates, prepare to take Monterey. The Americans drive the enemy into the sea, and later the hero learns the girl had been fighting on his side all the time.

Universal-International's roster also includes the following pictures which are either completed or in production.

A Lady Surrenders—Margaret Lockwood, Stewart Granger; Black Narcissus—D. Kerr Sabu; The Exile—D. Fairbanks, Jr., M. Montez, P. Croset; I Know Where I'm Going—W. Hiller, R. Livesy, P. Brown; Ivy—Joan Fontaine, Patric Knowles; The Lost Moment—S.

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Forthcoming Attractions from 20th Century-Fox

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Mother Wore Tights 20th-Fox

Comedy with Music. Principals: Betty Grable, Dan Dailey, Mona Freeman, Connie Marshall, Vanessa Brown, Robert Arthur, Sara Allgood, William Frawley.



Captain From Castile 20th-Fox

Drama. Principals: Tyrone Power, Jean Peters, Cesar Romero, John Sutton, Lee J. Cobb, Antonio Moreno, Alan Mowbray.



Forever Amber 20th-Fox

Drama. Principals: Linda Darnell, Cornel Wilde, Richard Greene, George Sanders, Glenn Langan, Richard Haydn, Jessica Tandy.



I Wonder Who's Kissing Her Now 20th-Fox

Comedy with Music. Principals: June Haver, Mark Stevens, Martha Stewart, Reginald Gardiner, Lenore Aubert, William Frawley.

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Forthcoming Attractions from Warner Bros.

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Life With Father Warner Bros.

Comedy Drama. Principals: Irene Dunne, William Powell, Elizabeth Taylor, Jimmy Lydon, ZaSu Pitts, Edmund Gween, Derek Scott, Martin Milner, Johnny Salkins.



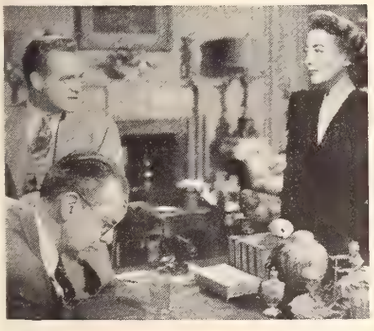
The Unfaithful Warner Bros.

Drama. Principals: Ann Sheridan, Lew Ayres, Zachary Scott, Eve Arden, Jerome Cowan, Steven Geray.



Cry Wolf Warner Bros.

Drama. Principals: Errol Flynn, Barbara Stanwyck, Richard Basehart, Jerome Cowan, John Ridgely, Patricia White.



Possessed Warner Bros.

Drama. Principals: Joan Crawford, Van Heflin, Raymond Massey, Geraldine Brooks, Stanley Ridgely, Moroni Olsen.

Hayward, R. Cummings, J. Loring; The Magic Bow—Stewart Granger, Phyllis Calvert; My Heart Goes Crazy—Sid Field, Greta Gynt; Ride the Pink Horse—Robert Montgomery, Andrea King; Secret Beyond the Door—Joan Bennett, Michael Redgrave; Singapore—F. MacMurray, A. Gardner, P. Dorn; Something in the Wind—D. Durbin, J. Hall, D. O'Connor; Wistful Widow of Wagon Gap—B. Abbott, L. Costello, M. Main; The Years Between—M. Redgrave, V. Hobson, F. Robson; Oh Say, Can You Sing—Sheila Ryan, Fred Brady.

WARNER BROS.

The position of Warner Bros. with respect to reserve product is one of considerable strength, for there are 21 features completed or in work for distribution after July 1. Of this number three were started before July 1, 1946 and 12 have been put into work since January 1, 1947.

Three of the pictures in the Warner lineup are in Technicolor, and the company's star roster is amplified by some important names on loanout from other studios. Prominent among these are the names of William Powell and Irene Dunne, who co-star in the very important "Life With Father" production that will bring to the screen one of the most successful stage plays of all time. Warners have made the picture in Technicolor, and few Hollywood undertakings have been attended with more apparent concern for a policy of "only the best is good enough" than have marked the screen career from the beginning of the bidding for the motion picture rights right on up to the actual filming of "Life With Father."

In the list for Warner, the following titles and stars appear:

THE WOMAN IN WHITE. Principals: Gig Young, Alexis Smith, Eleanor Parker. Director, Peter Godfrey. When a young man, teacher of drawing, is engaged to instruct the niece of a wealthy Londoner, he enters a house of mystery where blackmail, murder, and family scandal prevail. He tries to rescue the young woman who is being hypnotized into believing herself insane. With her release, and the death of the blackmailer, the black spell over the mansion is ended.

DEEP VALLEY. Principals: Ida Lupino, Dane Clark, Wayne Morris. Director, Jean Negulesco. An unhappy girl who lives with her surly father and bedridden mother in the California mountains, falls in love with a convict working in a road gang. When he escapes from the gang, she leads him to her secret retreat in a hidden valley. As the posse closes in on them, she hides him in her father's barn, but he is wounded while escaping. She trails him to a valley, where he dies as they try to comfort each other.

Other Warner productions completed or in work are:

Escape Me Never — Errol Flynn, Ida Lupino; Dark Passage — H. Bogart, L. Bacall, A. Moorehead; My Wild Irish Rose — Dennis Morgan, Andrea King; Possessed — J. Crawford, Van Heflin, R. Massey; Silver River — E. Flynn, A. Sheridan, T. Mitchell; Treasure of the Sierra Madre — H. Bogart, W. Huston, T. Holt; Two Guys From Texas — J. Carson, D. Morgan, D. Malone; Unfaithful, The — A. Sheridan, Z. Scott, L. Ayres; Unsuspected, The — Joan Caulfield, Claude Rains; Voice of the Turtle — R. Reagan, E. Parker, E. Arden; Wallflower — Robert Hutton, Joyce Reynolds; Whiplash — D. Clark, A. Smith, S. Z. Sakall; Life With Father — William Powell. Irene Dunne.

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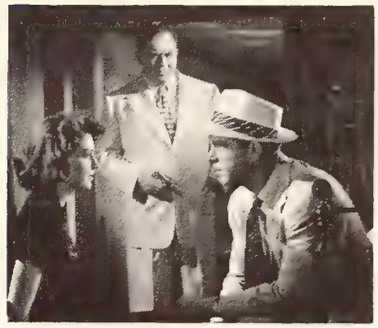
Forthcoming Attractions from Universal-International

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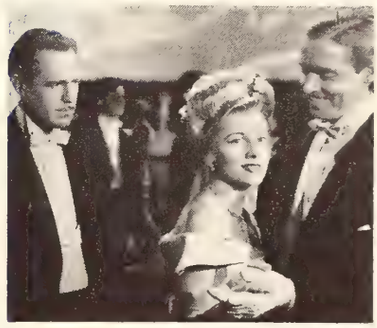
Brute Force Universal-International

Drama. Principals: Burt Lancaster, Hume Cronyn, Charles Bickford, Ann Blyth, Ella Raines, Yvonne De Carlo.



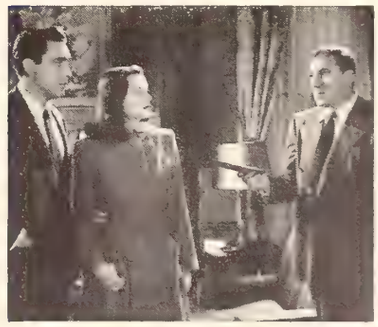
Singapore Universal-International

Drama. Principals: Fred MacMurray, Ava Gardner, Philip Dorn, Richard Haydn, Thomas Gomez, Spring Byington.



Ivy Universal-International

Drama. Principals: Joan Fontaine, Patric Knowles, Herbert Marshall, Richard Ney, Sir Cedric Hardwicke.



The Web Universal-International

Drama. Principals: Ella Raines, Edmond O'Brien, William Bendix, Vincent Price, John Abbott.



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by

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Directed by

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Harry Sherman

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Forthcoming Attractions from United Artists

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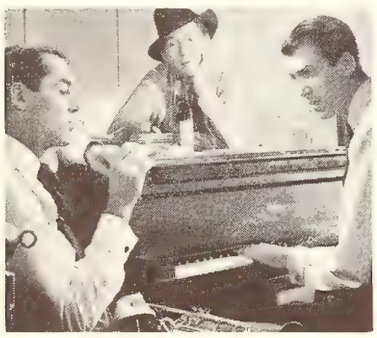
Christmas Eve United Artists

Drama. Principals: George Raft, George Brent, Randolph Scott, Joan Blondell, Ann Harding, Virginia Field.



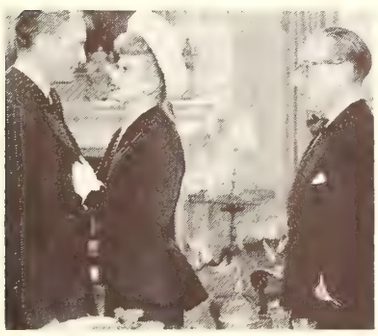
Arch of Triumph United Artists

Drama. Principals: Ingrid Bergman, Charles Boyer, Charles Laughton, Louis Calhern, Ruth Warrick, Katherine Emery.



A Miracle Can Happen United Artists

Drama. Principals: Burgess Meredith, Paulette Goddard, James Stewart, Henry Fonda, Charles Laughton, Fred MacMurray, William Demarest, Dorothy Ford.



Lured United Artists

Drama. Principals: George Sanders, Lucille Ball, Charles Coburn, Sir Cedric Hardwicke, Boris Karloff, Alan Napier, Alan Mowbray.

Courtesy, Stifled by War, Rescued by Peace

Kind and Pleasant Treatment of Patrons Becomes a Topmost Factor in Successful Theatre Operation

During the lush years of World War II, a war-weary public was so intent on forgetting its troubles that it packed the motion picture theatres of the nation. All people wanted, and they were willing to stand in line for the privilege, was just to get inside, relax in a world of make-believe and push the horrors of war into the back of their collective mind.

With entertainment centers at a minimum, with gasoline rationed and travel restricted, not to mention other wartime factors, the motion picture theatre was a beacon in the dark to most people. If there was laxity in courteous treatment—as well there might be in view of the times—the public shrugged it off. So often had kindness and consideration been lacking at the restaurant, in mercantile establishments and other places serving the public (replaced by curt, harsh and indifferent treatment in many instances), that these graces of good behavior were no longer looked for, or expected at the movies.

Not that the average house staff members suddenly turned upon their benefactors with arrogance and indifference; rather that those little acts of kindness and consideration were simply forgotten.

And so, while courtesy had steadfastly remained in the dictionary, its meaning in action was all but completely lost.

Courting the Customer

With the cessation of hostilities, the lifting of rationing and restrictions, new bids for public patronage began to assert themselves. Slowly but surely construction of new theatres began, thus increasing competition in many areas. Once again people could travel, either by train or motor. There were many other activities in which they could indulge for relaxation and amusement. The motion picture theatre was still the most popular form of entertainment, but a public which only a few years before had been grateful to gain admission to one, regardless of the attraction offered, now began to discriminate in its choice of entertainment. And this discrimination was also concerned largely with the treatment the public received.

Once more, after an absence of nearly a decade, courtesy was again coming into its own as one of the principal means of winning and holding patronage. Developments on the "courtesy front" began to spread across the country.

In Miami, Fla., Edward May, then manager of Wometco's Rosetta Theatre, declared that "courtesy is the first notch in our yardstick by which Rosetta employes are measured to meet our standards. We like to think it pays off at the box-office and gives the employe a good feeling of a job well done at the close of his working day."

May, who recently was transferred to the circuit's Lincoln Theatre in the same city, had good reason to believe that his courtesy policy was effective. For in the Cheers and Jeers department of the theatre's weekly program there were letters to tell him so. Wrote one woman patron: "All the employes of the Rosetta are so courteous. I have talked with the manager, and the kindness, interest and sincerity he showed reminded me of the days when people treated each other with better feeling."

Element of Glamor

Out in Pomona, Calif., Fox West Coast City Manager John Klee was thinking about this matter of courtesy one day last year. Through his mind went these questions: "Where has the glamor of the theatre gone? Where is the color, the courtesy and the service that were so well known among the theatres?"

Klee decided it was time to do something. He called a meeting of the staffs of the five theatres in Pomona and explained what should be done. Other business firms in the community, realizing that the theatres were resuming leadership, also wished to bring back higher standards in their business.

Meanwhile, a plan originated by Klee, Arthur Jessup, William Hallett and C. M. Meiklejohn, city manager at Redlands, sent the newspapers into action. They took pictures of the theatre staffs, wrote editorials on the principal courtesies and service in every business as well as the theatre. The reaction proved definite results among employes and in the theatre.

Each employe showing the most outstanding efforts in the exercise of courtesy was rewarded both by recognition of his work and a nominal cash prize.

Impressed by the Pomona plan, theatres in Ontario, Calif., took steps to duplicate it. The Servicemen's plaque was ingeniously converted into a courtesy honor roll, where courteous employes' names were displayed each week. Honor roll members were also given an extra day off with pay.

Award for Good Manners

In Redlands the theatre managers induced the local Motion Picture Council, civic leaders and others to assist in selecting the most courteous employes. Publicity resulting from this recognition made the public acquainted with the staffs and the staffs conscious of the moviegoers they serve.

The campaign for courtesy was now on in earnest. The Loew circuit, through its house organ, LO!, issued several rules for its employes under the heading, "Service to Patrons Builds Goodwill."

Some of them: Be especially courteous to ladies, children, elderly people and cripples. Make requests; do not give orders ("Will you

(Continued on Page A-28)

PINE-THOMAS PRODUCTIONS

Now In Our
7th Year

Making Pictures For

Paramount Pictures

William H. Pine William C. Thomas

Courtesy Makes Comeback

(*Continued from Page A-26*)

step this way, please?" instead of "Follow me!"). Assist patrons who may be searching for articles left in their recently-vacated seats. Say "Yes, sir" or "No, sir"—not "Yes," "Yep," "No" or "Nope."

Just recently John J. Payette, Washington zone manager for Warner Bros. Theatres, distributed to each theatre employe a handy, wallet-sized folder on public relations. Listed were seven points to remember about a patron.

The seven points: 1) A patron is the most important person in our business. 2) A patron is not dependent on us—we are dependent on him. 3) A patron gives purpose to our work. We are not doing him a favor by serving him—he is doing us a favor by giving us the opportunity to serve him. 4) A patron is not an outsider to our business—he is our business. 5) A patron is not an object that fills a seat. He is flesh and blood, a human like you and you and you. He has biases and prejudices—likes and dislikes. 6) A patron is not someone to argue with or match wits with—or someone to try to outsmart. Remember, the patron is always right. 7) A patron is a person who brings us his wants. It is our job to serve him so pleasantly and helpfully that he will visit with us again and again.

From out Hoosier way early this year the Associated Theatre Owners of Indiana warned exhibitors that the "soft" money was gone and that they must cultivate the goodwill of the public via a definite program. A number of means to be included in such a program were cited by the ATOI. Theatremen, it was suggested, should arrange with school superintendents to award passes to honor roll students. Saturday morning shows for children were also emphasized, and reference was made to the exhibitor in Syracuse, N. Y. who offered the use of his theatre to the congregation of a church there when something went wrong with the church furnace. Services were held in the church, and the manager's courteous gesture received the thanks of the pastor, church officials and members of the congregation.

Shortly after Harry B. French was named president of the Minnesota Amusement Co., he issued a plea to theatremen "to get back in show business—the kind of show business we practiced in the lean depression years of the middle thirties."

Aware of Profit Angle

Writing in the circuit's house organ, *Showmanship*, French said, in part:

"Stop and think of the lean years when you fought for every available box-office dollar with showmanship — showmanship that featured a well-operated theatre, a well-planned advertisign campaign for a carefully booked program, and a competent, courteous and well-trained staff. Your theatre was the pride of the community, its entertainment center; your employes known and respected for their courteous treatment of the movie-going public. Does that condition exist in your theatre today? This must be corrected immediately. Let's start with a simple slogan: 'Life is short, but there is always time for courtesy'."

This matter of employe courtesy was found recently to be a "must" in the operation of the Warner Embassy Theatre in New Britain, Conn. Manager Joe Miklos placed this message on the employes' bulletin board: "Every act of kindness in your daily work sooner or later pays off in your contacts outside the theatre. By being courteous, obliging and kindly, you sell yourself as well as your theatre. It does pay off. You satisfy yourself, your patron, and your employer. And it's the fellow with the ticket who pays you off."

Calls for 'Extra Effort'

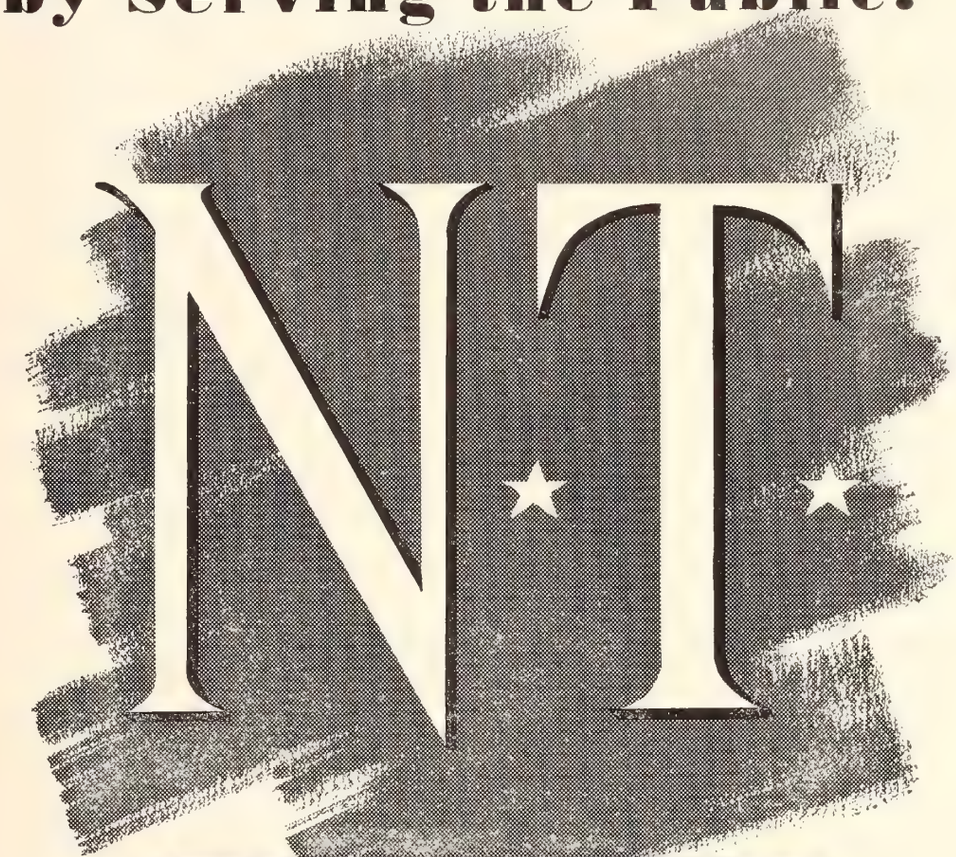
That the necessity for kind customer treatment is by no means limited to one nation was made clear recently when Edward H. Lundy, Gaumont-British Director of Theatres, declaring himself "sick and tired of excuses," exhorted his staff operating some 300 British cinemas to put forth "an extra effort, a little more organizing, a little more care and consideration and energy and determination" to insure courteous treatment to moviegoers at all times. The reason for a lack of courtesy during the war Lundy left to the psychologists, but he warned that "today I accept no more excuses because never has courtesy, kindness and the small attentions of life been more highly valued." Those who put forth a little extra effort, a little more organizing and determination to maintain a policy of courtesy would, he concluded, "find a place in the sun."

By last week, it was indisputably evident that courtesy, so long forgotten, was back again as a topmost factor in successful theatre operation.

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David M. Idzal, President

FOX WEST COAST THEATRES
George Bowser, General Manager

Film Industry On the March

(*Continued from Page A-5*)

blocks of not more than five; to tradeshow all product so the exhibitor could see what he was buying, and again, to arbitrate on clearance. The Little 3 refused to go along. Walt Disney experimented with music and sound, coming up with "Fantasia" which some acclaimed and others ignored; Tom Mix, who made himself famous with westerns; Ben Turpin, whose eyes were an asset to the early Keystone Comedies; Marguerite Clark, who profited with sweetness, prettiness and light in the silent days, died that year. The industry meanwhile was worrying over decreased film revenues as the world went into its second year of a world war and the calendar moved on to:

1941: The war was making itself felt at home in other ways. The industry set up its War Activities Committee, which was to gain fame as WAC, to work with the Government on ways whereby the screen could assist national defense (but everyone saw what was coming and the question was: "when is Defense going to become Offense?"). In Chicago national Allied and the distributors got together on a five-point program which never did become really effective; the arbitration boards set up by the consent decree found themselves jammed with clearance and zoning suits; Minnesota set up a law whereby pictures could not be sold in blocks of five, thereby giving distributors who had signed a consent decree with the U. S. Government a headache until the federal court to which they were subject allowed hem to sell as Minnesota decreed; the Government at the same time moved to speed its trials against the Crescent Amusement Company and the Schine circuit under the Anti-trust law; David O'Selznick bought the Sam Goldwyn and Douglas Fairbanks holdings in United Artists; George E. Brown and Willie Bioff, heads of the International Alliance of Theatrical Stage Employees, were convicted in federal court of extortion after industry bigwigs had testified they had paid them off to avoid threatened labor trouble. The conviction allowed the IATSE to regain control of the union and clean house under Richard F. Walsh who was elected president. A global war continued to wage furiously as:

1942 entered without much fanfare, without much actual industry news. The Government was moving about in its anti-trust suits; MGM Vice-President William F. Rodgers had to give up his program of industry trade reforms when the Department of Justice did not approve; Spyros Skouras became president of 20th Century-Fox; N. Peter Rathvon headed RKO with Ned Depinet in charge of sales. During the year John Barrymore, May Robson, Edna May Oliver passed away; Carole Lombard was killed in a plane crash, and 23 film industryites, including Buck Jones, were burned to death when a match set off non-fireproofed decorations at the ill-fated Cocoanut Grove Night Club in Boston. This shocking tragedy climaxed the end of the twelvemonth which faded into:

1943: Overseas war continued. J. Arthur Rank, millionaire miller and owner of what amounts to Britain's motion picture industry, was setting about to make English films dominate in a world of peace which everyone expected after the war; PRC pictures were founded; RCA got out of RKO and Floyd B. Odlum of Atlas became its chairman, the Government won its Crescent suit, which was appealed to the Supreme Court and:

1944 found the Government winning its Crescent suit in the supreme court, pushing a similar case against Schine, and the Griffith circuit and fencing about on the reopening of its anti-trust suit. In Great Britain J. Arthur Rank set up Eagle-Lion to do business abroad, including the United States; PRC was busy opening exchanges, and Loew's adopted a pension plan, while the federal government put a 20 per cent tax on amusement admissions. On the war fronts of the world, weary soldiers gathered into groups for a bit of relaxation—frequently interrupted by an enemy ground attack, air raids, or artillery fire; they watched a silver screen set up in tents, or out in the open and a 16-mm. projector which provided probably the only entertainment they were to find as a relief from the hell of warfare. The year ended in a burst of war fury which died in:

1945 after the Japs surrender the industry, which had played probably the finest role in a history devoted to charitable works as well as amusements, was formally recognized by the war plaques which the Government gave out to the WAC. On the business front, various companies began to get on the move for peace work and the year saw rapid moves for new loans, formation of new independent companies, including Enterprise, Rainbow, Tower Films, United States Pictures, Liberty Pictures, Robert Riskin Productions, Comet Productions, all representing actors, directors, writers, producers, who wanted to make a few pictures along the lines that they thought best. J. Arthur Rank closed a deal with Universal, Leo Spitz and William Goetz, to form United World Pictures (in which Rank was interested) and Eagle-Lion planned to function in the United States through PRC exchanges. On March 12 and through October, a jurisdicional fight between the IATSE and the Conference of Studio Unions caused a strike at several Hollywood plants. 1945 ended on an optimistic note as observers watched theatre attendance skyrocket past war booms,

1946 — the year of events — reeled in after one of the wildest New Year's celebrations in the recent annals of the nation's history. The New Year was lusty and strong and moved forward with the impetus that had marked 1945. It soon found that people were beginning to shop for entertainment; it soon became the prime brawler of all the industry years. Exhibitors who had been licking wounds caused by clearance and buying frictions for many a day, suddenly found a new way to fight—anti-trust suits—as the U. S. Supreme Court upheld the decision in favor of an obscure Chicago neighborhood theatre—the Jackson Park—against the principal distributors and two circuits. The injunction growing out of the case, which would change Chicago's clearance system, has never been enforced as an appeal was filed against it, but $360,000 damages already have been paid and $600,000 more is now asked in a second suit. The case has set the pattern for exhibitors from the east coast to the west coast and (excluding those suits which were compromised out of court) the amount of damages asked against the distributors and various circuits now touches the billion mark. This year also saw a wave of exhibitor activity at organization meetings all over the country. The gatherings included national Allied post-war convention of Boston; the Motion Picture Theatre Owners of America regional and board meetings, and the St. Louis meeting which brought formation of the American Theatres Association, and the Confederacy of Southern Associations in Jacksonville. It saw these exhibitors—Allied and Motion Picture Theatre Owners and others—seek to appear as friends of the course in the Government's anti-trust suit; it saw ATA, the Pacific Coast Conference of Theatre Owners and the Confederacy of Southern Associations seek to intervene—and fail—in the same suit. J. Arthur Rank continued to move to get British pictures more playing time in the United States. Universal, with whom he was closely allied, set up Prestige Pictures to handle some of the Rank Product; Universal also merged its production with International Films to form Universal-International while United World, an outfit in which Rank participates, got out of the 35-mm. field to re-appear as a specialist in 16-mm. and buy Bell and Howell's Filmosound library. The Government lost its suit against the Griffith circuit in the lower federal court, and, with a sense of the dramatic, the three judges who sat in New York's federal statutory court handed down their decree in the anti-trust suit on Dec. 31.

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BRITAIN'S FILM INDUSTRY TAKES ITS PLACE IN THE SUN



'HAMLET.' Laurence Olivier in the role of the Melancholy Dane is seen above in one of the first stills released by the producer, director, star of an elaborate screen version of Shakespeare in production at Denham for Two Cities. Olivier plays the Ghost as well as Hamlet.



'THE COURTNEYS OF CURZON ST.' Anna Neagle, author as well as star of this Herbert Wilcox production, is seen at extreme right in the scene above from one of the two pictures chosen to represent English films at the Brussells Film Exposition.

Capacity Production at England's Studios

By JOCK MacGREGOR

In June 1889, an Englishman, William Friese Greene, patented the first motion picture equipment and the early British productions got a wide screening in the U. S. With the advent of Hollywood, however, the English film played an ever-decreasing part in the American picture theatres.

Ever since, Britain has been trying to regain this market, but not until recently has anything approaching a beachhead been made on the American continent. Old films like the silent "Woman to Woman," with Clive Brook and Betty Compton, "Henry VIII" and "In Which We Serve" played to good returns but they were few and far between.

Now recently James Mason's "Seventh Veil," "Henry V," "Stairway to Heaven" and "Great Expectations" have proved that Britain can make pictures which combine quality with box-office requirements. These are being followed by a steady flow of class productions which will build the players into stars and will be extensively pre-sold.

The history of the British film industry is a story in itself. After World War I a handful of pioneers like Hepworth, Dewhurst, Samuelson and Stoll churned out pictures and introduced Ronald Colman, Herbert Marshall, Clive Brook and Aubrey Smith and such technicians as Herbert Wilcox, the Ostrers, Victor Saville, Michael Balcon and Alfred Hitchcock, all of whom have done much for the international cinema.

These pioneers, however, could then do little in face of the steady flow of Hollywood's opulent product and even at home could not get bookings. The Government came to their rescue and the Quota Act became law in 1927. Block booking was out and renters and exhibitors had to handle a percentage of British films.

Numerous production ventures were floated but, before the full effect of the Act could be gauged, the screen found its voice giving the home product an immediate fillip as, in those days, patrons had difficulty following American dialogue.

Early Struggles

British International and Gaumont raced to screen the first full-length British talkie. Herbert Wilcox, always a pioneer and ready to experiment with new ideas, beat them to it by taking a British and Dominions' unit to Hollywood to produce "Black Waters" with John Loder and Mary Brian to overcome the shortage of sound equipment at home.

An uncontrolled boom which was doomed to failure set in. Wild finance and incompetent producers took over the studios. Hollywood "has-beens" arrived, new stages were built and up went the costs. They talked of the American market and blamed Hollywood when their indifferent offerings could not get time in the U. S.

Some good pictures were made, but many bad ones could not get bookings even at home. The slump set in and the City closed its doors to film financiers.

Unnoticed in this welter of production came the real turning point of British film production—as though prophetically titled—"Turn of the Tide." It was a pleasant production but it rated little acknowledgment or success.

One of its backers, however, was idealistic millionaire J. Arthur Rank, who felt it was worthwhile and what the public should see. Previously he had been anti-cinema and had sponsored religious films as an antidote.

Disappointed with the returns, he started to investigate why the film made no money. He was enraptured, and bought his way into distribution, theatre circuits, studios, production companies, laboratories, equipment firms until today there are few cinema activities in which he has not an interest.

His theory has been to make worthwhile

(*Continued on Page A-35*)



'BRIGHTON ROCK.' Richard Attenborough and Carol Marsh (17-year-old screen discovery) are seen in a closeup from a new Boulting Brothers Production for Associated British. It is from a best seller novel by Graham Greene.



'THE MAN WITHIN.' One of the important forthcoming productions to be offered in the U. S. by the Rank Organization, this adventure story in Technicolor stars Michael Redgrave; was produced by Muriel and Sydney Box. From a novel by Graham Greene.

Forthcoming Big Shows from Britain



'UNCLE SILAS.' Derrick De Marney, Jean Simmons and Katina Paxinou in a dramatic scene from the film based on Sheridan le Fanu's classic thriller. A Two Cities film directed by Charles H. Frank.



'THE OCTOBER MAN.' John Mills, Joan Greenwood and Catherine Lacey in a scene from Eric Ambler's production for Two Cities. Roy Baker directed the picture produced at the Denham Studios.



'DANCING WITH CRIME.' A production still, above, shows back stage action for the filming of Alliance Film Studios' "Dancing With Crime," in which Barry K. Barnes and Sheila Sim play principal roles.



'JASSY.' Patricia Roc, whose brief visit to America won her many staunch fans in the U. S., and Dermot Walsh are the principals in the still above from a new Gainsborough Technicolor production.



'AN IDEAL HUSBAND.' Paulette Goddard is seen above in a scene from Sir Alexander Korda's film produced at Shepperton. Leading man in the scene is Michael Wilding. A London production.



'RESCUE.' Pulsing drama based on the crash of the Dakota makes up the entertainment content of one of the forthcoming Gainsborough productions pictured above. Phyllis Calvert is the feminine lead.

subjects which reflect the British way and purpose and are not imitations of Hollywood offerings. He believes that the cinemagoer can think and has started junior clubs with films which the young can understand. He has had his failures but he has had his successes. He had to build his empire during the war years when manpower and the legal brains were otherwise employed. Indeed when he was a mere novice in the industry.

His backing has brought British pictures to a high technical standard and made them acceptable to all audiences. Now he plans to broaden the appeal of the subjects filmed, inject more comedy.

Today financiers once again clamor to invest in production. Though unfortunate for such producers as the Ostrers, the studio shortage in England is a disguised blessing. It is limiting the activities of sharks who can only bring disaster down.

Ready for release and already reviewed, Rank has the Technicolored "Black Narcissus" with Deborah Kerr; Michael Redgrave's "The Man Within," a robust adventure story; three mystery thrillers, "Green for Danger," "Dear Murderer" and "Take My Life"; Daphne Du Maurier's "Hungry Hill," with Margaret Lockwood; Charles Dickens' "Nicholas Nickleby," and L. A. C. Strong's "The Brothers" among others.

Meanwhile some 26 subjects are in various stages of production. At Denham Two Cities are cutting Eric Ambler's "October Man" with John Mills, The Boulting Twins' "Fame is the Spur," which traces the rise of the Labor party with Michael Redgrave and the Somlo-Laurence period thriller based on Sheridan le Fanu's "Uncle Silas" in which Jean Simmons stars.

Currently shooting are Brian Desmond Hurst's murder thriller "Mark of Cain" with Sally Gray, and Peter Ustinov's fantasy, "Vice Versa" featuring Roger Livesey. Laurence Olivier has started the massive job of acting, directing and producing "Hamlet," which in view of the success of "Henry V" is a picture of considerable interest. Filming it in monochrome and using trick photography to the full, Olivier sees it as an engraving rather than a painting and will have Jean Simmons for Ophelia.

Pinewood Plant Busy

Jean Simmons is also completing "Woman in the Hall" for Wessex at Pinewood where Rank's independent producers operate. On another stage Cineguild, makers of "Great Expectations" and the Coward hits, are using Technicolor for "Blanche Fury" which is based on a famous murder trial of the last century. Valerie Hobson and Stewart Granger are appearing under the French director Marc Allecret.

"The Archers," the trade name for Britain's most provocative team of Emeric Pressburger and Michael Powell, follow up "Stairway to Heaven" with "End of the River" for which Sabu and a unit went up the Amazon for location shots, and "Red Shoes," the story of a ballerina for which Technicolor is being used.

In the Pinewood cutting room is Frank Launder-Sidney Gilliat's "Captain Boycott" with Stewart Granger and Kathleen Ryan the beauty from "Odd Man Out." This has an Irish background and deals with the origin of the word *boycott*.

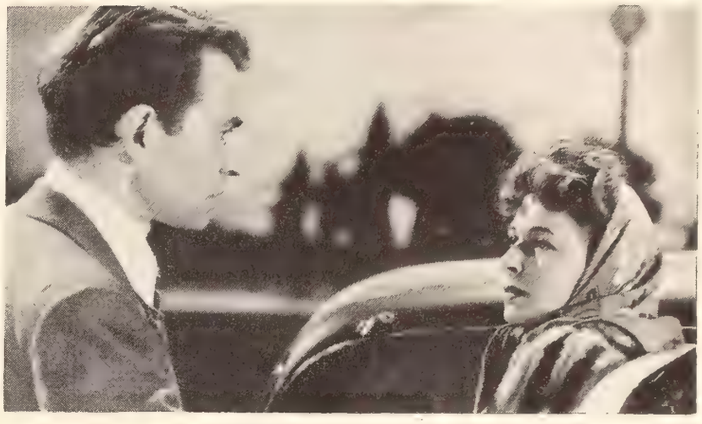
Rank's Gainsborough studios at Shepherds Bush and Islington have set themselves a target of a release a month. These truly are brother and sister lots; Sydney Box controls the former and Betty Box the latter.

Sydney has ready for screening "Daybreak," an unusual thriller with a novel twist starring Ann Todd and Eric Portman, James Mason's



BLACK NARCISSUS!

Completed and ready for distribution in the U. S. is this widely-heralded production of the Archers. Deborah Kerr, Flora Robson, Jenny Laird, Sabu and other important screen players appear in this picture written, produced and directed by Michael Powell and Emeric Pressburger from the novel by Rumer Godden.



THE UPTURNED GLASS

The follow-up to James Mason's current box-office hit is this Sydney Box production in which the tremendously popular British star has Pamela Kellino (Mrs. Mason in private life) as his leading lady. Right are the two principals of the picture which will be one of the bigger offerings to American theatres from the Rank outfit.



NICHOLAS NICKLEBY

Ealing Studios is the source of a film based on a great work by Charles Dickens to follow up the great success of "Great Expectations." Left is a scene from the picture in which Derek Bond, Sally Ann Howes, Athene Seyler, Emrys Jones and Jill Balcon play principal roles. Michael Balcon produced; Cavalcanti directed.



THE BROTHERS

Will Fyffe, famous actor and star of some important British films that scored in America, is one of the bright lights of this screen version of an old Highland fable. Patricia Roc is the feminine lead. David MacDonald directed the production which is scheduled for early showing in American theatres.



'LOVES OF JOANNA GODDEN.' Chips Rafferty and Googie Withers appear in the scene above from one of Ealing Studio's forthcoming productions to be offered by the Rank Organization.



'GOOD TIME GIRL.' Above is a scene which expresses the dramatic mood of a forthcoming picture produced by Sydney Box for the Rank program. Jean Kent, right above, is starred in the film.

psychological chiller "Upturned Glass," "Holiday Camp," a sort of poor man's Grand Hotel, and the Technicolor "Jassy" with Patricia Roc and Margaret Lockwood.

On the floor are David MacDonald's story of juvenile delinquency, "Good Time Girl" and Ken Annakin's "Rescue," the story of the crashed Dakota in the Alps with Phyllis Calvert and Margot Grahame.

Betty is cutting Pat Roc's "When the Bough Breaks" and is filming a modern comedy, "Miranoa," with Greta Gynt, Glennis Johns and Griffith Jones.

The largest independent to release through Rank is Ealing Studios, which is controlled by Major Baker and Michael Balcon. Here they strive for the unconventional and despite only two sound stages keep up a high output. Completed are Googie Withers' "Loves of Joanna Godden" and Mai Zetterling's "Frieda," the story of an allied officer marrying a German.

Shooting are a thriller "It Always Rains on Sundays" and "Against the Wind," a story of saboteurs which Charles Crichton is directing on location in Belgium. Also on location are Harry Watt in Australia filming "Eureka Stockade" and units in Norway and Switzerland doing exteriors for "Scott of the Antarctic."

Other independent productions for Rank release are John Corfield's "White Unicorn," with Margaret Lockwood and Ian Hunter; Walter Forde's "The Master of Bankdam," and Apollo's "Corridor of Mirrors" with Edna Romney and Eric Portman. Owing to shortage of studio space the last mentioned was actually filmed in Paris.

Additional to these, Rank produces a number of shorts including "This Modern Age" series and films specially for children.

In the U. S. these subjects will be handled by UI and Eagle-Lion.

250 films in 20 years is the proud record of Associated British. During the war years their Elstree studios became an Army Ordnance depot and they moved to their two-stage Welwyn lot turning out such worthy pictures as "Yank in London," "Quiet Week-end" and "Temptation Harbour."

Now de-requisitioned Elstreet is being remodelled and their association with Warner Brothers gives them an interest in the Teddington studios. The purchasing of Anglo-American in turn bring the British National studios under their banner.

Handicapped as they have been they have no real stars and Sir Philips Warter's first task is to create his own. He plans to do this by filming good, solid stories and giving youngsters a chance. Already signed are Derek Farr, Michael Dennison, Joan Dowling, Helen Shingler and Beatrice Campbell.

With the British National product they have a strong line-up. Completed are the technicolor "Laughing Lady," "Ghosts of Berkeley Square," "Silver Darlings," "Princess Fitz," "Dual Alibi," and "Three Weird Sisters." Shooting are "My Brother Jonathan," and their most ambitious of recent pictures, "Brighton Rock," a story of the "spivs," small time British crooks who live by their wits, which the Boulting Twins are producing.

Most colorful and unpredictable of all British producers is Sir Alexander Korda. Since he took over British Lion only one picture has been shown "Man About the House," which Korda held for first screening before delegates to the Cinematograph Exhibitors Association General Council meeting, which was held at Eastbourne. Now cutting are "Night Beat," a crime thriller and Burgess Meredith's "Thine Own Executioner."

Currently shooting at Sound City are Paulette Goddard's "Ideal Husband" which Sir Alexander is directing personally in Technicolor and Julien Duvivier's version of "Anna Karenina" with Vivien Leigh. Location work has been completed on the Technicolor "Bonnie Prince Charlie" which Robert Stevenson is to direct with David Niven. Korda has ambitious plans, but as I think Norah Alexander so nicely put it in the *Daily Mail* recently "the difference between Alex and I (Norah) is that he likes to see his rumors in print and I like to see them in production."

This particular line-up will be of greater interest when an American release has been announced.

Also releasing through British Lion is Herbert Wilcox who is unquestionably Britain's top showman. Occasionally, he has burnt his fingers trying to seek the higher arts, but more often he has gone to the other extreme for he is a firm believer in stirring the emotions either with laughter or tears. His latest offering "The Courtneys of Curzon St." is a tailor made box-office hit which oddly enough was written by star, Anna Neagle. It is unusual to find an actress who writes her own vehicle with an eye on the box-office rather than her personal glorification.

British Lion will also release the initial offering of Maurice Ostrer's independent Premier Productions. This will be "Queen of Love" with Michael Rennie. While with Gainsborough, he gave Britain her top stars Mason, Calvert, Lockwood and Roc. Now he is train-

(*Continued on Page A-52*)



'DAYBREAK.' One of England's brightest stars, Ann Todd—who made a great hit with American theatregoers in "The Seventh Veil"—is the leading lady of this production produced by Sydney Box.



'TAKE MY LIFE.' A highly dramatic Cineguild production directed by Ronald Neame is this picture with Greta Gynt and Hugh William in the leading roles. It is a forthcoming Rank offering.


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in

BLACK NARCISSUS

with

Jean Simmons - Esmond Knight - Kathleen Byron

IN TECHNICOLOR

•

SABU

END OF THE RIVER

with

BIBI FERREIRA

•

In Production

RED SHOES



THE HALLMARK OF SCREEN ENTERTAINMENT

CINEGUILD

• BRIEF ENCOUNTER

• GREAT EXPECTATIONS

ANTHONY HAVELOCK-ALLAN
RONALD NEAME
DAVID LEAN

• TAKE MY LIFE

• BLANCHE FURY



THE HALLMARK OF SCREEN ENTERTAINMENT

Gainsborough Pictures (1928), Ltd.

SYDNEY BOX, *Managing Director*

ERIC PORTMAN—GRETA GYNT
JACK WARNER—MAXWELL REED

in

DEAR MURDERER

Produced by BETTY BOX *Directed by* ARTHUR CRABTREE

•

A Sydney Box Production

ANN TODD—ERIC PORTMAN—MAXWELL REED

in

DAYBREAK

Directed by COMPTON BENNETT

•

A Sydney Box Production

JAMES MASON—ROSAMUND JOHN—PAMELA KELLINO

in

THE UPTURNED GLASS

Directed by LAWRENCE HUNTINGTON

•

JACK WARNER—DENNIS PRICE
FLORA ROBSON—HAZEL COURT

in

HOLIDAY CAMP

Directed by KENNETH ANNAKIN

J. ARTHUR RANK PRESENTS

THE HALLMARK OF SCREEN ENTERTAINMENT

Gainsborough Pictures (1928), Ltd.

MARGARET LOCKWOOD—PATRICIA ROC
DENNIS PRICE—DERMOT WALSH—BASIL SYDNEY

in

JASSY

(in Technicolor)
Directed by BERNARD KNOWLES

•

PATRICIA ROC—ROSAMUND JOHN
WILLIAM OWEN—BRENDA BRUCE

in

WHEN THE BOUGH BREAKS

Produced by BETTY BOX *Directed by* LAWRENCE HUNTINGTON

•

A Sydney Box Production
JEAN KENT—DENNIS PRICE

in

GOOD TIME GIRL

Directed by DAVID MACDONALD

•

PHYLLIS CALVERT—DEREK BOND
MARGOT GRAHAME—ANDREW CRAWFORD

in

RESCUE

Directed by KENNETH ANNAKIN

•

ROBERT NEWTON—DENNIS PRICE

in

SNOWBOUND

from the novel, "The Lonely Skier"
by Hamilton Innes
Directed by DAVID MACDONALD

J. ARTHUR RANK PRESENTS

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TWO CITIES FILMS
LIMITED

JOSEF SOMLO, *Managing Director*

LAURENCE OLIVIER

Producer and Star of
William Shakespeare's

HAMLET

With JEAN SIMMONS as *Ophelia*

•

MICHAEL REDGRAVE and ROSAMUND JOHN
in the Boulting Brothers' Production
Howard Spring's famous novel

FAME IS THE SPUR

Directed by ROY BOULTING *Produced by* JOHN BOULTING

•

KATINA PAXINOU, JEAN SIMMONS, DERRICK DE MARNEY
in

UNCLE SILAS

Directed by CHARLES H. FRANK
Co-Producers—JOSEF SOMLO and LAURENCE IRVING

•

JOHN MILLS—JOAN GREENWOOD
in Eric Ambler's Original Story

THE OCTOBER MAN

Directed by ROY BAKER *Produced by* ERIC AMBLER

J. ARTHUR RANK PRESENTS

THE HALLMARK OF SCREEN ENTERTAINMENT

TWO CITIES FILMS
LIMITED

A Peter Ustinov-George Brown Production
ROGER LIVESEY in

VICE VERSA

Based on famous Victorian comedy by F. Anstey
Directed by PETER USTINOV

•

A W. P. Lipscomb Production
ERIC PORTMAN—SALLY GRAY in

MARK OF CAIN

Directed by BRIAN DESMOND HURST

•

An Arnold Pressburger Production of
Somerset Maugham's famous story

THEN AND NOW

Directed by THOROLD DICKINSON

•

A Paul Soskin Production

PRECIOUS BANE

Based on Mary Webb's famous story
Directed by TERENCE YOUNG

•

A William Sistrom Production
MARGARET LOCKWOOD in

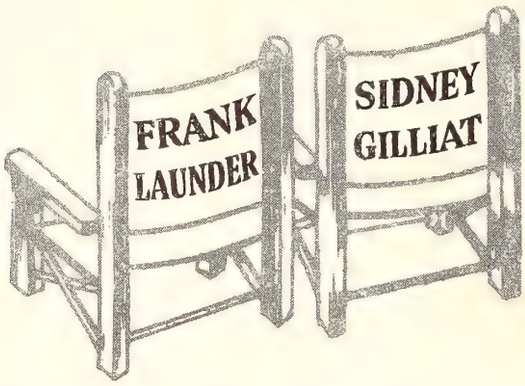
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Directed by BRIAN DESMOND HURST

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URSULA JEANS
JEAN SIMMONS CECIL PARKER

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"THE WOMAN IN THE HALL"

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Produced by
IAN DALRYMPLE

Directed by
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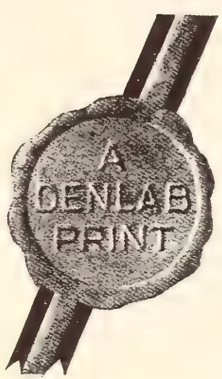


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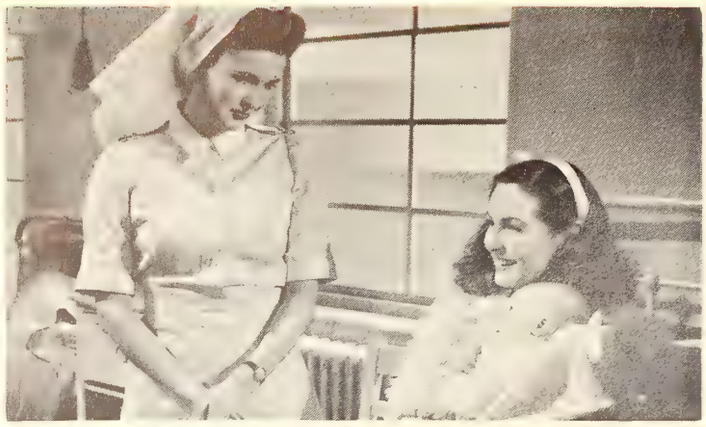
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WHEN THE BOUGH BREAKS
Patricia Roc is the star of this forthcoming picture from the Gainsborough studios. In the scene here Miss Roc, one of the English actresses who have made pictures in Hollywood, appears with Sonia Hoim. "When the Bough Breaks" will be among the coming attractions offered in America by J. Arthur Rank.



GHOSTS OF BERKELEY SQUARE
Yvonne Arnard is seen, left, in a scene from British National's "Ghosts of Berkeley Square," a richly costumed and elaborately staged picture dealing with a colorful period of an era now affectionately referred to as "quaint."



TEMPTATION HARBOUR
Simone Simon, who played star roles in many Hollywood productions, is one of the leading figures in this film produced by Victor Skutezky and directed by Lance Comfort. With Simon in the scene, right, is Margaret Barton. The picture will be offered by Associated British.



THE WOMAN IN THE HALL
A screen version of G. B. Stern's story is one of the foremost of the newly formed Wessex Film Productions Company. Ursula Jeans, Jean Simmons and Cecil Parker star in the picture, which was produced by Ian Dalrymple and directed by Jack Lee.

(*Continued from Page A-36*)

ing his own and there seems no reason why he should not repeat his previous success.

Later Ostrer offerings will go out through 20th Century-Fox for whom Marcel Hellman has been producing for some time. He recently presented "Meet Me at Dawn" with William Eythe and Hazel Court and has now started "This Was a Woman" with Tim Whelan directing.

Actively independent is the Mark Rubens-N. A. Bronsen-James Carter Alliance group which control the Riverside, Twickenham and Southhall studios. They have launched a number of companies and are producing for release through American renters who need bookable product for quota purposes. "Dancing with Crime" with Richard Attenborough and "The Frustrated Innocent" with Maxwell Reed and Siobhan McKenna, both of which have world release through Paramount.

"The Fugitive," with Sally Gray and Trevor Howard goes out under the Warner banner in Britain while Frances Searle's "Things Happen at Night," and "No Orchids for Miss Blandish," with Jack La Rue, have no releases announced.

Several American companies have ambitious plans to make their own pictures here. MGM British have large studios at Elstree where Edward Dryhurst is independently producing "This Same Garden" and will be making their own pictures by the fall.

Paramount British have brought Hal Wallis over to produce "So Evil My Love" at Denham wih Ray Milland and Ann Todd. Based on a murder in the gaslight era, Director Lewis Allen has taken advantage of good weather to shoot many scenes on locations rather than re-construct them according to the original plan in the studio.

Columbia have an interest in the Nettlefold studios and plan to film "The First Gentleman" with Cecil Parker there this summer.

Not to be omitted from any survey of British production though the pictures are hardly likely to be seen in America is E. W. Baker's Butchers Film Service which for thirty years has been churning out box-office successes for the home market at a reasonable price. Recently he completed "When You Come Home."

Studio shortage has also bred a new type of producer, one who exploits the quota act by making pictures, mainly on location and running to just over 3,000 feet. Provided they exceed that length if only by a foot they qualify for exhibitors' quota and bring their producers a useful profit.

Taken all around this is a varied and well balanced program with many subjects of obvious interest to American showmen.

For the future, the British producer seeks further Government protection at home and greater overseas markets. The outlook is bright for them so long as they curb the tendency to believe that Hollywood is finished. They must not forget that some of them can make particularly bad pictures and that these are only saved from the slating on Broadway that certain American efforts receive in London as they never get there.

One other word of warning. Certain producers over-estimate the public's capabilities. While there has been a market for more intellectual subjects, the cinema's prime object is to entertain.

In conclusion while pioneers like the Ostrers and Herbert Wilcox and Michael Balcon have kept the British film industry going it has only weathered the recent difficult years to become a challenge to Hollywood through the backing and determination of one man—J. Arthur Rank, the man with the gong.

Watch for it!

ANOTHER GREAT BRITISH PICTURE

.. ONE OF THE SUREST BETS OF ALL TIME"
SHOWMEN'S TRADE REVIEW

ICTURE IS UNDOUBTEDLY SET FOR BOX-OFFICE RECORDS"
VARIETY

The
COURTNEYS OF CURZON STREET

STARRING

ANNA NEAGLE

MICHAEL WILDING

PRODUCED & DIRECTED BY

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Theatres Revive Old Time Showmanship

Tried-and-Proved Stunts Back in Circulation to Draw Wandering Patrons

By RALPH COKAIN

Swinging back into peacetime activities, showmen are also returning to the brand of old-time showmanship that fell by the wayside as entertainment-hungry crowds fought their way into theatres during the war years. No matter how old the stunt or gag, theatremen are using them again, perhaps dressing them up in new clothes here and there, to attract wandering patrons to the box-office.

Through all the years of motion picture theatre exhibition, the best stunts have been those that withstood the test of repeated usage. It remained for smart showmen to watch the results of campaigns engineered by their brother exhibitors, and then adapt them to their own use. The old-fashioned brand of showmanship was going great guns through the twenties, through the thirties and into the forties—and then war came, and with it the temporary black-out of showmanship while managers figured if there was any way they could enlarge their theatres to hold the ever-increasing crowds.

With peace following the cessation of hostilities and with opposition increasing, theatremen found it was again necessary to vie for the public's patronage. And since showmanship is based on tested and proved stunts, there were appeals from distributor heads and circuit heads urging a return to old-fashioned showmanship. What these executives and other industry officials meant, in so many words, was for showmen to dust off those old stunts that worked so well in the past and use them again. And from the reports that have been coming in from the exhibition field during the past few months, showmen are going through the yellow-edged folders of their tickler files and putting into action those stunts that get results. Old-fashioned showmanship is not coming back—it's already here.



BARREL OF FUN. All right, so the old barrel gag does have whiskers, but it's still a swell street ballyhoo for that comedy. So Manager Robert Hynes of the Criterion Theatre, Oklahoma City, revived it for the engagement of MGM's "The Mighty McGurk."

Just take a map of the United States, blindfold yourself, and stick it with a pin. Let's see now, where's that? Cleveland. Well, when MGM's "The Yearling" played there Ed Fisher, Loew's Theatres director of publicity, and Maurice Druker, manager of the State, hired two young ladies to ride street cars and busses and visit downtown department stores. The girls were apparently reading the book, which in this case consisted of over-sized reproductions of the regular jacket pasted on two sheets of compo-board and then bound in the center in book form. The stunt had been done any number of times on other pictures, and these theatremen wisely used it again.

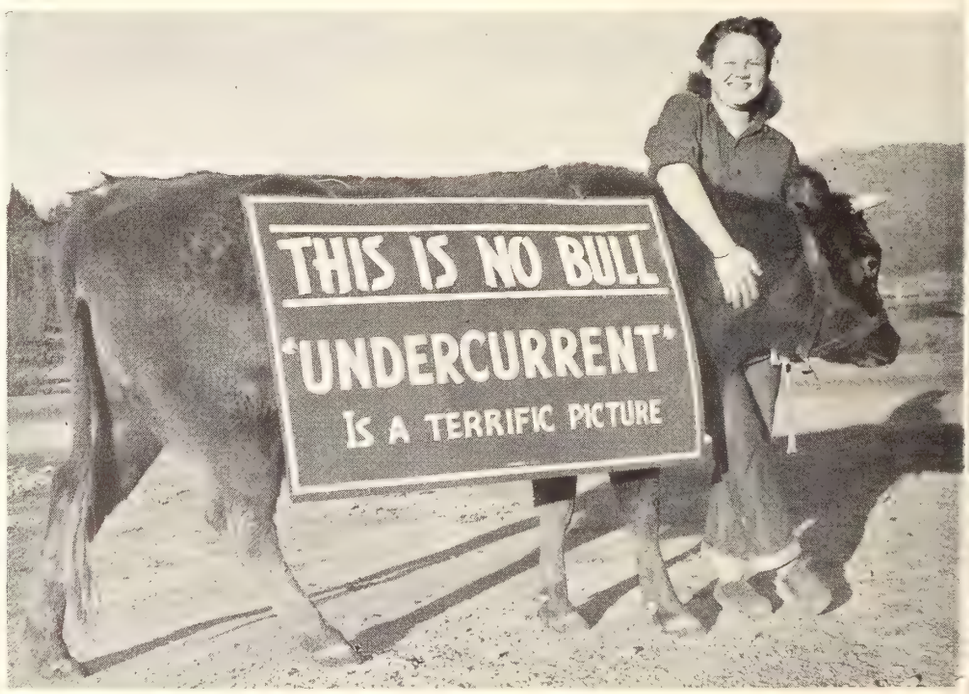
Remember the old umbrella gag—the imprinted umbrella carried around town on a fair or bright day? Varied somewhat but essentially the same, it came back to Santa Barbara, Calif., thanks to alert Manager Norman Lofthus of Warners' California Theatre. Instead of one girl, Lofthus used three, all attired in rainwear and carrying umbrellas bannered with copy on MGM's "Till the Clouds Roll By."

When street cars were plentiful and busses were no threat to their existence, there was nearly always space on the front for a theatre attraction card. In those cities where trolleys still clang-clang along, the smartest showman in town has taken an option on the front or rear advertising panels. Specifically, we point to Kansas City, Mo., where Manager Howard Burkhardt of Loew's Midland Theatre got his sign for "The Yearling" on the front of 120 trolleys. The same thing was done years and years ago; no reason why it shouldn't be done again, if it gets results, and apparently it does.

One tieup that never fails utilizes cocktail napkins in restaurants and bars. Back in the old days showmen took advantage of it, and the practice continues through the years. The angle used for such a tieup in Miami, Fla., where Edward May, manager of Wometco's Lincoln Theatre, and Sonny Shepherd, manager of the circuit's Miami, work together on campaigns for the day-and-date attractions at the two houses, was to name a new Ronrico rum drink "The Chase" (in connection with the United Artists release of that name) and imprint the recipe on 10,000 cocktail napkins, along with theatre and playdate credits.

And while we're in Miami, we'd like to call attention to another old-fashioned stunt used





TWO TIME-TESTED BALLYHOOS. Whether it's a panel on the front of a street car or a bannered cow led through the streets, showmen have learned by experience that such outdoor exploitation pays off. Howard Burkhardt, manager of Loew's Midland Theatre, Kansas City, used the panels of 120 trolleys to carry his advertising message on MGM's "The Yearling." And in Quincy, Calif., Manager J. C. Lee of the Town Hall Theatre borrowed a cow, bannered her with the "no bull" sign noted above, and had a girl lead her around town. Lee's report on a stunt as old as show business: "They're still talking about it."

by May and Shepherd in exploiting 20th-Fox's "The Late George Apley." In one way or another, showmen have made tieups with laundries whereby heralds with (and sometimes without) appropriate tie-in copy are stuffed in packages delivered to the cleaning establishment's customers. Well, May and Shepherd resurrected the old stunt and used it in a tieup with the Miami Laundry. Handbills placed in all outgoing packages informed customers that every 100th cleaned garment checked out would carry with it two free tickets to either the Miami or Lincoln theatres.

Provided a cow is available, the "this is no bull" stunt always proves its worth wherever and whenever used. Father and mother probably remember when the gag was used years ago, and present-day populaces get a kick out of it. Out in Quincy, Calif., J. C. Lee, managing owner of the Town Hall Theatre, revived it recently when he played MGM's "Undercurrent." A cow with a large cow bell and a sign across her back ("This Is No Bull—'Undercurrent' Is a Terrific Picture") paraded the street for two days in advance of the playdate. On opening day, just before the matinee, old Bossy was again led through the streets, then parked in front of the theatre. And if you think this gag is outdated, despite its frequent usage, you may be surprised at Lee's comment on the stunt: "They are still talking about it." Other tried-and-true stunts used by Lee on the same picture included a tieup with an electric appliance store ("For good appliances use electric current; for good entertainment see 'Undercurrent'").

Sharp Borrows Weapons

Back in the early '30s when gangster pictures were prevalent and popular, no theatreman was worth his salt who didn't promote a display of gangland weapons. Although a lot of water has run under the dam since then, the same stunt is good for results today, provided the right picture comes along. And apparently it did in 20th-Fox's "13 Rue Madeleine," for when that picture played the Tower and Wilson theatres in Fresno, Calif., Fox West Coast City Manager George Sharp borrowed confiscated weapons from the county sheriff's office and the Fresno police department, and displayed them in the lobby of the Wilson. Sure enough, the crowds gathered. The stunt, though old, was still potent.

Along similar lines on another 20th-Fox film, "Boomerang," the Fox Theatre, Philadelphia, displayed in its lobby crime detection instruments loaned for the purpose by the Pennsylvania Institute of Criminology.

Fashion design contests have been and will continue to be promoted by enterprising theatremen as a means of selling certain attractions. At the Hippodrome, Cleveland, Al Stern promoted such a contest with the Cleveland School of Art whereby students competed for three cash prizes. The picture: Warners' "Nora Prentiss." The competition was designated as the "For That Nora Prentiss Look . . . Fashion Design Illustration Contest." More than 150 entries were submitted. Winners had their designs displayed prominently in windows of The Higbee Company, a leading local store, with credits for "Nora Prentiss" and playdate.

There is certainly a return to old-fashioned showmanship in connection with horror pictures. As proof, we cite a few of the aspects in connection with the campaign used recently by Manager Barney Feld of Reade's Park Theatre, Morristown, N. J., on a horror midnight show, "Dr. Neff's Madhouse of Mystery." For a lobby display, Feld used the old but still spine-tingling gag of a coffin and a skeleton, with an arrangement of piano wires and pulleys designed to make the skeleton rise whenever the lobby became crowded. If the stunt were no longer effective, Manager Feld could not report that it "created quite a good deal of talk and literally scared the 'yell' out of our more gullible patrons." The old "smelling salts" gag (envelopes filled with table salt and distributed by a walking "ghost") was again used.



UMBRELLA STREET BALLYHOO, GANGSTER WEAPON DISPLAY. Since Hector was a pup—and perhaps long before—the umbrella street ballyhoo has been an old standby. Top photo shows how it was used on MGM's "Till he Clouds Roll By" by Manager Norman W. Lofthus of Warners' California Theatre, Santa Barbara. As for the bottom photo—well, there have been gangster pictures in the past and there will be gangster pictures in the future, so the display of gangster weapons is a "natural," especially as carried out by Manager George Sharp of Fox West Coast's Wilson Theatre, Fresno, Calif., on 20th-Fox's "13 Rue Madeleine."

Following the "sensational" type of showmanship, Manager Larry Levy of Loew's, Reading, Pa., found that it worked just as well today as ever. As a variation of the newspaper front-page imprint for his campaign on MGM's "The Beginning or the End," Levy reproduced the front page of the Reading *Eagle* of August 6, 1946 whose headlines announced the atomic bombing of Hiroshima. Over this he superimposed an "explosive" piece of specially-prepared art with "sensational" copy calling attention to the picture.

Another horror picture gag was brought to life again in San Pedro, Cal., when Warners' "Beast With Five Fingers" played the Warner Theatre. Manager Harry Schlinker stationed an ambulance in front of the theatre during the afternoon and evening of the engagement.

The type of picture will determine the specific angle of this stunt, so that although it is somewhat altered in the following example, it is essentially the same. When Paramount's "California" played the Paramount and Oriental theatres in Portland, Ore., Manager Frank Pratt had a pretty girl in western attire distribute cards, to each of which was attached a pebble treated to simulate a gold nugget. Under the gilt pebble, which was fastened to the card with Scotch tape, ran the words: "This gold nugget is to remind you that you will miss a gold mine of entertainment if you don't see 'California'." The girl carried the cards in a cloth bag not unlike that in which the prospectors of the early California days lugged their gold nuggets.

The man with the sandwich sign was used by Manager Paul Klinger of the Loew's Poli-Strand, Waterbury, Conn., as a street ballyhoo for PRC's "Her Sister's Secret."

'Tip' Gag a la 1947

Cliff Buechel, manager of the Mary Anderson, Louisville, Ky., remembering the "tip" gags of the past ("Take our Tip, see . . .") used a variation in his campaign on Warners' "Stallion Road." Buechel arranged for about 15,000 small throwaways with the following message on the cover: "If you don't play the horses . . . don't read the tip inside." The inside message was: "But see 'Stallion Road' etc."

The explotation activities thus far recorded here are but samples of the current nationwide return to old-fashioned showmanship. Window display promotions have always been an integral part of top exploitation, and showmen who might have dropped them during the war are going right back to them again with more enthusiasm than ever before.

Flashback to the Movie Map of 1933

Film Row in the Average Key City as Well as Screen Styles Have Changed

By BILL SPECHT

It was a fat year and people thought in terms of money and expansion. The same week which saw SHOWMEN'S TRADE REVIEW make its bow, found newspapers reflecting the sentiment of the time with headlines such as "Stocks Soar from One to Ten Dollars," "New Record Reached on All Stocks Today," and — "Roosevelt Asks Morgan Probe to Limit."

It was a fat year. But it was also a showman's year which proved as the years before had done and the years after it were to do, that the final answer in the picture industry is strong pictures.

In that respect 1933 was notable. It had its clucks and its mediocre films, but it had some history-makers too. This was the year that brought forth Noel Coward's "Cavalcade," that Warner Bros. were in the money with "42nd Street," that MGM introduced "Tugboat Annie" to the screen and finally brought out the long-awaited "Rasputin and the Empress," which managed to contain all the Barrymores—Lionel, Jack and Ethel—without noticeable mayhem.

Britain to Fore Then as Now

It was also the year that United Artists, acting without any of the indoctrination that the nation since has had on what it should do for British pictures, imported a British picture that was a genuine hit—"The Private Life of Henry VIII." Columbia, during the same season, rang up a merry profit melody on the cash register with "Lady for a Day."

Paramount proved that Hemingway could make screen fare which packed punch and drew crowds with "A Farewell to Arms" and then astounded the industry with a sensation—Mae West in "She Done Him Wrong." For a time it made the misquoted phrase, "Come up and see me some time" as ubiquitous and annoying as the present "Open the door, Richard."

Will Rogers Top Money Star

Fox Films sneaked a fast one in a surprisingly tender little picture, "Zoo in Budapest"; Fox also brought "State Fair" to the screen with Will Rogers (it was remade recently as a musical); Warners delved into realism with "I Am a Fugitive from a Chain Gang," which shocked movie-goers who didn't think such things could be and aroused the ire of Georgia's governor, who seemed to think the shoe fit his state.

RKO experimented with smart comedy of manners in "The Animal Kingdom" and scored with the tried and true in its sentimental "Little Women."

Yet, all in all, 1933 was not such a different year from other years, and while there have been changes noted, a spot check of several principal American cities reveals time has fostered no giant upheavals.

Boston, for instance, was gossiping over the fact that a citizen from South Boston won $60,000 in the derby. The Metropolitan there played Janet Gaynor in "Adorable" with Fanchon and Marco stage shows. Loew's State had booked Marion Davies in "Peg O' My Heart," and Loew's Orpheum billed vaudeville plus "Hell Below." RKO's Keith, Boston, ran "Ann Carvers' Profession" with a stage show in which a comedian named Bob Hope made a personal appearance. Larry Flint's orchestra was in the pit. It still is.

The most noticeable change from then to today in Boston is that all houses but Keith's have dropped stage shows. Admissions then were 35 to 65 cents; today they are 50 to 85 with one house charging $1.10. The average feature then ran 110 minutes; today they average 120 to 180 minutes, Boston filmrow claims. Filmrow itself has changed, with 20th Century-Fox, Paramount, United Artists erecting new buildings, and with PRC entering the field.

Sunday Shows in New England

Hartford, Conn., 14 years ago saw exhibitors happy over the fact that they could start Sunday shows at 2 P.M. instead of 5 P.M. Admissions were 50 cents for first runs with balcony seats at 35 cents. Today there is a standard first run of 65 cents all over the house. The average picture situation has not changed, excepting for major product getting slightly longer running time. Filmrow has grown with Screen Guild entering the area.

New Yorkers were reading that Japan was ready for a truce in China; there was a lot of talk about the impossibility of war. Brooklyn Bridge celebrated its 50th anniversary with music and speeches—in which Mayor John O'Brien hinted that tolls on the bridges for commuters might be a good idea. Over in Queens the police and the kids came to disagreements about skating at Jackson Heights; the Atlantic and Pacific stores were advertising ham at 15 cents a pound and rye bread at five cents a loaf.

The New York Paramount played "International House" at 35c 'till 1 P.M., and 55 cents from 1 to 6 P.M. Joe E. Brown held out at Radio City in "Elmer the Great" (35 cents 'till 1 P.M., 55 cents 1 to 6 P.M., 75 cents after 6 P.M.); Donald Novis headed the stage show at the Roxy with "Night and Day" (Gaumont-British, not Warners) on the screen and a 35-cent week-day top. Broadway was beginning to look like a side show, and runs were stretched out to more than a week or two.

Today runs are as long as the picture can hold up; admissions in some instances are over 100 per cent higher; Broadway's side show atmosphere has grown more dignified as some of the houses which pushed for sex and gore have turned solid citizen and are running top pictures which can't get booking in the regular first run outlets.

St. Loo History Repeats

In St. Louis, citizens were reading about Chicago's World's Fair which had just opened and the big question of the moment was what would happen to the Ambassador, Missouri and new Grand Central, whose financial difficulties had them in receivership. It finally straightened out with Fanchon and Marco taking over.

Today St. Louis is wondering what may happen to two of these same properties—the Missouri and the Ambassador—as the Skouras interests have acquired its principal bond holdings.

Back in 1933 Fanchon and Marco operated the Fox, Loew's State. The Ambassador, Missouri and new Grand Central were under Receiver Clarence Turley.

Admission prices for straight pictures were 25 cents 'till 2 P.M. and 50 cents after that. Today they are 50 and 75 cents for the major houses and 50 and 60 cents for others.

Among the distributors operating along film row then were MGM, Paramount, Universal, Vitagraph, Premier Pictures, United Artists, Educational, St. Louis Program Company, National Theatre Supply. Most of these remain today with Monogram, Republic, PRC, Screen Guild, Film Classics, Cine Supply, International Theatrical and Television, Altec among those offices added.

The major change noted is in the dropping of stage shows and the opening of closed houses. The Orpheum and the St. Louis, which were dark 14 years ago are open today. The new Grand Central today is dismantled.

In Indianapolis the picture now seems to show fewer exchanges than there were 14 years ago. Admission prices ranged then from 25 to 30 cents; today they average 60 cents. The lengths of runs seems unchanged, with the average first run being one week, though a number of subsequent run houses—notably the Lyric and Keith's—have moved into first run category.

Columbus Boasted One Branch

Columbus, Ohio, in 1933 had one exchange—Paramount. Today it has none. The first runs were Loew's Ohio, Loew's Broad, RKO Majestic, RKO Palace and Neth's Grand. With the exception of the Majestic, which passed out of RKO control, and the Grand, which came under it, the situation today is unchanged.

Then the average first run was one week, with smaller houses holding for two to four weeks. "Little Women" made something of a record when it got three weeks through combined playing time at the Palace and the Majestic. The Palace and the Grand now hold first runs for 11 days; Loew's houses for two weeks.

Major changes are the discontinuance of stage shows, and the change of admissions which were: 30 cents till 6 P.M. and 44 cents after that in 1933; 40 cents until 5 P.M. and 65 cents after that today.

Kansas City, Mo., 14 years ago enjoyed vaudeville. The film row today presents no major change, though Commonwealth, Republic and Universal have moved into new quarters since that time. The Mainstreet Theatre was running back in those days; now it is dark, but the Esquire, which back then was a shooting gallery for westerns, got a face-lifting and today is a first run.

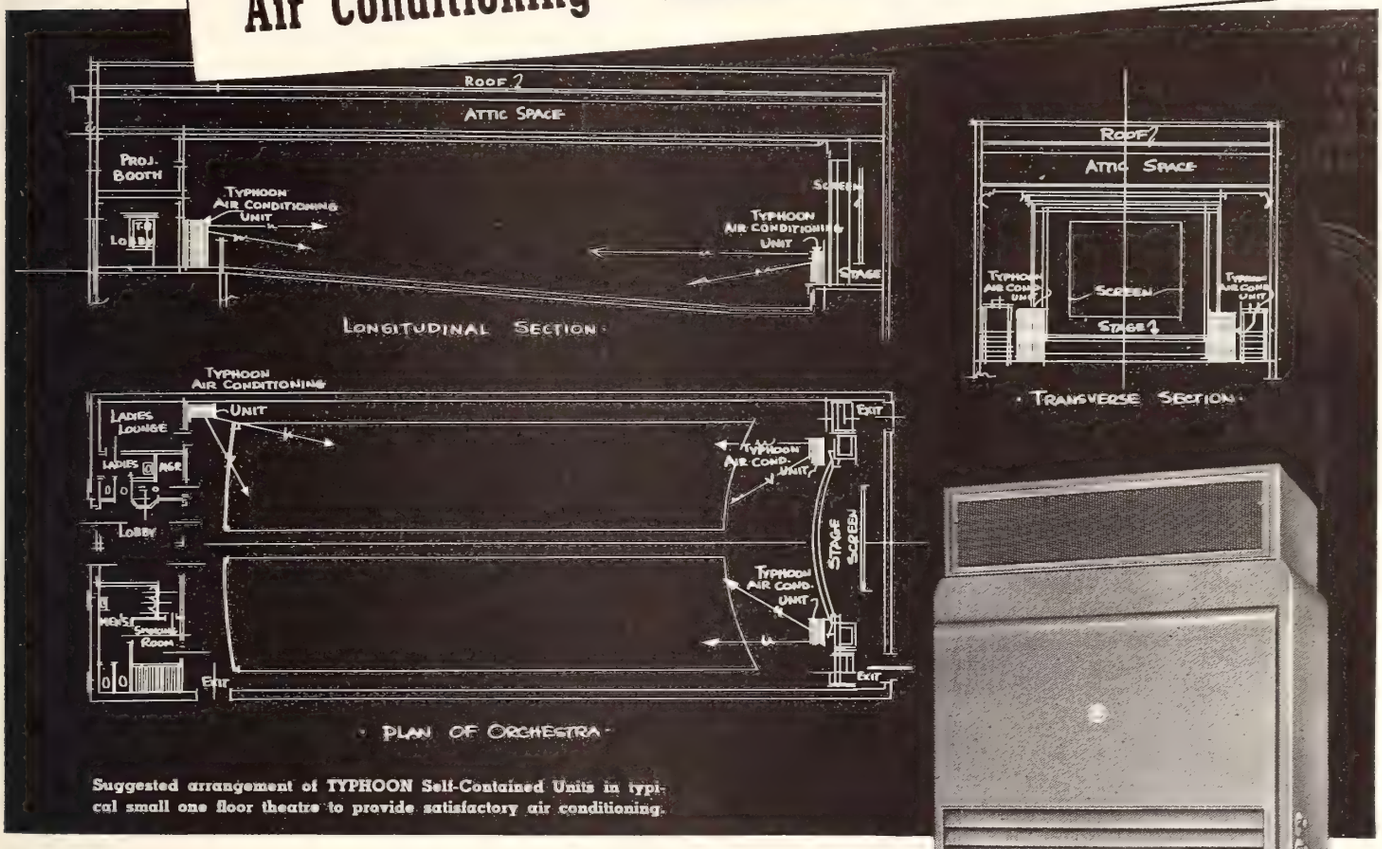
In Harrisburg, Pa., "42nd Street" attracted some attention by being a hold over in a town which, until then, never heard of a hold-over. Loew's Regent was playing "Whistling in the Dark" during the same week that the Old Victoria (since torn down) showed "From Hell to Heaven,' and the State was presenting "Mme. Butterfly," giving the picture an added fillip by hiring singers and an orchestra to do a musical prologue. Theatres in addition to those mentioned were the Wilmer and Vincent Colonial and Loew's Regent.

Admissions were 25 cents in the afternoon with children 10 cents at all times; 45 cents for orchestra seats at night and 25 for the balcony. Today the admissions are 50 cents in the evening plus tax, 37 cents in the afternoon, plus

(*Continued on Page A-65*)

TYPHOON PROP-R-TEMP UNITS
SELF-CONTAINED

The Economical Answer to Small Theatre Air Conditioning • Ventilating • Heating Problems



Suggested arrangement of TYPHOON Self-Contained Units in typical small one floor theatre to provide satisfactory air conditioning.



Available in 3, 5, 7 ton sizes.

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Compact, efficient, flexible, easy to install, inexpensive to operate, moving parts completely accessible. Self-contained units operate smoothly and quietly with a minimum of servicing.

Note: *Owners, builders and architects of small theatres (200-600 seats) write TYPHOON for suggested theatre arrangements of self-contained units.*

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Progress in the Equipment Field

Sight and Sound as Well as Patron Comfort Have Advanced Far in 14 Years

By AARON NADELL

Leafing back through the earliest pages of STR is a little like coming back to the home town after many years—and scarcely recognizing it! Things have changed so!

In those old pages the theatres, furnishings, equipment and practices of 1933 look quaint, almost like antiques. One becomes conscious that a tremendous progress has been going on, scarcely noticed, day by day.

Do you remember the terrific vogue for the "atmospheric" auditorium, with its side walls modeled to imitate "a little Spanish town" while the curved ceiling overhead was a wide expanse of bluish-black with stars shining through? That type of theatre was still being built in 1933, although beginning to go out of fashion because its curved ceiling presented acoustic problems too difficult to solve with the facilities then available. Instead, there came into being a rigidly rectangular treatment, with ribbed ceilings and squarely panelled walls—something like a high school auditorium. And that, in turn, has now given way to the free-flowing curvature of outlines and surfaces characteristic of the postwar theatres of the present.

In the intervening years, the science of acoustics has grown to its present stature of being one of the prime controlling factors in all auditorium design—so much so that in some houses recently built, such as the Wometco Circuit's Miami, the acoustical expert is consulted before plans are drawn, and his specifications are accepted by the architect as fundamental requirements into which the architecture will have to fit.

Of interest too, in this brief resume of things that were, is the fact that the year 1933 saw the first of the modern-type drive-in theatres.

Steady progress is also registered through the years in matters of furnishings, notably in comfort in seating, better lighting, and devices for exploitation.

American Seating Company's Bodiform chairs, introduced to the industry in January, 1939, represented a very sincere and quite exhaustive research in the matter of comfort. Somewhat earlier, the Kroehler push-back chair was developed to add comfort of another kind—in passing seated patrons, and for the seated patrons in allowing others to pass. The past fourteen years have also seen a considerable development in the direction of viewing comfort, with a trend toward using chairs of different width to provide staggered seating without ragged aisle lines; and increasing acceptance of the reverse floor principle, which also is directed toward easier vision. The same fourteen years saw repeated experiments with a curved screen, intended to improve viewing comfort for patrons placed at an extreme viewing angle, and this device has recently been brought out of the experimental stage and into commercial production under the name Nu-Screen.

Upholstery has been steadily improved, with increasing use of foam rubber and extensive development of plastics. The plastics themselves were developed during the fourteen years of STR's life to the point where many of them no longer need a fabric backing yet are stronger than if they had one.

Striking progress has also been made in lighting. In 1933, side wall lighting brackets that threw a distracting light into the eye of the person who was trying to watch a motion picture constituted the rule, rather than the exception. Lighting coves had by no means reached their present development or popularity. Fluorescent lighting was much less used. Cold cathode fluorescence has come into greatly increased use only since the end of the war. Also, within the past year or so, use of black light ornamentation has been facilitated by production of ornamental panels with built-in u.v. light sources, which the theatreman can hang like pictures, wherever he pleases.

Silhouette attraction letters were practically unknown when STR first took down its shutters. The translucent plastic type were still represented by only one make—Wagner's—only a little over a year ago: since then both Adler and Bevelite have entered the field.

Safety has been greatly enhanced since 1933. There were no woven glass draperies and curtains then in widespread theatre use, nor inherently fireproof plastics; and flame-proofing treatment, where used at all, did not begin to come up to today's standards.

The highly effective and completely odorless disinfectants now used by so many theatremen were not available to them in 1933—didn't exist.

Perhaps the most striking progress has been made in projection and sound. For a middle-size or small-size theatre to project light of high-intensity whiteness was practically unknown in the year of this magazine's birth. The low-wattage, high-intensity carbon was still in process of development by National Carbon Company in the early 1930's. But by the Spring of 1936 the Society of Motion Picture Engineers officially took note of a steady trend toward replacing the yellowish screen light formerly used in all but the very largest theatres with a pure white that gave audiences in every house the same quality of screen illumination. Such lamps were brought out in the still smaller "one-kilowatt" size in 1940, by both Strong and National. And a lamphouse for modern carbons with electronically-controlled feed was introduced by Forest in 1946.

Coated lenses were not within reach of the theatremen until 1940—and many had to wait till the end of the war to have their orders filled. Double shutters for the projector were developed during the early years of STR's existence—the single front shutter was still widely used in 1933. The more rigid, enclosed-type pedestal also is younger than this magazine.

Meanwhile steady improvement was registered in photographic and developing processes and controls, and in film emulsions both for color pictures and for fine-grain black-and-white. Eastman's No. 1359 was the standard emulsion fourteen years ago; today vastly superior pictures and sound are obtained from Eastman's No. 1372 and 1373, and DuPont's 232 and 236.

Parade of Progress in Sound

And improvement in sound has been substantially a parade!

Tremendous strides have been made in the studios, but of more immediate interest to the theatreman:—

Wide Range, with "woofers" and "tweeters" was introduced in '33.

Increased volume range was announced to the Society of Motion Picture Engineers in 1935.

The Shearer two-way horn system was reported in the Research Council's Technical Bulletin in 1936.

Modern types of cellular horns and baffles, and modern types of soundheads, radically different from those that had gone before, appeared in 1936 and 1937.

Meanwhile progress less definitely dateable but perhaps of even greater practical importance was registered in the slow but steady replacement of electro-dynamic loudspeakers with the now universally-used permanent magnet types that need no expensive rectifier or

(*Continued on Page A-65*)

RADIO CITY
MUSIC HALL
Showplace of the Nation
Rockefeller Center



Known throughout the world for its presentation of outstanding motion pictures and distinctive stage shows.

THE
PARAMOUNT
THEATRE
TIMES SQUARE

Original Home
Of Broadway's
2-for-1 Shows

ROBERT M. WEITMAN
Managing Director
JACK McINERNEY
Advertising-Publicity Director

ALLIANCE THEATRE CORPORATION

Operators of Theatres in Illinois, Indiana, Wisconsin, and the State of Washington.

S. J. GREGORY, General Manager

Flexibility, Not Budget Cuts, Aim of Current Distributor Ad Policy

Campaigns to Be Tailored to Fit Individual Requirements for Each Picture

By MERLIN LEWIS

While the advertising directors of most of the major distributor companies emphatically deny that there are any definite plans under way for general reductions in advertising budgets for forthcoming product, nearly all of them agree that "there is a trend toward comon sense economy" in advertising expenditures, although there is a wide difference of opinion on how that economy will be effected, according to a survey conducted by SHOWMEN'S TRADE REVIEW.

Magazine advertising may be reduced in favor of greater usage of newspaper advertising space in local situations for average "A" product, it was stated by some of the ad managers, but all agree that for a top production, particularly one on which there has been expended considerable money in production, each of the companies intend to back their investments with national and local advertising campaigns of high intensity, probably with greater budgets than would have been set had the pictures been ready for release a year ago.

All of the advertising executives are aware, as everyone in the motion picture and theatre business is aware, that there has been some recession of box-office receipts and that there is a probability that business in general apparently is on the way toward a return to "normal" or more nearly approaching the still comfortable grosses attained just before the war "boom." But they are all certain, however, as has been so often expressed "that there is nothing wrong with business that good pictures can't cure." And based on their optimism toward the "excellent" quality of their own forthcoming product and a bird's-eye view of the other fellow's, they expect that there will be little immediate reduction in overall advertising expenditure.

According to *Advertising Age*, the nine major distributors spent $1,378,154 on newspaper advertising space in 1946, although they probably spent considerably more, since the figures compiled by the advertising trade publication do not take into account the fact that lineage appearing in newspapers under the banner of individual theatres very often is paid for, in part, by the distributor organizations. This figure, say the distributor advertising executives, more than probably will be higher when figures for 1947 will have been compiled, and for many reasons, the most important of which is that lineage rates generally are higher and that more space is becoming increasingly available due to the increase of newsprint supply.

Newspaper Space Still Leads

One of the advertising executives stated that "newspaper advertising is the backbone of our established advertising policy" and that although he expected to use national and fan magazines, radio and practically every other medium available on some of the bigger pictures, he might cut magazine space in favor of more extensive newspaper advertising locally as it becomes more available. This advertising expert, incidentally, is one of the pioneers in the use of sustained teaser campaigns running for as long as eight weeks in local situations before a regional, or one theatre opening. Indications are, that for some pictures this policy will be maintained and probably will be extended. He stated that the net results for the year might show a cut-back in total advertising expenditure for his company, but that this would be the result of common sense economy, rather than as the result of a concerted action to reduce expenses *per se*. Beyond this there were no plans for general reductions in budgets and there probably would be an increase for exceptional films.

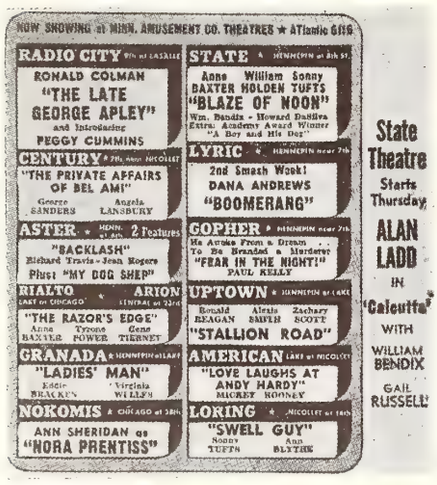
'Tryouts' for Campaigns

Another prominent executive stated that some of the pictures his company will distribute will be backed in test cases in some four or five cities with up to five times normal newspaper advertising expenditure and with no magazine advertising at all! He states that, in his opinion, national magazine advertising is best used to "condition" the public for acceptance of a picture and, of course, must be followed to be most effective by local newspaper advertising pursuing the theme expressed in the magazine displays. And the results of the magazine advertising are mostly dissipated if not followed very quickly by release at least in key cities of the film advertised.

Under present conditions, this executive opines, national release in the sense that a picture opens in many regions at or very near the same time, is nearly an impossibility to achieve except for exceptional cases, and that timing a

(*Continued on Page A-64*)

How Key Run Theatres Now Sell Shows



The Minneapolis Sunday Tribune carried this directory group for Minnesota Amusement Company theatres. Two columns wide, it is easy to find on a page and easy to read. Note the advance ad in the open column at the right.



This hand-drawn ad stood out on its page in the Boston Sunday Globe. It might have been better with a little less tricky signature and probably would have been more readable without the star decorations. It does, nevertheless, serve its purpose. It tells a story of who, what, when where and how (much).



Another good example of ingenuity combining press book mats and a little art work to produce an eye-catching ad which appeared in the Kansas City Star.



Just a mat from the press book with the theatre's signature clearly indicated by plain type. Lack of border made the ad stand out on the printed page of Portland's Sunday Oregonian.

M & P THEATRES

M. J. MULLIN SAMUEL PINANSKI

STR
THEATRE ADVISORY COUNCIL

This is the symbol of a group of experts who know more about theatre operation, maintenance and construction than any men on earth. They are the men who give the benefit of know-how and experience in a continuing series of reports published as one of the leading features of SHOWMEN'S TRADE REVIEW The Motion Picture Theatre section which is published every fourth week.

Another Smash Combination Show



Released Thru Franchise Holders of
FAVORITE FILMS CORPORATION
630 - 9th Avenue, N. Y. C.
MOE KERMAN, *President*

Samples of Current Advertising



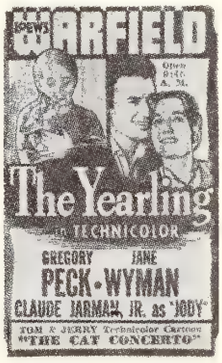
This combination ad from the San Francisco Chronicle is an excellent example of clever use of mats from the press book, good type selection and eye-appealing layout. Signature cuts are easy to find, too, with time of the last feature appearing in the left margins.



This two column directory ad for the M & P Theatres in Boston headed a group of much smaller directory ads when it appeared in Boston's Sunday Globe. Easy to read for anyone who looks.



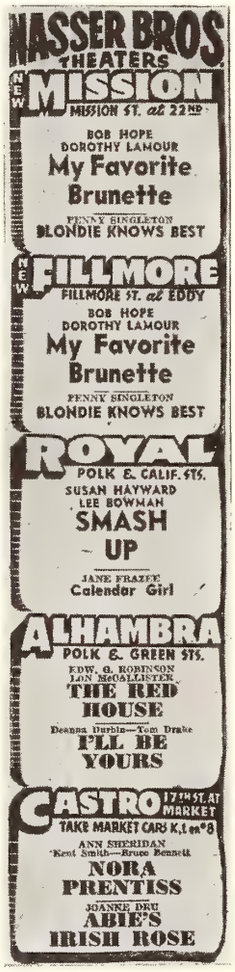
Clever use of press book material is clearly evident in this one-column ad in the San Francisco Chronicle.



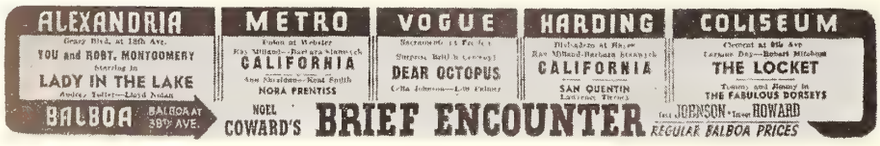
Press book material and an artist's touch have been combined for this standout one-column ad from the San Francisco Chronicle.



RKO Theatres in Minneapolis use this simple directory method on Sunday to call attention to the films already sold in display ads prior to the appearance of this one in the Minneapolis Tribune.



This one-column ad in the San Francisco Chronicle illustrates clever use of signature cuts, easy-to-read display type and smart use of white space.



This unusual ad ran a full five columns in width across the base of a page in the San Francisco Chronicle. The signatures are clear, the type also has been selected for clarity in reading.

Distributor Ads

(*Continued from Page A-62*)

national campaign in magazines to coincide with openings of a picture in key spots is not practicable, at least for the majority of pictures released by his own organization. Therefore, magazine commitments will be lessened and local newspaper advertising space increased, with the year's overall expenditure probably not reduced in any appreciable degree.

May Slough 'Weak Sisters'

A third expert said that his company might be tempted to "slough" a picture in which test cases indicated that an expenditure of any appreciable amount of money probably would be wasted. Such a picture, judged by home office and coast executives to be a "border line" picture (it might or might not go depending upon the amount of advertising and exploitation effort expended in its behalf) will be spotted in a few cities backed by a fairly extensive campaign. If the box-office receipts in the tests indicate a possibility that the film's national business could be substantially increased by intensive "selling the picture" efforts, a larger budget will be set up for it, the field exploitation men will be instructed to give it concentrated attention aided by home office services, and it will go for better or for worse as it continues to play around the country. If better, the home office men are geniuses and if for worse—well, they made a mistake in judgment. Then on the other hand, if the picture's first few test engagements do not pan out at the box-office, the company will give it no more, and perhaps less than a normal backing in local advertising on the theory of not sending good money after bad.

To Go Heavy on Big Ones

The same advertising director stated that his company's forthcoming product was expected to be the best in several years and cited titles of many of the pictures to prove his point. These several top films will be backed by larger budgets than the same films might have been given last year, he stated, largely because of the increasing availability of newspaper advertising space. National magazine campaigns for these films will be at least as great as they would have been last year although the total expenditure for a whole year might be less due to the probability that lesser pictures would not be given backing as extensive in magazines as they had been given in the past. Radio, too, will be used in greater volume on some pictures and in lesser volume on others, depending upon the nature of the films themselves—that is, more might be spent on radio for a top musical than was spent last year and less on a light comedy or drama than had been expended prior to present conditions. The season of the year (as in summer when the better programs that might be followed effectively by spot announcements locally, are off the air) will determine the percentage of the ad budget that will go to radio. Also, the total yearly radio advertising expenditure might be less, although there are no definite plans to aim at a reduction in this cost.

The other executives queried agreed generally with the sentiments expressed by their colleagues but all pointed out that while present plans are set in a general sense, they are fluid enough so that if a sharp change were to occur in the ticket-buying habits of the nation's moviegoers they will be ready to make changes in commitments" to be more in line" with changing conditions as they occur.

Flashback to Movie Map of 1933

(*Continued from Page A-58*)

seven cents tax. Children at all times pay 17 cents and three cents tax. The average first run in 1933 and in 1947 is six days and the people have been careful shoppers at almost all times.

Portland, Ore., in 1933 had an admission schedule of 50 cents for first runs which today averages 80 cents. Then a picture got an initial showing of a week; now it can get from two to six weeks. Film row in 1933 had Paramount, Fox, MGM, Warner Bros., RKO, Universal, Columbia. Today, PRC, Republic and Monogram have been added. The picture sensation of the older period was "It Happened One Night" and at present to the J. J. Parker Broadway and United Artists there have been added the Evergreen, Paramount, Oriental and Orpheum.

Los Angeles then as today was going high, wide and handsome, with the headlines ranging from requests for surplus tomatoes to be used for the needy unemployed, to demands for milk for the children of the indigent and the selections of the WAMPAS baby stars.

Jimmy McLarnin became the new welterweight champion of the world by taking the crown from young Corbett; Edward G. Robinson was in "Little Giant at Warners' Downtown and Hollywood, the former of which had six acts of vaudeville; Richard Barthelmess played "Central Airport" at the Iris; the Hollywood, which doesn't exist today offered "Cavalcade," and the Mirror, now extinct, played "Phantom Broadcast." Grauman's Chinese had "Gold Diggers of 1933;" the Marquis booked "42nd Street."

Down in New Orleans, newspaper readers were discussing with indignation the alleged beating of a 15-year-old boy by two detectives who had arrested him and who had in turn been arrested for the beating. The St. Charles Theatre was playing a double bill with "Should a Woman Tell" and "The Phantom Broadcast" at 10, 15 and 25 cent admissions.

The deluxe atmospheric Saenger, which had the traditional chandeliers imported from some castle in France, was playing "The Eagle and the Hawk" ("any seat to 6 P.M. 25 cents; after 6 P.M. 25-40c"). The Tudor booked Joe E. Brown in "Elmer the Great" and over at Loew's State the management was telling the public "No vaudeville this week because of special booking of this picture" the picture being Eddie Cantor in "The Kid from Spain." Today no major New Orleans theatre plays vaudeville.

United Theatres, which recently was sued in an anti-trust action, then advertised bills for 17 houses. Today they list 22. The independent theatres, judged by their newspaper ads, were in a minority, listing only eight. Today there are 21, but the jump is due to the fact that almost every theatre today uses newspaper space. Incidentally the advertising lineage in New Orleans papers for theatres is about double in 1947 what it was in 1933.

And speaking of ballyhoo, 75 master plumbers —to publicize their annual convention—began a "Bathroom Beauty Contest" which applied to the fixtures in the bathroom and not to what went into the tub.

It was a very grand year, was 1933.

Progress in the Equipment Field

(*Continued from Page A-60*)

power supply; in the reduction of frequency modulation to 0.01-0.03 per cent as compared with 0.2 and 0.7 per cent; in the steady increase in reserve power installed in theatres, and in the simplification of sound equipment at a thousand minor points with the major result of enormous improvement in reliability and in serviceability.

Sound servicing methods have undergone a revolution. Altec and RCA inspectors now do their daily stint in the motion picture theatre with the help of testing equipment that was not being manufactured and had not yet been invented in 1933.

More and more exacting standards of apparatus performance have been set up through the years, as the SMPE, the Academy Research Council and the American Standards Association cooperated to bring science and system into a once random business. By 1946, progress in this work had reached the point where STR's publisher, Chick Lewis, felt that standards already established were sufficiently numerous to make them of practical value to the exhibitor; and Mr. Lewis suggested to the SMPE that they be taken out of their scientific burial-place in the Society's Journal and published in a form convenient for theatremen to use. This suggestion was at once adopted; the first standard sheets were published in the summer of 1946; and the exhibitor now has at his disposal something undreamed of in 1933—authoritative standards for the apparatus he buys, on the basis of which he can demand iron-clad and unarguable guarantees of performance.



the SHOW BUILDER

A Monthly Feature Dealing with the Selling and Exploiting of Short Subjects

'Armstrong' Serial Getting Top Campaigns Across Nation

Backed by exploitation across the nation that would do credit to many a feature, "Jack Armstrong," Columbia chapter play, has been proving itself a most salable serial. Taking full advantage of the prearranged tieups with the American Broadcasting Company and General Mills, sponsors of the "Jack Armstrong" radio show carried over the ABC network, smart showmen are cashing in on the abundant promotion possibilities.

In Philadelphia, where the serial was booked into the Warner circuit, radio proved to be the backbone of the campaign, with an astounding number of spot announcements over WFIL. These spots started two weeks before the film opening, and are being continued daily for the entire 15-week run. Serial credits are given immediately before or following the "Jack Armstrong" show, with two different theatres credited in each of the spots. In addition, the radio station is highlighting the serial further by displaying a huge advertising poster with theatre credits in the lobby of their building.

In Trenton, newspaper cooperation made the campaign at the RKO Broad St. one of the most effective ever offered in that city. A special coloring contest, suggested in the press-book, appeared daily in the *Trentonian,* with hundreds of young folks entering and much valuable space devoted to it by the newspaper. The Trenton *Times* was used as the outlet for an unusual cooperative advertising campaign, with all local retailers for General Mills products running serial plugs in their daily ads. The entire newspaper campaign resulted in an unprecedented amount of space for the serial.

Waterbury, Conn., with Roger Mahan handling for the Tower and Carroll Theatres, was another town turning in a top campaign. In addition to free spot announcements, used in conjunction with the "Jack Armstrong" show, station WATR supplied free spots to advertise the story of a bicycle giveaway arranged through the cooperation of the local Supermarket. The bicycle was displayed at many strategic spots in the town during the running of the contest and outstanding window and interior displays in the cooperating store were devoted to the serial. In addition, more than 130 other General Mills merchants in the district joined the parade.

Turning to the West, the Paramount Theatre in Denver turned in another noteworthy campaign. Reduced prices for the opening chapter were instituted for children who presented Wheatie box-tops, and this policy was advertised through the distribution of 15,000 cards in spots most frequented by the youngsters.

A tieup with station KVOD resulted in free spots preceding and following the "Jack Armstrong" radio show, and a large lobby board plugging the playdate. Complete coverage by all local General Mills merchants was assured

(*Continued on Page* 51)



FREE ADMISSION TO THE LAST CHAPTER. That was the device used by Hal Warner of the Benson Theatre, Philadelphia, to coax the youngsters into seeing the other 14 chapters of Columbia's "Jack Armstrong" at regular admission prices. The plan worked, as can be seen in the above photo which shows a group of youngsters flourishing their membership cards in the Jack Armstrong Saturday Matinee Club. Membership cards were given away to boys and girls attending the opening chapter.

Shorts Shopping

Shorts as Testing Grounds For Feature Talent Policy At RKO for the New Season

A few days ago when we answered our telephone we were surprised by the congeniality of the voice on the other end of the line as we were asked if we were we. Yes, we were. "This is George Bilson," said the voice. Stunned for a moment at the unexpected pleasure of receiving a call from a Hollywood figure connected with the production of short subjects, we gathered our wits and managed to stammer a few words.

As a result, we found ourselves a day or two later in one of the executive offices at RKO Radio discussing short subjects with the producer of that company's shorts product. Bilson's telephonic congeniality extended into this personal meeting, and our host's cordiality and kindness made us feel quite at home.

* * *

Regardless of the superficial value some people in the industry place on shorts, Bilson and his department on the coast bend every energy toward their production.

"They are our life blood," Bilson said. "We eat, sleep and dream of them. We are keenly sensitive toward press and public reaction. If that reaction is unfavorable in some particular instance, we immediately set about to make changes for the better wherever they are needed."

Although he did not elaborate, Bilson was enthusiastic about RKO's short subject program for next season. He pointed out that in keeping with the new studio policy formulated by Dore Schary, RKO production chief, short subjects will be used to develop new talent. Such players as Barbara Hale, Bill Williams, Lawrence Tierney, Robert Clarke and Myrna Dell, he said, gained experience in RKO shorts. Peggy Maley, who has appeared in recent Leon Errol comedies, and Gail Davis, a brunette, are newcomers whom Bilson believes will achieve feature importance. He cited as one reason for increased production costs the casting of well-known players in support of Leon Errol and Edgar Kennedy. Such names as Jack Norton, who was seen in "Blue Skies," Paul Maxey, who played in "Till the Clouds Roll By," Harry Harvey, Nan Leslie and Jay Norris have played in recent releases of the Errol and Kennedy comedies.

* * *

Bilson was apparently pleased with the success thus far of RKO's two-reel musicals. Frankie Carle has been signed for the fourth of the current series, which includes Gene Krupa, Stan Kenton and Tex Beneke with the Glenn Miller orchestra.

Average production time of a two-reeler,

(*Continued on Page* 51)

THE SHOW BUILDER

Jerry Fairbanks Shorts Again Covering World

The short subject series produced by Jerry Fairbanks for Paramount, restricted in territorial coverage during the world war, are again assuming international range. Fairbanks recently completed arrangements for filming material abroad for his "Unusual Occupations", "Popular Science" and "Speaking of Animals" series.

A current "Popular Science" subject, however, was filmed in color at the White Sands Proving Grounds near Las Cruces, New Mexico. It contains the first pictures showing the assembly of the five-story-high V-2 rocket, and traces the rocket's course into the ionosphere via radar.

Subjects already photographed under the new international coverage plan and which are enroute to the Fairbanks studios include the Gotaverken shipyards on the Baltic seaport of Gothenburg, an undersea coal mine in Chile, Paul Larson who is Sweden's famous knife maker, mountain climbing in Canada, the popular Scandinavian ski lodge of Are, and the highest weather station in the world located high in the Andes.

Assignments for filming last month included Honolulu's flame fishermen, the original Hawaiian hulu dances, a noted woodcarver in Rio de Janeiro, cheese making in Ireland, unusual auto skid tests in London, and fancy pottery making in Mexico.

Numerous other subjects are now being written into script form for assignment and filming in Australia, the Orient, Java, Alaska, Brazil, Africa, Norway, and France.

Want to See 'Em

Why does Buster Scott of the Waco Theatre, Waco, Texas, advertise Paramount's Popular Science shorts on the marquee? Because his patrons want to see 'em, Scott knowingly replies.

More Than Its Share

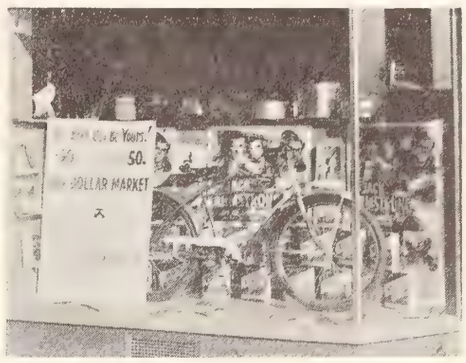
Columbia's "Cuckatoos for Two" received its share of newspaper space and did more than its share to balance the program, according to Jimmy Luyster of Interstate's Ellanay Theatre, El Paso, Texas.

Shorts Shopping

(*Continued from Page 50A*)

Bilson told us, is three days. Thus if Aunt Mary were to write the folks back home in Bangor, Me., that she had just been watching the first day's shooting of a Leon Errol comedy, the comedy would be completed before the letter arrived in Bangor, provided it was sent first-class mail. . . . .

There are so many problems looming importantly before the industry right now that many of us are inclined to push short subjects into the background. Not so with George Bilson and his staff. To them, as we mentioned before, the production of shorts rises above all else. Perhaps his enthusiasm for the two-reelers accounted for our host's pleasure in getting ready to return to the coast: he was eager to get back in harness again.



THIS BICYCLE GIVEAWAY window display was arranged by Roger Mahan who handled the campaign for the showing of Columbia's serial, "Jack Armstrong" at the Tower and Carroll theatres in Waterbury, Conn. Besides the bicycle, the display also included boxes of Wheaties and posters and stills on the serial.

Big Play for 'Richard' In Three Campaigns

In his campaign for All-American Newsreels' "Open the Door, Richard," Weldon Wood of the State, Amarillo, Texas, sent out 5,000 cards with red ribbon attached.

Copy on the card: "Tie this ribbon to around your finger and remember to see 'Open the Door, Richard'." These were distributed at all schools and were passed out by the doorman in advance.

On the same subject, Blanche Hatton of The Chief, Albuquerque, used a special lobby display, as well as space in newspaper ads. She also ran a trailer on the subject one week in advance.

Reporting on another campaign, John Arnold of the Yale, Houston, writes: "The biggest campaign that we ever put on a short, and it paid off in a big way. The special trailer was swell. We used 8x11 cards on all mirrors a week in advance and also a one-sheet in the outer lobby for the same period. A one-sheet and stills shared space with feature advertising on a 40x60 display. A card was affixed to the high school bulletin board. One stunt that got many comments was a real door on the sidewalk with the copy, 'This is the door that Richard wouldn't open.' A record in the jukebox in the drive-in across the street played the song all day."

'Campus Boom' Gets Extra Space in Austin

Recognizing the subject's value because of his college town patronage, W. E. Hellums of the State Theatre, Austin, Texas, gave prominent advance and current space to RKO Pathe's This Is America two-reeler "Campus Boom" in all ads and out in front of the theatre.

"Our audence found this subject of interest," Hellums reports, "particularly since it was such a timely subject for Austin."

Sells Short Via Ad

Through an attractive newspaper ad, Dixie Lee Schaefer of the Kimo Theatre, Albuquerque, N. M., advertised Warners' Howard Hill sports reel, "Battle of the Champs."

'Armstrong' Serial Gets Top Selling Campaigns

(*Continued from Page 50A*)

with more than 350 stores using windows crediting the theatre along with inclusion of playdate plugs in their newspaper ads. Children's organizations—Girl Scouts, Boy Scouts, etc.—cooperated through special mailings.

In Newark, N. J., where the serial is playing the Warner Circuit, the coloring stunt and ABC cooperation served as the backbone of another thorough campaign. Through the cooperation of the *Star Ledger*, one of the most widely read of the Newark dailies, the coloring contest sold the story of "Jack Armstrong" to a vast majority of the children of the New Jersey city. In addition, Warner officials ran the contest on heralds which were distributed in key points where children gather. For the ABC tieups, all Warner houses playing the serial ran the prepared radio recording featuring the radio cast in their lobbies, and free plugs were set with the local ABC outlet. Magnus Harmonicas, another national tieup, came into play in Newark, with harmonicas awarded to the coloring contest winners, and an engraved trophy cup awarded by Magnus to the grand winner as well as gift certificates, good for he costly professional model harmonicas, to the immediate runners-up.

Off to a Fast Start

In New York and Long Island, where the film is booked into the Skouras chain, a number of attention-getting stunts got "Jack Armstrong" off to a fast start. Radio cooperation resulted in a sizable series of spot announcements garnered gratis from WJZ, local ABC outlet, with complete theatre credits. One of the major facets of the campaign was the bicycle giveaway with all of the theatres entering, and local press devoting literally pages of valuable space to it. Here again the coloring contest helped to publicize the showings, and merchants in the area were more than cooperative, devoting full windows to "Jack Armstrong" displays, tied-in with General Mills.

To round-out the campaign, Skouras executives set a tieup with Magnus Harmonicas.

Berwick, Pa., was the scene of a top cooperative ad campaign with local General Mills merchants, each plugging the local playdate at the Temple in his newspaper advertising. The Wheatie box top reduced price gimmick for the opening chapter was worked with great success, and the overall newspaper campaign resulted in many pages of the local newspapers carrying plugs for the serial.

James Moyer, manager of the Ritz, Reading, Pa., was another showman who went all-out in his campaign. Effective lobby displays set to last the entire run of the film, plus full cooperation of the nearby ABC station and the local General Mills merchants, assured a top-flight campaign for the Pennsylvania town.

Dusty Rhodes and Steel Pruitt of the Senator Theatre, Washington, D. C., were responsible for the capitol city's being the locale of another good exploitation job. Three thousand throwaways were distributed by theatre personnel to all children during the week before the opening, and over 6,000 house programs carried the message of the serial opening on their cover. WMAL, local ABC outlet, gave numerous air plugs to the serial; and a large publicity break was set with the Washington *Daily News*.

SHORT SUBJECT REVIEWS

The Good Bad Egg *(Fair)*

Col. (8439) All-Star Comedy 17 mins.

Joe De Rita is an inventor in this one. He marries a lonely widow who has a brat for a son, with the son constantly getting in Joe's hair. He gets into the audience's hair, too. After many failures Joe invents what he thinks is the perfect mechanical dish washer, only to have its maiden exhibition snafued by the brat. Served him right.

My Pal Ringeye *(Fair)*

Col. (8858) Screen Snapshots 10 mins.

Smiley Burnette gives a birthday party at his ranch for his horse, Ringeye and those present to help celebrate the goofy occasion are Eddie Dean, Curly Turford, Jeff Donnell, Gloria Henry, Texas Jim Lewis, Lee "Lasses" White, Chris-Pin Martin, Fred Sears, Jimmy Lloyd, Harry Von Zell and Ken Curtis.

I'll Close My Eyes *(Good)*

Col. (8658) Community Sing 10 mins.

With Don Baker at the Organ and the vocal assistance of the Song Spinners, audiences are taken through the title song, I'll Close My Eyes, followed by I Tipped My Hat, Far Away Island, Lullaby of Broadway and September Song.

Tennis Wizards *(Good)*

Col. (8807) Sports Reels 9 mins.

Bobby Riggs and Don Budge, world's professional tennis champs give an exhibition of the basic points of tennis, and then are shown in a match game.

Cops Tell All

Jack Dieber, manager of Century's Marine Theatre, in Brooklyn, had the local police ballyhooing his showing of the March of Time subject, "The American Cop."

Dieber contacted the precinct in his neighborhood to inform them that their patrolmen could be seen in the film, and the officers reciprocated by telling their friends that they would be seen on the screen of the Marine Theatre.

Part Time Pal *(Good)*

MGM (W-833) Tom & Jerry 8 mins.

Jerry Mouse is happiest when Tom Cat is slightly tipsy, for then Tom forgets his enmity toward the mouse. But Jerry's difficulty is in keeping Tom tipsy, for as soon as the effect wears off, the battle is on, with the usual hilarious results. Good Technicolor cartoon for the enjoyment of the entire family.

Hound Hunters *(Good)*

MGM (W-834) 7 mins.

A couple of hobo bears take jobs as city dog catchers and become involved in a series of mad chases which result in them both becoming the hunted rather than the hunters. They decide that dog catching is not for them and resume careers as hoboes. In Technicolor.

Dr. Jekyl and Mr. Mouse *(Excellent)*

MGM Tom & Jerry 8 mins.

Jerry Mouse is in the habit of drinking Tom's milk and the cat doesn't like it at all. He brews up a poison, puts it in the milk and Jerry imbibes. But instead of incapacitating him it has just the opposite effect, with the two chasing each other all over the place. They're in a panic and so will be the audience while watching the cat-and-mouse antics in this Technicolor cartoon.

Amusement Park *(Average)*

Para. (E6-1) Popeye Cartoon 8 mins.

Desirous of having a good time at the carnival with Olive Oyl, Popeye's hopes are blasted by Bluto, who proceeds to harass our hero. But when Bluto attempts to force his unwelcome attentions on Olive Oyl, Popeye tries to come to her rescue, only to be outwitted by the villain. How he finally overcomes his adversary is once again concerned with that inevitable can of spinach. An average cartoon in color.

Jitterumba *(Excellent)*

Universal (2310) Desi Arnaz and His Orch. 15 mins.

Containing music largely with a Latin background, but with plenty of added comedy by Desi Arnaz and with some cleverly written and delivered special lyrics, this is an excellent musical short subject, suitable for almost



Produced by **Boris Morros** · Directed by H. C. POTTER · Original Story by Frank Cavett
Screen Play by Elaine Ryan and Ian McLellan Hunter

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any type program. Assisting Arnaz are Judy Clark and Dulcina in a comedy number which compares the virtues(?) of jitterbug music and dancing as compared with the attributes of the rhumba. Appropriately the number is called, I'll Take the Rhumba.

The Russians Nobody Knows *(Revealing)*

20th-Fox March of Time No. 10 19 mins.

The scenes in this recent March of Time were taken by Peter Hopkinson, then official cameraman for the United Nations Relief and Rehabiltation Administration (UNRRA) now with MOT's London office. Some 15,000 feet of film of little known facets of existence in Russia have been edited to less than 1,700. The footage is entirely uncensored, according to MOT. The cameraman has gone inside factories, operating without modern machinery which was destroyed by the Germans; into churches, hositals, and educational institutions, from elementary schools to colleges. It shows collective farms, scenes from the famed Russian Ballet, factories where artificial limbs are made, with soldiers waiting more than three years for this aid. The film is interestingly presented and contains considerable angles for exploitation. Good for any program.

The Big Party *(Entertaining)*

RKO (73,107) This is America 17 mins.

This is aptly titled, for almost all of its footage concerns the latest edition of the annual Mardi Gras which takes place in old New Orleans, when the entire city gives itself over to the party atmosphere. The short brings out the Mardi Gras' background, how it really is a million-dollar business, attracting tourists from all over the world. There are secret preparations of costumes sponsored by exclusive social clubs. Through the story of the Mardi Gras is shown the serious side, of how New Orleans, now the "Hub of the Americas" and one of the wealthiest cities of the world, strives to become a world capital.

'Give Us the Earth' Set For Release June 21

The second of MGM's series of short factfilms known as the Theatre of Life and titled "Give Us the Earth" will be released on June 21. The series is produced with the cooperation of the Associated Press and is designed to present realistically subjects in the public interest. Actual characters and true locations are used throughout.

"Give Us the Earth" deals with the growing problem of feeding the peoples of the world and brings out the point that the world's population surpasses the amount of available food. Herbert Morgan wrote the screenplay and Gunther V. Fritsch directed it.

To Impersonate Cartoon Characters on Records

Warner Bros. has arranged with Capitol Records for Mel Blanc to impersonate vocally Bugs Bunny, Porky Pig, Daffy Duck and other Warner cartoon characters on records for a series of children's albums.

Bugs Bunny is additionally receiving special exploitation in the promotion that the Newspaper Enterprise Association is giving to its syndicated Bugs Bunny comic strip in Sunday comic sections throughout the country.

CLASSIFIED ADVERTISING

Ten cents per word (10 words minimum). No cuts or borders. No charge for name and address. 5 insertions for the price of 3. Money order or check with copy. Ads will appear as soon as received unless otherwise instructed. Address: Classified Dept. SHOWMEN'S TRADE REVIEW, 1501 Broadway, New York 18, N. Y.

AIR CONDITIONING EQUIPMENT

PROMPT SHIPMENT—ALLSTEEL BLOWERS WITH MOTORS, 5,500 cfm, $127.80; 8,500 cfm, $172.20; 11,000 cfm, $228.90; 13,500 cfm, $276.00; Other sizes available. Latest Dual Air Washers, 5,000 cfm, $138.00; 7,000 cfm, $168.00; 10,000 cfm, $204.00; 15,000 cfm, $240.00; 20,000 cfm, $276.00. Diffusers, recirculating pumps, exhaust fans, available. S.O.S. Cinema Supply Corp., 449 W. 42nd St., New York, N. Y.

BUSINESS STIMULATORS

Comic books given free increases Kiddie Matinee Business. Exactly the same books as sold through newsdealers for 10¢ now available to theatres. Only 3¢ each. Minimum order 200 books. Sidney Ross, 334 West 44th St., New York, N. Y.

PLAY BINGO—No weekly license necessary. Screen Dials for Bingo Games. Box 738, c/o Showmen's Trade Review, 1501 Broadway, New York, N. Y.

COMIC BOOKS

COMIC BOOKS AGAIN AVAILABLE as premiums, give-a-ways at your kiddie matinees. Large variety latest 48 page news stand editions. Comic Premiums Co., 412 Greenwich St., New York, N. Y.

NEW EQUIPMENT

SNOWLIKE SOUND SCREENS SIZES TO 10' 4", special 21½¢ square foot; Sunroc Water Coolers, $220.00; Sand Urns, $6.95; 8-mm. Cameras, $77.50; 16-mm. Cameras, $76.15; Carbon Savers 1/3 cost, 6-mm. to 13-mm. 77¢; Coated Lenses, Series I, $50.00; Series II, $75.00 (trades taken). 500W Stereopticans, $27.50; Strong 1 KW High Intensity Arc Rectifier combination, $950.00. Summer Catalog ready. S.O.S. Cinema Supply Corp., 449 W. 42nd St., New York, N. Y.

WEAVER CHANGEOVERS WITH FOOTSWITCHES $49.50; Gordos 15 ampere tubes $5.55; Thumb tacks, 1,000, 89¢. Free catalog. Star Cinema Supply Co., 459 W. 46th St., New York, N. Y.

POPCORN MACHINES

BLEVINS is national headquarters for SUPER STAR and SILVER STAR popcorn machines, both theatre and counter models. Immediate delivery. Write for particulars. Blevins Bee Hive Popcorn Co., Nashville, Tenn.

POPCORN SUPPLIES

POPCORN SUPPLIES—Write us for our special contract which guarantees you more profits and greater savings on all your popcorn and popcorn supplies. Blevins Bee Hive Popcorn Co., Nashville, Tenn.

Hybrid Popcorn—Pops to mammoth size—S.A. $8.25 100 lb. bag. Yellow Pearl $8.00—100 lb. bag. Write for low prices on cocoanut oil, 37 lb tins or 425 lb drums. Also Popcorn Boxes. Houtz Popcorn Co., 3506 N. Lockwood Ave., Chicago 41, Ill.

SOUND EQUIPMENT

PUBLIC ADDRESS SYSTEMS COMPLETE WITH MICROPHONE, Amplifier, tubes and speaker, 10 watt output $44.75; 20 watt $74.95; 30 watt $94.95; closing out soundfilm amplifiers, $29.50 up; Soundheads, $9.95 up; new Multicellular Hifrequency Horns, $75.00; 35-mm. Sound Projectors, $125.00 up; New Theatre Amplifiers, 17 watt, $95.00; 30 watt, $125.00. S.O.S. Cinema Supply Corp., 449 W. 42nd St., New York, N. Y.

STUDIO EQUIPMENT

BH SILENCED STUDIO SINGLE SYSTEM CAMERA with galvanometer; rackover; 1000' magazine; 6 lenses and vertical viewfinder, $4250.00; Cinemart Hollywood Recording outfit complete, $2250.00; Eyemo Turret 3 lenses; rackover; magazine; freehead tripod; motor, etc. $1395.00; Eyemo Bombspotter Cameras $119.50 less lens; WE Dynamic Microphones, $39.50; New Bell & Howell 16-mm. Sound Printers, $3250.00; 2000W Studio Spots, $67.50; New Mitchell 24V Motors, $295.00; New 35-mm. Film Phonographs, $795.00. Send for latest stocklist. S.O.S. Cinema Supply Corp., 449 W. 42nd St., New York, N. Y.

THEATRE GAMES

DIE CUT BINGO CARDS—$25.00 in 10,000 lots Smaller quantities, $2.75 per 1,000. 1-75, 1-100 IMMEDIATE DELIVERY. S. Klous, c/o Showmen's Trade Review, 1501 Broadway, New York 18, N. Y.

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THEATRE SEATING

200 VENEER CHAIRS, REBUILT, $3.95; 1050 Heywood Wakefield full upholstered back, boxspring cushion chairs, excellent, $4.95; (rebuilt $5.95); 340 General Full upholstered back, boxspring cushion, rebuilt, $7.95. Wire for List. S.O.S. Cinema Supply Corp., 449 W. 42nd St., New York, N. Y.

BEAUTIFUL NEW CHAIRS—PROMPT DELIVERY from factory. Veneer $5.50—30 days; Veneer back spring edge cushion, $9.35; Applied upholstered back spring edge cushion, $11.00; Full upholstered back spring edge cushion, $11.95—60 days; Allsteel unbreakable standards, high grade mohair or heavy leatherette upholstery. Wire or phone S.O.S. Cinema Supply Corp., 449 W. 42nd St., New York, N. Y.

BARGAINS. NEW luxury theatre Chairs $7.95; fast delivery. GE 7.5A 10-V SUB Exciters .30; Film Cabinets $3.00 section; Double bearing Intermittent Movements simplex style $72.00; Hardened ground sprockets $2.10; HD Rewinds $12.50 set; 10" Marquee Letters .65; "Forest" 65/65 Suprex Dry Rectifier $400.00; "Strong" One Kilowatt Lamps $600.00 pair. Get "Foto-Nite" facts. Makes theatres "Little-gold-Mines." We sell for much less. Money back guarantee. American Theatre Supply Co., Inc., 1504—14th Ave. at E. Pike, Seattle 22, Wash.

Theatre seats, projectors, folding chairs, screens, tents, Sell 16-mm. film. Also 2,500 outdoor seats. Lone Star Film Company, 212 So. St. Paul St., Dallas 1, Tex.

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USED EQUIPMENT

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LATEST MOTIOGRAPH K PROJECTOR MECHANISMS with changeover, rebuilt $695.00; Brenkert $795.00; Century $595.00; Super Simplex $650.00; Ticket Machines, 2 unit Hand Operated, $99.50; 3 unit, $135.00; Brenkert 50A High Intensity Rectifiers, $99.75. S.O.S. Cinema Supply Corp., 449 W. 42nd St., New York, N. Y.

HOLMES AND LATEST MODEL DE VRY PROJECTORS at bargain prices! Gold Seal 2 unit electric ticket machines, rebuilt, $175.00; 2 unit hand operated, $90.00; Simplex mechanisms, rear shutters, spiral gears, rebuilt, $330.00; Powers $109.50. Star Cinema Supply Co., 459 W. 46th St., New York, N. Y.

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HIGHEST PRICES PAID FOR SIMPLEX AND POWERS projectors, lamphouses, sound equipment, etc. What have you? Star Cinema Supply Co., 459 W. 46th St., New York, N. Y.

FEATURE Booking GUIDE

TITLE INDEX

Listed in the following index are titles of features (exclusive of western series releases) with name of the distributor following the title. For data as to running time, stars, etc., refer to title under distributor company listings.

A

Title	Company
Abie's Irish Rose	UA
A Boy, a Girl, and a Dog	FC
Accomplice	PRC
Adventure for Two	Misc.
Adventures of Black Bart	Univ.
Adventures of Don Coyotes	UA
Adventures of Casanova	EL
Adventuress	EL
Affairs of Geraldine	Rep.
A Guy Named Joe Palooka	Mono.
A Lady Surrenders	Univ.
Albuquerque	Para.
Alexander's Ragtime Band	20th-Fox
Alias A Gentleman	MGM
A Likely Story	RKO
Alias Mr. Twilight	Col.
A Miracle Can Happen	UA
Angel and the Badman	Rep.
Adventuress, The	Eagle-Lion
Angel and Sinner	Misc.
Angel on My Shoulder	UA
Anna and the King of Siam	20th-Fox
Apache Rose	Rep.
Arch of Triumph	Ent.
Arnelo Affair	MGM
Assigned to Treasury	Col.
As You Desire Me	MGM
A Texas Story	EL
Atlantis	UA
A Yank in Rome	Misc.

B

Bachelor and the Bobby-Soxer	RKO
Bachelor's Daughters	UA
Backfire	Rep.
Backlash	20th-Fox
Banjo	RKO
Barber of Seville	Misc.
Battle for Music	Misc.
Beast With Five Fingers	WB
Beat the Band	RKO
Beauty and the Bandit	Mono.
Bedelia	EL
Before Him All Rome Trembled	Misc.
Beginning of the End	MGM
Bellman, The	Misc.
Bells of San Angelo	Rep.
Bells of San Fernando	SGP
Below the Deadline	Mono.
Best Years of Our Lives	RKO
Betty Co-Ed	Col.
Beware	Astor
Beware of Pity	Misc.
Beyond Tomorrow	Astor
Big Clock, The	Para.
Big Sleep	WB
Big Town	Para.
Big Town After Dark	Para.
Big Town Scandal	Para.
Bill and Coo	Rep.
Birds and the Bees, The	MGM
Birth of a Star	Astor
Bishop's Wife, The	RKO
Black Angel	Univ.
Black Beautv	20th-Fox
Black Gold	Allied
Blackmail	Rep.
Blaze of Noon	Para.
Blind Spot	Col.
Blonde Alibi	Univ.
Blondie Knows Best	Col.
Blonde for a Day	PRC
Blondie in the Dough	Col.
Blondie's Big Moment	Col.
Blondie's Holiday	Col.
Blue Skies	Para.
Bob, Son of Battle	20th-Fox
Body and Soul	UA
Bohemian Girl	FC
Boomerang	20th-Fox
Boston Blackie and the Law	Col.
Born to Kill	RKO
Born to Speed	PRC
Bowery, The	20th-Fox
Boys' Ranch	MGM
Brasher Doubloon	20th-Fox
Brief Encounter	Univ.
Bringing Up Father	Mono.
Broadway Limited	Favorite
Brute Force	Univ.
Brute Man	PRC
Buckaroo From Powder River	Col.
Buck Privates Come Home	Univ.
Buffalo Bill Rides Again	SGP
Bulldog Rrummond at Bay	Col.

Features and western series pictures are listed alphabetically by title under name of distributor. (Consult TITLE INDEX *for distributor of pictures known only by title.) Numerals at left of titles indicate* PRODUCTION OR BLOCK NUMBER, *(SP in this column indicates Special release sold separately), those at extreme right give publication date of Advance Data: a; or Box-Office Slant: b. Asterisk following title indicates color photography with adjoining letter giving name of type of color thus: *T: Technicolor, *C: Cinecolor, *M: Magnacolor, *U: Trucolor, *V: Vitacolor. Audience Classification is indicated by letters following titles: A—Adult; F—Family. Letters and combinations thereof in parenthesis indicate type of story in accordance with following key:*

(B) *Biographical*	(C) *Comedy*
(D) *Drama*	(Doc) *Documentary*
(G) *Gangster*	(M) *Musical*
(H) *Horror*	(W) *Western*
(My) *Mystery*	(Wa) *War*

ALLIED ARTISTS

Prod. No.			Run Time Mins.	Rel. Date	See Issue of
	CURRENT				
1	It Happened on Fifth Avenue (C)F	Gale Storm-Don DeFore	115	4/19/47	b2/8/47
	COMING				
	Black Gold	A. Quinn-K. deMille-E. Knox		8/1/47	
	Gangster, The	Belita-B. Sullivan-J. Lorring		9/1/47	
	Hunted, The	Belita-P. Foster			
	Song of My Heart	Frank Sundstrom-Audrey Long		Nov. '47	a4/26/47

ASTOR PICTURES

	Beware (M)F	Louis Jordan-Frank Wilson	55		b6/22/46
Sp.	Birth of a Star	Danny Kaye	38		New Release
Sp.	Caldonia	Louis Jordan & Band	28		New Release
	Flying Deuces, The	Stan Laurel-Oliver Hardy		10/10/46	Reissue
	Gentleman From Arizona	John King-Joan Barclay	70½		Reissue
	Her Enlisted Man (CD)	Barbara Stanwyck-Robt. Young	70		Reissued
	I Cover the Waterfront (D)	Claudette Colbert	80		Reissued
	Jimmy Steps Out	J. Stewart-P. Goddard	89		Release
	Let 'em Have It (G)	Bruce Cabot-Virginia Bruce	70		Reissued
	Little Men	Oakie-Francis-Bancroft	83		Release
	Second Chorus	Fred Astaire-Paulette Goddard		11/18/46	Re-release
	Silver Devil (D)F	H. Gibson-Stephin Fetchit	62		Remake
	Sky Devils (C-D)	Spencer Tracy	88		Reissued
	Thunder in the City	Edw. G. Robinson	81		Reissued

COLUMBIA — Current 1945-46

	Gallant Journey (D)F	Glenn Ford-Janet Blair	86	9/24/46	b9/7/46
	It's Great to Be Young (M-C)F	L. Brooks-R. Stanton-J. Donnell	68	9/12/46	b11/23/46
	Personality Kid	Anita Louise-Michael Duane	86	8/8/46	a5/23/46
	Shadowed	Anita Louise-Robert Scott	70	9/26/46	
	Thrill of Brazil, The (W)F	E. Keyes-Keenan Wynn-A. Miller	91	9/30/46	b9/14/46
	CURRENT 1946-'47				
828	Alias Mr. Twilight (D)A	Michael Duane-Trudy Marshall	69	12/19/46	b12/28/46
824	Betty Co-Ed (C)F	J. Porter-W. Mason-S. Mills	71	11/28/46	b11/23/46
	Blind Spot (My)A	Chester Morris-Constance Dowling	73	2/6/47	a11/2/46
807	Blondie's Big Moment (C)F	P. Singleton-A. Lake-A. Louise	69	1/9/47	b12/14/46
	Blondie's Holiday (C)F	Arthur Lake-Penny Singleton	67	4/10/47	b3/1/47
806	Blondie Knows Best (C)F	Penny Singleton-Arthur Lake	70	10/17/46	b9/21/46
822	Boston Blackie and the Law (My)F	Chester Morris-Trudy Marshall	69	12/12/46	b11/16/46
	Cigarette Girl (C)A	L. Brooks-J. Lloyd-J. Barton	67	2/13/47	b2/15/47
816	Crime Doctor's Man Hunt (My)F	Warner Baxter-Ellen Drew	60	10/24/46	b9/21/46
830	Dead Reckoning (D)A	Humphrey Bogart-Lizabeth Scott	99	Feb. '47	b1/4/47
	For the Love of Rusty	T. Donaldson-T. Powers-A. Doran	69	5/1/47	
	Framed (D)A	Glenn Ford-Janis Carter	82	April '47	b3/8/47
	Guilt of Janet Ames, The (D)A	Rosalind Russell-Melvyn Douglas	83	April '47	b3/8/47
	Gunfighters, The *C	Randolph Scott-Dorothy Hart	86	7/15/47	
	Johnny O'Clock (D)A	Dick Powell-Evelyn Keyes	86	Mar. '47	b1/4/47
	Jolson Story, The *T (D-M)F	L. Parks-E. Keyes-W. Demarest	128	Jan. '47	b9/21/46
	King of the Wild Horses (D)F	Preston Foster-Gail Patrick	79	3/27/47	b3/29/47
	Last of the Redmen	J. Hall-M. O'Shea-E. Ankers			
823	Lone Wolf in Mexico (My)A	Gerald Mohr-Eric Blore-Sheila Ryan	70	1/16/47	b12/28/46
	Millie's Daughter (D)F	Gladys George-Paul Campbell	71	3/20/47	b2/15/47
832	Mr. District Attorney (My)A	Dennis O'Keefe-M. Chapman	81	Feb. '47	b12/28/46
829	Return of Monte Cristo (D)F	L. Hayward-G. Macready-U. O'Connor	91	Dec. '46	b11/23/46
818	Secret of the Whistler (My)A	Richard Dix-Leslie Brooks	65	11/7/46	b11/2/46
804	Singin' in the Corn (C-M)F	Judy Canova-Allen Jenkins	66	12/26/46	b11/16/46
805	So Dark the Night (D)A	Stephen Geray-Micheline Cheirel	71	10/10/46	b9/14/46
	The Thirteenth Hour (My)A	Richard Dix-Karen Morley	65	3/6/47	b2/15/47
	COMING				
	Assigned to Treasury	Dick Powell-Maylia			
	Blondie in the Dough	P. Singleton-A. Lake-L. Simms			
	Bulldog Drummond at Bay (My)A	Ron Randell-Anita Louise	70	5/15/47	b4/19/47
	Bulldog Drummond Strikes Back	Ron Randell-Gloria Henry			
	Corpse, Came C.O.D., The	G. Brent-J. Blondell-A. Jergens	68	5/31/47	
	Down to Earth *T	Rita Hayworth-Larry Parks			a7/13/46
	Girl from Shanghai, The	Rita Hayworth-Orson Welles			a4/12/47
	Her Husband's Affairs (C-D)	F. Tone-L. Ball-E. E. Horton			a5/24/47
	It Had to Be You	Ginger Rogers-Cornel Wilde			
	Keeper of the Bees (D)	Gloria Henry-Michael Duane		7/10/47	a6/7/47
	Key Witness	John Beal-Trudy Marshall			
	Lady from Shanghai, The	Rita Hayworth-Orson Welles			a4/12/47
	Little Miss Broadway	Jean Porter-John Sheldon	69	6/19/47	
	Lone Wolf in London	Gerald Mohr-Nancy Saunders			
	Man from Colorado, The (D)	Glen Ford-Ellen Drew-Wm. Holden			a5/24/47
	Millerson Case, The (M)F	Warner Baxter-N. Saunders	72	5/29/47	a5/24/47
	Pacific Adventure	Ron Randell-Muriel Steinbeck	80	July '47	
	Prince of Thieves	Jon Hall-Patricia Morrison-A. Jergens			
	Relentless *T	R. Young-M. Chapman-W. Parker			a1/11/47
	Smoky River Serenade	P. Campbell-R. Terry-Hoosier Hot Shots			
	Son of Rusty	T. Donaldson-T. Powers-A. Doran			
	Sport of Kings	Gloria Henry-Paul Campbell	68	6/26/47	
	Sweet Genevieve	Jean Porter-Jimmy Lydon			
	Swordsman, The	Larry Parks-Ellen Drew-G. Macready			a1/4/47
	The Last Round-Up	Gene Autry-Jean Heather			
	Two Blondes and a Redhead	J. Porter-J. Llovd-J. Clark			
	When a Girl's Beautiful	A. Jergens-M. Platt-S. Dunne			

COLUMBIA (Continued)

Prod. No.			Run Time Mins.	Rel. Date	See Issue of
	Westerns (Current)				
863	Fighting Frontiersman (W-M)F	Charles Starrett-Smiley Burnette	61	12/19/46	b11/9/46
	Heading West (WM)F	Charles Starrett-Smiley Burnette	54	8/15/46	b8/24/46
	Law of the Canyon	Charles Starrett-Smiley Burnette	55	4/24/47	
861	Landrush (W)F	Charles Starrett-Smiley Burnette	54	10/17/46	b9/21/46
	Lone Hand Texan, The (W-M)F	Charles Starrett-Smiley Burnette	54	3/6/47	b3/1/47
854	Lone Star Moonlight	K. Curtis-J. Barton-G. Kibbee	67	12/12/46	
	Over the Sante Fe Trail (W-M)F	Ken Curtis-Jenifer Holt	63	2/13/47	b2/15/47
	Singing on the Trail (W)F	K. Curtis-J. Barton-G. Kibbee	58	9/12/46	b1/18/47
	South of the Chisholm Trail (W)F	Charles Starrett-Smiley Burnette	58	1/30/47	b2/1/47
862	Terror Trail (W)F	Charles Starrett-Smiley Burnette	55	11/21/46	b11/2/46
	Westerns (Coming)				
	Buckaroo From Powder River	Charles Starrett-Smiley Burnette			
	Last Days of Boot Hill	Charles Starrett-Smiley Burnette			
	Law of the Canyon	Charles Starrett-Smiley Burnette	55	4/24/47	
	Prairie Raiders	Charles Starrett-Smiley Burnette	54	5/29/47	
	Riders of the Lone Star	Charles Starrett-Smiley Burnette			
	Stranger From Ponca City	Charles Starrett-Smiley Burnette	56	7/3/47	
	Swing the Western Way	J. Leonard-M. Dugan-Hoosier Hot Shots	66	6/26/47	

EAGLE-LION

	CURRENT				
	The Adventuress (Reviewed in London under title "I See A Dark Stranger")	Deborah Kerr-Trevor Howard	93	3/17/47	7/13/46
	It's a Joke, Son (C)F	Kenny Delmar-Una Merkel	62	1/25/47	b1/25/47
	Bedelia (D)A	Margaret Lockwood-Ian Hunter	90	2/1/47	b6/3/46
	Lost Honeymoon (C)A	Franchot Tone-A. Richards-T. Conway	71	3/29/47	b3/15/47
	COMING				
	A Texas Story	J. Johnston-J. Craig-L. Bari			
	Adventures of Casanova	A. deCordova-L. Bremer- T. Bey			
	Caravan	Stewart Granger-Jean Kent			
	Green for Danger My)A	Sally Gray-Trevor Howard	91	Rank	b12/14/46
	Love From a Stranger	J. Hodiak-S. Sidney-A. Richards			
	Out of the Blue	G. Brent-V. Mayo-T. Bey			
	Red Stallion	T. Donaldson-R. Paige-J. Dowell			
	Repeat Performance (D)A	Joan Leslie-L. Hayward-R. Basehart	93		b5/24/47

FAVORITE FILMS CORP.

	Broadway Limited	Dennis O'Keefe-V. McLaglen	74	1/1/47	Reissue
	Captain Caution (D)A	V. Mature-A. Ladd-L. Carrillo	86	8/1/46	Reissue
	Captain Fury (D)A	B. Aherne-V. McLaglen-P. Lukas	88	8/1/46	Reissue
	Daring Desperadoes	I. Lupino-L. Carrillo-N. Martini		May '47	Reissue
	Housekeeper's Daughter (C)A	J. Bennett-V. Mature-A. Menjou	79	10/1/46	Reissue
	Of Mice and Men (D)A	B. Meredith-Betty Field-L. Chaney, Jr.	105	12/1/46	Reissue
	One Million B. C. (D)A	V. Mature-C. Landis-L. Chaney, Jr.	79	10/1/46	Reissue
	Road Show	C. Landis-J. Hubbard-A. Menjou	86	Mar. '47	Reissue
	Sea Bandits	D. Morgan-Steffi Duna		May '47	Reissue
	There Goes My Heart	Frederic March-Virginia Bruce	82	Mar. '47	Reissue
	Topper Takes Trip	C. Bennett-R. Young-A. Mowbray	79	Feb. '47	Reissue
	Topper Returns	O'Keefe-Landis-Blondell-Young	87	Feb. '47	Reissue

FILM CLASSICS

	CURRENT				
	A Boy, a Girl, and a Dog (D)F	Jerry Hunter-Sharyn Moffett	88		b8/3/46
	Devil to Pay	R. Colman-L. Young-M. Loy	74		
	Dodsworth (D)A	Walter Huston-Hary Astor	101	8/1/46	
	North Star	Anne Baxter-Dana Andrews	109		
	Palmy Days	Eddie Cantor-George Raft	80		
	Return of the Scarlet Pimpernel	B. Barnes-J. Mason-S. Stewart	81		
	Scarlet Pimpernel, The	Merle Oberon-Leslie Howard	98		
	Stella Dallas	J. Boles-R. Stanwyck-A. Shirley	107		
	The Patient Vanishes (My)A	James Mason-Mary Clark-M. Vyner	78		b5/31/47
	The Thief of Bagdad	Sabu-Conrad Veidt-June Duprez	109		
	Unholy Garden	R. Colman-Fay Wray	77		
	Westerner, The	G. Cooper-D. Davenport-W. Brennan	102		
	Woman Chases Man	Miriam Hopkins-Joel McCrea	70		

METRO-GOLDWYN-MAYER

Group No.					
	CURRENT				
	Beginning Or the End, The (D)F	B. Donlevy-R. Walker-G. Tearle	112	Mar. '47	b2/22/47
	Cockeyed Miracle (C)A	Elizabeth Taylor-"Lassie"	81	Oct.	b7/20/46
17	Courage of Lassie *T (D)F	K. Wynn-F. Morgan	93	Aug.	b6/11/46
17	Faithful in My Fashion (C)F	Donna Reed-Tom Drake	81	Aug.	b6/15/46
	Gallant Bess *C (D)F	Marshall Thompson-Jim Davis	99	Jan. '47	b9/7/46
	Great Waltz, The (M)F	L. Rainer-F. Gravet-M. Korjus	110	May	Reissue
	Holiday in Mexico *T (M)F	W. Pidgeon-I. Massey-J. Powell	127	Sept.	b7/27/46
	It Happened at the Inn	Fernand Ledoux-Maurice Rollin	103	April '47	b9/21/46
	Lady in the Lake (My)A	Robert Montgomery-Audrey Totter	103	Jan. '47	b11/30/46
	Little Mister Jim (C)F	James Craig-Frances Gifford	92	April '47	b6/8/46
	Love Laughs at Andy Hardy (C)F	M. Rooney-B. Granville-D. Ford	93	Feb.	b12/7/46
	Mighty McGurk, The (C)F	Wallace Beery-Aline McMahon	85	Jan. '47	b11/23/46
	My Brother Talks to Horses (C-D)F	Butch Jenkins-Peter Lawford	93	Jan. '47	b11/30/46
	No Leave, No Love (CM)F	V. Johnson-P Kirkwood-K. Wynn	119	Oct.	b8/31/46
	Rage in Heaven	Ingrid Bergman-Robert Montgomery	84	Oct.	Reissue
	Sea of Grass (D)A	K. Hepburn-S. Tracy-M. Douglas	131	April	b2/15/47
	Secret Heart, The (D)A	C. Colbert-W. Pidgeon-J. Allyson	97	Dec.	b11/30/46
	Show-Off, The (C)F	R. Skelton-Marilyn Maxwell	83	Dec.	b8/17/46
17	Three Wise Fools (CD)F	M. O'Brien-L. Barrymore-E. Arnold	92	Aug.	b6/15/46
	Till the Clouds Roll By *T (M)F	J. Garland-R. Walker-F. Sinatra	135	Jan. '47	b11/15/46
	Two Smart People (CD)A	J. Hodiak-L. Ball-L. Nolan	93	Nov.	b6/8/46
	Undercover Maisie (C)A	Ann Sothern-Barry Nelson	90	May	b3/8/47
	Undercurrent (D)A	K. Hepburn-A. Taylor	115	Nov.	b10/5/46
	Yearling, The *T (D)F	G. Peck-J. Wyman-C. Jarman	128	May	b11/30/46
	COMING				
	Alias A Gentleman	Wallace Beery-Gladys George			
	As You Desire Me	G. Garson-Richard Hart			a9/7/46
	Arnelo Affair, The (D)A	John Hodiak-Frances Gifford	87		b2/15/47
	Birds and the Bees, The *T	J. MacDonald-J. Iturbi-J. Powell			a3/1/47
	Captains Courageous	Spencer Tracy-Mickey Rooney			Reissue
	Cass Timberlane	Spencer Tracy-Lana Turner			
	Cynthia (C-D)F	E. Taylor-G. Murphy-M. Astor	98	July '47	b5/17/47
	Dark Delusion (D)F	L. Barrymore-J. Craig-L. Bremer	90	June '47	b4/12/47
	Fiesta *T	Esther Williams-John Carroll	104	July '47	a2/9/46
	Good News	J. Allyson-P. Lawford-J. McCracken			
	Green Dolphin Street	Lana Turner-Van Heflin			a2/1/47
	High Barbaree (D)F	Van Johnson-June Allyson	91		b3/15/47
	Hucksters, The	C. Gable-D. Kerr-A. Menjou		Aug. '47	
	If Winter Comes	W. Pidgeon-D. Kerr-A. Lansbury			
	It Happened in Brooklyn (C-M)F	F. Sinatra-K. Grayson	103		a9/21/46

Title	*Company*
Bulldog Rrummond Strikes Back	Col.
Burning Cross, The	SGP
Bury Me, Dead	PRC
Bush Pilot	SGP
C	
Caesar & Cleopatra	UA
Calcutta	Para.
Caldonia	Astor
Calendar Girl	Rep.
California	Para.
Canyon Passage	Univ.
Captain from Castile	20th-Fox
Captain Caution	Favorite
Captain Fury	Favorite
Captains Courageous	MGM
Captive Heart	Univ.
Caravan	EL
Carmen	Misc.
Carnegie Hall	UA
Carnival	Misc.
Carnival in Costa Rica	20th-Fox
Case of the Baby Sitter	SGP
Cass Timberlane	MGM
Cat Creeps	Univ.
Centennial Summer	20th-Fox
Chase, The	UA
Cheyenne	WB
Child of Divorce	RKO
Cigarette Girl	Col.
Clandestine	Misc.
Claudia and David	20th-Fox
Cloak and Dagger	WB
Cockeyed Miracle	MGM
Code of the West	RKO
Copacabana	UA
Corpse Came C. O. D., The	Col.
Corsican Brothers	PRC
Courage of Lassie	MGM
Courtneys of Curzon Street	Misc.
Crack Up	RKO
Crime Doctor's Man Hunt	Col.
Criminal Court	RKO
Crimson Key, The	20th-Fox
Crossfire	RKO
Cross My Heart	Para.
Cry Wolf	WB
Cuban Pete	Univ.
Curly	UA
Cynthia	MGM
D	
Danger Street	Para.
Danger Woman	Univ.
Dangerous Millions	20th-Fox
Dangerous Money	Mono.
Dangerous Venture	UA
Dark Delusion	MGM
Dark Horse	Univ.
Dark Mirror	Univ.
Dark Passage	WB
Daring Desperadoes	Favorite
Deadline for Murder	20th-Fox
Dead of Night	Univ.
Dead Reckoning	Col.
Dear Ruth	Para.
Deception	WB
Decoy	Mono.
Deep Valley	WB
Desert Fury	Para.
Destry Rides Again	Univ.
Desperate	RKO
Devil's Hand	Misc.
Devil on Wheels	PRC
Devils Playground	UA
Devil Thumbs a Ride	RKO
Devil to Pay	FC
Dick Tracy's Dilemma	RKO
Dick Tracy vs. the Gruesome Gang	RKO
Dick Tracy Versus Cueball	RKO
Dillinger	Mono.
Dishonored Lady	UA
Dodsworth	FC
Don Ricardo Returns	PRC
Double Take	Col.
Down Missouri Way	PRC
Down to Earth	Col.
Dream Girl	Para.
Driftwood	Rep.
Duel in the Sun	Selznick
E	
Earl Carroll's Sketchbook	Rep.
Easy Come, Easy Go	Para.
Easy to Wed	MGM
Egg and I	Univ.
Emperor Waltz, The	Para.
Escape Me Never	WB
Ever the Beginning	WB
Exile, The	Univ.
Exposed	Rep.
F	
Fabulous Dorseys	UA
Fabulous Joe	UA
Fabulous Suzanne	Rep.
Faithful in My Fashion	MGM
Falcon's Adventure	RKO
Fall Guy	Mono.
Fangs of the Wild	Astor
Fanny By Gaslight	UA
Farmer's Daughter	RKO
Fear in the Night	Para.
Fiesta	MGM
Fighting Father Dunne	RKO
Flame, The	Rep.
Flight to Nowhere	SGF
Flying Dueces	Astor
Fool's Gold	UA
For the Love of Mary	U-I
For the Love of Rusty	Col.
Forever Amber	20th-Fox
Foxes of Harrow, The	20th-Fox

Title	Company
Framed	Col.
From This Day Forward	RKO
Front Page Scandal	Mono.
Fun and Fancy Free	RKO
Fun on a Weekend	UA
Fugitive	RKO
G	
Gallant Bess	MGM
Gallant Journey	Col.
Gangster, The	Allied
Gas House Kids	PRC
Gas House Kids Go West	PRC
Genius at Work	RKO
Gentleman Joe Palooka	Mono.
Gentleman from Arizona	Astor
Gentlemen's Agreement	20th-Fox
Ghost and Mrs. Muir	20th-Fox
Ghost Goes Wild	Rep.
G. I. War Brides	Rep.
Ginger	Mono.
God's Country	SGP
Golden Earrings	Para.
Good News	MGM
Great Expectations	Univ.
Great Waltz	MGM
Green Dolphin Street	MGM
Green Fingers	Misc.
Green for Danger	E-L
Green Grass of Wyoming	20th-Fox
Green Years	MGM
Guilt of Janet Ames	Col.
Guilty	Mono.
Gunfighters	Col.
H	
Hard Boiled Mahoney	Mono.
Hat Box Mystery	SG
Heartaches	PRC
Heart of Arizona	SGP
Heaven Only Knows	UA
Heldorado	Rep.
Henry the Fifth	UA
Her Adventurous Night	Univ.
Her Enlisted Man	Astor
Her Husband's Affairs	Col.
Her Sister's Secret	PRC
Here Comes Trouble	UA
High Barbaree	MGM
High Conquest	Mono.
High School Hero	Mono.
High Tide	Mono.
Hit Parade of 1947	Rep.
Holiday in Mexico	MGM
Hollywood Barn Dance	SG
Home in Oklahoma	Rep.
Homestretch	20th-Fox
Home Sweet Homicide	20th-Fox
Honeymoon	RKO
Hoppy's Holiday	UA
Housekeeper's Daughter	Favorite
How Dear to My Heart	RKO
Hucksters, The	MGM
Hue and Cry	Misc.
Humoresque	WB
Hungry Hill	Misc.
Hunted, The	Allied
I	
I Cover Big Town	Para.
I Cover the Waterfront	Astor
If I'm Lucky	20th-Fox
If Winter Comes	MGM
If You Knew Susie	RKO
I Know Where I'm Going	Univ.
Imagination	Univ.
Imperfect Lady	Para.
In Old Sacramento	Rep.
Indian Summer	RKO
Inner Circle	Rep.
International Lady	PRC
Intrigue	UA
Invisible Informer	Rep.
Invisible Wall, The	20th-Fox
I Remember Mama	RKO
I Stole a Million	Univ.
It Had to Be You	Col.
It Happened at the Inn	MGM
It Happened in Brooklyn	MGM
It Happened on Fifth Avenue	Allied
It's a Joke, Son	EL
It's a Wonderful Life	RKO
It's Great to Be Young	Col.
It's Moider	PRC
I'll Be Yours	Univ.
Ivan the Terrible	Misc.
I've Always Loved You	Rep.
Ivy	Univ.
I Walk Alone	Para.
I Wonder Who's Kissing Her Now	20th-Fox
J	
Jewels of Brandenburg	20th-Fox
Jimmy Steps Out	Astor
Johnny Frenchman	Univ.
Johnny O'Clock	Col.
Jolson Story	Col.
Journey Together	Misc.
Jungle Flight	Para.
Jungle Princess	Para.
K	
Keeper of the Bees	Col.
Key Witness	Col.
Kid Millions	FC
Killer at Large	PRC
Killer-Dill	SGP
Killer McCoy	MGM
Killers, The	Univ.
Kilroy Was Here	Mono.
King of the Wild Horses	Col.
Kings Row	WB
Kit Carson	PRC

METRO-GOLDWYN-MAYER (Continued)

Prod. No.			Run Time Mins.	Rel. Date	See Issue of
	COMING				
	Killer McCoy	M. Rooney-E. Taylor-B. Donlevy			
	Living in a Big Way (C-D)F	Gene Kelly-Marie MacDonald	104	June '47	b5/31/47
	Merton of the Movies	Red Skelton-Virginia O'Brien			a9/21/46
	On an Island With You *T	E. Williams-P. Lawford			
	Piccadilly Incident (D)A	Anne Neagle-Michael Wilding	100		b8/31/46
	Pirate, The *T	J. Garland-G. Kelly-W. Slezak			
	Romance of Rosy Ridge, The	V. Johnson-T. Mitchell-J. Leigh	105	Aug. '47	a9/21/46
	Song of Love	K. Hepburn-P. Henreid-R. Walker	105	Aug. '47	a2/1/47
	Song of the Thin Man	William Powell-Myrna Loy			
	Summer Holiday *T	Mickey Rooney-Gloria DeHaven			a9/7/46
	Tenth Avenue Angel	M. O'Brien-G. Murphy-P. Thaxter			a9/21/46
	The Kissing Bandit *T	Frank Sinatra-Kathryn Grayson			
	This Time For Keeps *T	F. Williams-L. Melchior			a9/7/46
	Unfinished Dance, The *T	Cyd Charisse-Margaret O'Brien			a9/7/46
	Virtuous	V. Johnson-J. Allyson			

MONOGRAM

	CURRENT 1945-1946				
531	Beauty and the Bandit (A-D)F	Gilbert Roland-Ramsay Ames	71	11/9/46	b1/13/47
520	Below the Deadline (D)A	Warren Douglas-Ramsay Ames	65	8/3/46	b10/5/46
517	High School Hero (C)F	F. Stewart-June Preisser	69	9/7/46	b8/24/46
525	Missing Lady (My)F	Kane Richmond-Barbara Reed	59	8/17/46	b1/11/47
512	Spookbusters (CD)F	Leo Gorcey-The Bowery Boys	68	8/24/46	b8/24/46
	CURRENT 1946-'47				
604	Bringing Up Father (C)F	Joe Yule-Renie Riano	68	11/23/46	b10/19/46
603	Dangerous Money (My)F	Sidney Toler-Victor Sen Yung	66	10/12/46	b10/12/46
601	Decoy (D)A	Jean Gillie-Edward Norris	76	9/14/46	b9/14/46
613	Fall Guy (My)A	Cliff Penn-Teala Loring	64	3/15/47	b3/8/47
602	Gentleman Joe Palooka (C)F	Joe Kirkwood-Elyse Knox	72	10/5/46	b10/5/46
609	Ginger	Frank Albertson-Barbara Reed	67	1/4/37	a9/28/46
614	Guilty, The (My)A	Bonita Granville-Don Castle	71	3/22/47	b3/22/47
616	Hard Boiled Mahoney	L. Gorcey-Bowery Boys	63	5/10/47	a3/22/47
620	High Conquest (D)A	A. Lee-G. Roland-W. Douglas	83	6/21/47	b3/15/47
608	Mr. Hex (CD)F	L. Gorcey-H. Hall	63	12/7/46	b12/14/46
610	Riding the California Trail	Gilbert Roland-Teala Loring	61	1/11/47	a10/26/46
618	Sarge Goes to College (C)F	A. Hale, Jr.-F. Stewart-J. Preisser	63	5/17/47	b5/10/47
699	Suspense (D)A	Belita-Barry Sullivan-E. Pallette	101	6/5/46	b3/20/46
606	Sweetheart of Sigma Chi (M)F	Elyse Knox-P. Regan-P. Brito	75	12/21/46	b11/30/46
607	Trap, The (My)F	Sidney Toler-Victor Sen Yung	69	11/30/46	b1/11/47
611	Vacation Days (D-M)F	F. Stewart-J. Preisser	66	1/25/47	b4/5/47
615	Violence (D)A	Nancy Coleman-M. O'Shea	72	4/12/47	b4/12/47
	COMING				
	A Guy Named Joe Palooka	Joe Kirkwood, Jr.-Elyse Knox		8/16/47	
	Dillinger	Lawrence Tierney-Anne Jeffreys			Reissue
	High Tide	Lee Tracy-D. Castle-A. Shaw			a5/31/47
621	Kilroy Was Here	J. Cooper-J. Coogan-W. McKay	68	7/15/47	a5/31/47
	Louisiana	Jimmie Davis-Margaret Lindsay			a5/31/47
	Mutiny in the Big House	Charles Bickford-Barton McLane			Reissue
622	Newshounds	Bowery Boys-Leo Gorcey	68	7/12/47	
617	Queen of the Yukon	Charles Bickford-Irene Rich		5/31/47	Reissue
	Robin Hood of Monterey	Gilbert Roland-Evelyn Brent		7/26/47	
619	Wolf Call	John Carroll-Movita	62	6/7/47	Reissue
	Westerns (Current)				
671	Land of the Lawless (W)F	J. M. Brown-R. Hatton-J. Harrison	59	4/15/47	b5/31/47
564	Raiders of the South (W-M)F	J. H. Brown-Raymond Hatton	85	1/18/47	b2/22/47
683	Rainbow Over the Rockies (W-M)F	J. Wakely-"Lasses" White	56	2/6/47	b3/1/47
612	Silver Stallion	David Sharpe-Leroy Mason	59	12/14/46	Reissue
684	Six Gun Serenade	Jimmy Wakely-"Lasses" White	55	4/5/47	
681	Song of the Sierras (M-W)F	J. Wakely-"Lasses" White	56	12/28/46	b1/25/47
676	Trailing Danger	J. M. Brown-R. Hatton	58	3/29/47	
675	Valley of Fear (W)F	J. M. Brown-R. Hatton	57	2/15/47	b4/19/47
	Westerns (Coming)				
677	Code of the Saddle	J. M. Brown-R. Hatton		6/25/47	
672	Law Comes to Gunsight, The	J. M. Brown-R. Hatton	56	5/24/47	
682	Song of the Wasteland	J. Wakely-"Lasses" White	58	6/31/47	

PARAMOUNT

Block No.					
	Current 1945-46				
	Jungle Princess, The	Dorothy Lamour-Ray Milland	84	9/1/46	Reissue
6	Monsier Beaucaire (C)F	Bob Hope-Joan Caulfield	93	8/30/46	b5/18/46
	Plainsman, The	Gary Cooper-Jean Arthur	113	9/1/46	Reissue
6	Searching Wind, The (D)A	R. Young-A. Richards-S. Sidney	105	8/9/46	b5/11/46
6	Strange Love of Martha Ivers, The (D)A	B. Stanwyck-V. Heflin-L. Scott	116	9/13/46	b3/16/46
6	Swamp Fire (D)A	Johnny Weissmuller-Viriginia Grey	69	9/6/46	b5/11/46
	CURRENT 1946-'47				
	Blaze of Noon (D)A	A. Baxter-W. Holden-S. Tufts	90	5/2/47	b3/8/47
	Blue Skies *T (M)F	Bing Crosby-F. Astaire	104	12/27/46	b9/23/46
	California *T (WD)	Ray Milliland-B. Stanwyck	93	2/21/47	b12/21/47
	Cross My Heart (C-M)F	Betty Hutton-Sonny Tufts	83	1/10/47	b11/23/46
	Easy Come, Easy Go (C)F	D. Lynn-S. Tufts-Virginia Field	78	3/7/47	b2/8/47
	Fear in The Night (D)A	DeForest Kelley-Kay Scott	72	4/18/47	b2/22/47
	Imperfect Lady (D)A	R. Milland-T. Wright-V. Field	97	4/25/47	b3/15/47
	Ladies Man (C-M)F	Eddie Bracken-Virginia Field	90	2/7/47	b1/11/47
	My Favorite Brunette	Bop Hope-Dorothy Lamour	87	4/4/47	a8/24/46
	Pefect Marriage, The (C-D)A	L. Young-D. Niven-V. Field	87	1/24/47	b11/23/46
	Seven Were Saved	Richard Denning-Catharine Craig	73	3/28/47	a5/25/46
	Suddenly It's Spring (C)A	F. MacMurray-P. Goddard	87	3/21/47	b2/15/47
	Two Years Before the Mast (D)A	Donlevy-Ladd-Bendix	93	11/22/46	b8/24/46
	COMING				
	Albuquerque	Randolph Scott-Barbara Britton			a3/15/47
	Big Clock, The (M)	R. Milland-M. O'Sullivan-C. Laughton			a5/17/47
	Big Town	Philip Reed-Hillary Brooke	60	5/23/47	a2/9/47
	Big Town After Dark	Philip Reed-Hillary Brooke			
	Big Town Scandal	Phillip Reed-Hillary Brooke			
	Calcutta (My)A	A. Ladd-G. Russell-W. Bendix	83	5/30/47	b3/19/47
	Danger Street (My)A	J. Withers-R. Lowery	66	6/20/47	b3/1/47
	Dear Ruth (C)A	J. Caulfield-W. Holden-E. Arnold	95	7/18/47	b5/31/47

PARAMOUNT (Continued)

COMING		Run Time	Rel. Date	See Issue of
Desert Fury *T	Lizabeth Scott-John Hodiak	95	8/15/47	
Dream Girl (C-D)	B. Hutton-M. Carey-V. Field			a6/7/47
Emperor Waltz, The *T	Bing Crosby-Joan Fontaine			a7/13/46
Golden Earrings	Marlene Dietrich-Ray Milland			a9/28/46
I Cover Big Town (My)A	Philip Reed-Hilary Brooke	63		b3/1/47
I Walk Alone	B. Lancaster-Kirk Douglas			a3/1/47
Jungle Flight (D)F	Robert Lowery-Ann Savage	60		b3/1/47
Perils of Pauline *T (CS)F	B. Hutton-J. Lund	92	7/4/47	b5/31/47
Road to Rio	B. Crosby-B. Hope-D. Lamour			a2/1/47
Saigon	Alan Ladd-Veronica Lake-Douglas Dick			a1/4/47
Shaggy *C	B. Joyce-G. Nokes-R. Shayne			
Trouble With Women, The (C)A	T. Wright-B. Donlevy-R. Milland	80	6/27/47	b5/24/47
Unconquered *T	Gary Cooper-Paulette Goddard			a9/28/46
Variety Girl	Mary Hatcher-DeForest Kelley			a11/23/46
Welcome Stranger (CD)F	B. Crosby-B. Fitzgerald	106		b5/3/47
Where There's Life	B. Hope-S. Hasso-W. Bendix			a5/25/46
Whispering Smith *T	A. Ladd-B. Marshall-R. Preston			
Wild Harvest	A. Ladd-D. Lamour-R. Preston			a11/2/46

PRC

CURRENT 1945-1946

Accomplice (My)A	Richard Arlen-Veda Ann Borg	68	9/29/46	b9/28/46
Big Fix, The (D)A	Noreen Nash-Shelia Ryan	61	4/19/47	b5/10/47
Blonde for a Day (C)F	H. Beaumont-Kathryn Adams	67	8/29/46	b8/3/46
Born to Speed (D)F	Johnny Sands-Terry Austin	65	1/12/47	b1/25/47
Down Missouri Way (M)F	Martha O'Driscoll-William Wright	74	8/15/46	b7/13/46
Her Sister's Secret (D)A	N. Coleman-P. Reed-M. Lindsay	83	9/23/46	b9/14/46
Secrets of a Sorority Girl (D)A	Mary Ware-Rick Vallin	58	8/1/46	b8/24/46
Strange Holiday (D)F	Claude Rains-Martin Kosleck	57	9/2/46	b10/27/45

CURRENT 1946-'47

Brute Man, The (H)A	Tom Neal-Jane Adams	58	10/1/46	b10/26/46
Devil on Wheels, The (D)F	D. Hickman-J. Ford-J. Cardwell	67	3/2/47	b1/25/46
Don Ricardo Returns	Isabelita-Fred Coby		11/5/46	a9/21/46
Gas House Kids Go West	C. Williams-J. Shelton-A. Switzer		10/28/46	
Kit Carson	D. Andrews-L. Bari-J. Hall	97	3/22/47	
Lady Chaser	Ann Savage-Robert Lowery	60	11/25/46	
Last of the Mohicans	R. Scott-B. Barnes-H. Wilcoxen	94	3/22/47	Reissue
Lighthouse	J. Lang-D. Castle-J. Litel	64	1/10/47	a10/19/46
Philo Vance Returns (My)F	W. Wright-R. Ames-I. Adrian	64	4/14/47	b4/26/47
Philo Vance's Gamble (My)A	Alan Curtis-Frank Jenks-Terry Austin	60	4/12/47	b4/26/47
Philo Vance Secret Mission	Alan Curtis-Sheila Ryan		3/20/47	
Return of Rin-Tin-Tin *V	D. Woods-B. Blake-C. Drake		2/20/47	
Three on a Ticket (My)F	Hugh Beaumont-Cheryl Walker	64	4/5/47	b4/5/47
Untamed Fury (D)A	Mikel Conrad-Gaylord Pendleton	61	3/22/47	b3/29/47
Wild West *C (W)F	Eddie Dean-Roscoe Ates	73	12/1/46	b11/30/46

COMING

Bury Me Dead (My)	M. Daniels-G. McClure-C. O'Donnell			a6/7/47
Corsican Brothers	D. Fairbanks Jr.-Tamiroff-Warrick	111	5/24/47	Reissue
Heartaches	H. Ryan-C. Wills		6/28/47	
International Lady	G. Brent-I. Massey-B. Rathbone	102	5/24/47	Reissue
It's Moider	Alfalfa Switzer-Gas House Kids			
Killer at Large	Anabel Shaw-Robert Lowery	63	5/31/47	
Man Wanted	Anabel Shaw-Robert Lowery			
Philo Vance's Peril	W. Wright-L. Balasco-R. Ames			b1/25/47
Silent Voice	Sheila Ryan-Edward Norris			a4/26/47
Stepchild	B. Joyce-D. Woods	70	6/7/47	a3/22/47
Tomorrow You Die	J. Ireland-S. Ryan-H. Beaumont			
Too Many Winners (M-My)	H. Beaumont-T. Marshall-R. Dunn	60		b6/7/47

Westerns (Current)

Code of the Plains	Buster Crabbe-Al St. John	36	4/26/47	Reissue
Frontier Fighters	B. Crabbe-Al St. John-M. Manners	41	4/26/47	Reissue
Law of the Lash (W)F	Al LaRue-Al St. John	53	2/28/47	b3/1/47
Panhandle Trail	Buster Crabbe-Al St. John	40	4/26/47	Reissue
Prairie Rustlers (W)F	Buster Crabbe-Al St. John	54	11/7/45	b8/10/46
Raiders of Red Rock	B. Crabbe-Al St. John	38	4/26/47	
Range Beyond the Blue (W-M)F	Eddie Dean	53	3/17/47	
Shootin' Irons	Jim Newhill-Tex O'Brien	40	4/26/47	Reissue
Thundergap Outlaws	Tex O'Brien-Jim Newhill	38	4/26/47	Reissue
Wild Country (W)F	Eddie Dean	55	1/17/47	b2/1/47
Wild West	E. Dean-A. Ates	59	12/1/46	

Westerns (Coming)

Black Hills	Eddie Dean-Roscoe Ates			
Border Feud (W)F	Lash LaRue-Al St. John	53	5/10/47	b5/24/47
Ghost Town Renegades	Lash LaRue-Fuzzy St. John-J. Holt			
Gun Fighter	Lash LaRue-Al St. John-Mary Scott			a12/18/46
Pioneer Justice	Lash LaRue-Fuzzy St. John-J. Holt		6/28/47	
Return of the Lash	Lash LaRue-Al St. John			
Shadow Valley	Eddie Dean-Roscoe Ates			

RKO-RADIO

Block No.	CURRENT 1946-'47		Trade Shown	
5	A Likely Story (C)F	Bill Williams-Barbara Hale	88 May	b4/19/47
5	Banjo (C-D)F	S. Moffet-J. White-W. Reed	67 May	b4/19/47
4	Beat the Band (M)F	Frances Langford-Gene Krupa	67 Feb.	b3/1/47
Sp.	Best Years of Our Lives, The (D)A	D. Andrews-M. Loy-F. March	172 Dec.	b11/23/46
5	Born to Kill (D)A	C. Trevor-L. Tierney-W. Slezak	91 April	b4/19/47
2	Child of Divorce (D)A	Sharyn Moffett-Regis Toomey	62 Oct.	b10/19/46
4	Code of the West	James Warren-John Laurenz	57 Feb.	a8/10/46
3	Crack-Up (D)A	P. O'Brien-C. Trevor-H. Marshall	93 June	b6/15/46
2	Criminal Court (My)A	T. Conway-M. O'Driscoll	62 Aug.	b8/10/46
6	Desperate (G)A	Steve Brodie-Audrey Long	73	b5/17/47

Title	Company
L	
Ladies Man	Para.
Lady from Shanghai, The	Col.
Lady in the Lake	MGM
Lady Chaser	PRC
Last Crooked Mile	Rep.
Last of the Mohicans	PRC
Last of the Redmen	Col.
Late George Apley	20th-Fox
Laughing Lady	Misc.
Let 'Em Have It	Astor
Les Miserables	20th-Fox
Les Miserables	Misc.
Life With Father	WB
Lighthouse	PRC
Little Iodine	UA
Little Men	Astor
Litle Miss Big	Univ.
Little Miss Broadway	Col.
Little Mister Jim	MGM
Living in a Big Way	MGM
Locket, The	RKO
Lone Wolf in London	Col.
Lone Wolf in Mexico	Col.
Long Night	RKO
Lost Honeymoon	EL
Lost Moment's, The	Univ.
Louisiana	Mono.
Love and Learn	WB
Love at First Sight	WB
Love from a Stranger	EL
Love Laughs at Andy Hardy	MGM
Love on the Dole	Misc.
Lured	UA
M	
Macomber Affair	UA
Magic Bow	Univ.
Magic Town	RKO
Magnificent Doll	Univ.
Magnificent Obsession	Univ.
Magnificent Rogue	Rep.
Man About Town	RKO
Man from Colorado, The	Col.
Man from Morocco	Misc.
Man Wanted	PRC
Man Within, The	Misc.
Marauders, The	UA
Margie	20th-Fox
Mary Hagen	WB
Meet Me at Dawn	20th-Fox
Memory of Love	RKO
Men of Two Worlds	Misc.
Merton of the Movies	MGM
Michigan Kid	Univ.
Mighty McGurk, The	MGM
Millerson Case, The	Col.
Millie's Daughter	Col.
Miracle on 34th St.	20th-Fox
Mising Lady	Mono.
Mr. Ace	UA
Mr. District Attorney	Col.
Mr. Hex	Mono.
Monsieur Beaucaire	Para.
Monsieur Verdoux	UA
Moss Rose	20th-Fox
Mourning Becomes Electra	RKO
Mother Wore Tights	20th-Fox
Mutiny in the Big House	Mono.
My Brother Talks to Horses	MGM
My Dog Shep	SGP
My Darling Clementine	20th-Fox
My Favorite Brunette	Para.
My Heart Goes Crazy	Univ.
My Wild Irish Rose	WB
N	
'Neath Canadian Skies	SGP
Never Say Goodbye	WB
New Orleans	UA
Newshounds	Mono.
Nicholas Nickelby	Misc.
Night and Day	WB
Nightmare Alley	20th-Fox
Night Unto Night	WB
Nobody Lives Forever	WB
Nocturne	RKO
No Leave, No Love	MGM
Nora Prentiss	WB
North of the Border	SGP
North Star	FC
Northwest Outpost	Rep.
Notorious	RKO
Notorious Gentleman	Univ.
Notorious Lone Wolf	Col.
O	
Odd Man Out	Univ.
Of Mice and Men	Favorite
Off to Buffalo	20th-Fox
Oh Say Can You Sing	Univ.
On an Island With You	MGM
One Hundred Men And A Girl	Univ.
One Million B.C.	Favorite
One Romantic Night	Astor
On the Old Spanish Trail	Rep.
Other Love	UA
Out California Way	Rep.
Out of the Blue	EL
Out of the Past	RKO
Outlaw	UA
Overlanders, The	Univ.
P	
Pacific Adventure	Colo.
Palmy Days	FC
Paradine Case	Selznick
Partners of the Plains	SGP
Perfect Marriage	Para.
Perils of Pauline	Para.
Personality Kid	Col.
Philo Vance's Gamble	PRC
Philo Vance Returns	PRC

Title	Company
Philo Vance's Peril	PRC
Philo Vance's Secret Mission	PRC
Piccadilly Incident	MGM
Pilgrim Lady	Rep.
Pirates, The	MGM
Pirates of Monterey	Univ.
Plainsman	Para.
Plainsman and the Lady	Rep.
Portrait of Jennie	SRO
Possessed	WB
Prince of Thieves	Col.
Prison Story	RKO
Private Affairs of Bel Ami	UA
Pursued	WB

Q

Queen of the Amazons	SGP
Queen of the Yukon	Mono.

R

Rage in Heaven	MGM
Raider	Misc.
Ramrod	UA
Razor's Edge	20th-Fox
Red House	UA
Red Pony, The	Rep.
Red Stallion	EL
Relentless	Col.
Renegade Girl	SGP
Repeat Performance	EL
Resistance	Misc.
Return of Monte Cristo	Col.
Return of Rin-Tin-Tin	PRC
Return of the Badmen	RKO
Return of the Scarlet Pimpernel	FC
Ride the Pink Horse	Univ.
Riding the California Trail	Mono.
Riff-Raff	RKO
Road to Rio	Para.
Road Show	Favorite
Robin Hood of Monterey	Mono.
Rolling Home	SGP
Roll on Texas Moon	Rep.
Romance in High C	WB
Romance of Rosy Ridge, The	MGM
Root of All Evil	Misc.
Roses Are Red	20th-Fox
Rupert of Hentzau	SRO
Rustlers Valley	SGP
Runaround	Univ.

S

Saigon	Para
San Demetrio, London	20th-Fox
San Quentin	RKO
St. Francis of Assisi	Misc.
Sarge Goes to College	Mono.
Scared to Death	SGP
Scarface	Astor
Scarlet Pimpernel, The	FC
School for Danger	Misc.
School for Secrets	Misc.
Scudda Hoo, Scudda Hay	20th-Fox
Sea Bandits	Favorite
Sea Hawk, The	WB
Sea of Grass	MGM
Sea Wolf, The	WB
Searching Wind	Para.
Second Chance	20th-Fox
Second Chorus	Astor
Secret Beyond the Door, The	U-I
Secret Heart, The	MGM
Secret Life of Walter Mitty	RKO
Secrets of Sorority Girl	PRC
Secrets of the Whistler	Col.
Seven Keys to Baldpate	RKO
Seven Were Saved	Para.
Shadow of a Woman	WB
Shadowed	Col.
Shadows Over Chinatown	Mono.
Shaggy	Para.
Shocking Miss Pilgrim	20th-Fox
Show-Off	MGM
Shoot to Kill	Screen Guild
Silent Voice	PRC
Silver Devil	Astor
Silver River	WB
Sinbad the Sailor	RKO
Singapore	Univ.
Singin' In the Corn	Col.
Sin of Harold Diddlebock	UA
Sky Devils	Astor
Slave Girl	Univ.
Sleep, My Love	UA
Slightly Scandalous	Univ.
Smash-Up	Univ.
Smoky River Serenade	Col.
So Dark the Night	Col
So in Love	SRO
Something in the Wind	Univ.
Son of Rusty	Col.
Song of Love	MGM
Song of My Heart	Allied
Song of Scheherazade	Univ.
Song of the South	RKO
Song of the Thin Man	MGM
So Well Remembered	RKO
Spoilers of the North	Rep.
Spook Busters	Mono.
Sport of Kings	Col.
Springtime in the Sierras	Rep.
Stanrway to Heaven	Univ.
Stallion Road	WB
Stampede	UA
Stanley & Livingcston	20th-Fox
Stella Dallas	FC
Step-Child	PRC
Stork Bites Man	UA
Story of the Pope, The	Misc.
Strange Holiday	PRC
Strange Journey	20th-Fox
Strange Love of Martha Ivers	Para.
Strange Woman	UA
Stranger, The	RKO
Suddenly It's Spring	Para

RKO-RADIO (Continued)

CURRENT 1946-'47

Block No.			Run Time Mins.	Trade Shown	See Issue of
4	Devil Thumbs a Ride, The (D)A	Lawrence Tierney-N. Leslie	62	Feb.	b3/1/47
6	Dick Tracy's Dilemma (M)A	Ralph Byrd-Kay Christopher	60	June	b5/17/47
3	Dick Tracy vs. Cueball (D)F	Morgan Conway-Anne Jeffreys	62	Dec.	b11/9/46
3	Falcon's Adventure (D)F	Tom Conway-Madge Meredith	61	Dec.	b12/14/46
4	Farmer's Daughter, The (C-D)A	L. Young-J. Cotten-E. Barrymore	97	Feb.	b2/22/47
4	From This Day Forward (D)A	J. Fontaine-M. Stevens-A. Judge	95	Mar.	b3/2/46
2	Genius at Work (C)F	A. Carney-W. Brown-A. Jeffreys	61	July	b8/3/46
5	Honeymoon (C)F	S. Temple-F. Tone-G. Madison	74	June	b5/19/47
Sp.	It's a Wonderful Life (D)	J. Stewart-D. Reed-L. Barrymore	128	Dec.	b12/21/46
3	Locket, The (D)	Laraine Day-B. Aherne	86	Dec.	b12/21/46
Sp.	Long Night, The (D)A	Henry Fonda-Barbara Bel Geddes	96	May	b5/31/47
2	Nocturne (D)A	George Raft-Lynn Bari	85	Oct.	b10/19/46
Sp.	Notorious (My-D)A	Cary Grant-Ingrid Bergman	101	July	b7/27/46
3	San Quentin (D)A	L. Tierney-M. Carr-B. MacLane	66	Dec.	b12/7/46
Sp.	Sinbad the Sailor T (F)F	D. Fairbanks, Jr.-M. O'Hara	117	Jan.	b1/18/47
Sp.	Song of the South *T (D-M)F	Luana Patten-Bobby Driscoll	95	Nov.	b11/2/46
Sp.	Stranger, The (D)F	Ed. G. Robinson-L. Young-O. Welles	95	June	b6/25/46
5	Tarzan and the Huntress (D)F	J. Weismuller-B. Joyce	70	April	a3/22/47
6	They Won't Believe Me (D)A	Robert Young-Susan Hayward	95		b5/17/47
6	Thunder Mountain (W)F	T. Holt-R. Martin-M. Hyer	60		b5/17/47
4	Trail Street (W)F	R. Scott-R. Ryan-A. Jeffreys	83	Mar.	a3/1/47
3	Vacation in Reno (C)F	Jack Haley-Anne Jeffreys	60	Oct.	b10/12/46
6	Woman on the Beach, The (D)A	J. Bennett-R. Ryan-C. Bickford	71		b5/17/47

COMING

	Bachelor and the Bobby-Soxer (C)F	G. Grant-M. Ley-S. Temple	95		b6/7/47
Sp.	Bishop's Wife, The	G. Grant-T. Wright-D. Niven			
	Crossfire	R. Young-R. Mitchum-G. Grahame			
	Dick Tracy vs. the Gruesome Gang	R. Byrd-B. Karloff-A. Gwynne			
	Fighting Father Dunne	P. O'Brien-M. Dell-D. Hickman			
Sp.	Fun and Fancy Free	E. Bergen-D. Shore			
	Fugitive, The	Henry Fonda-Dolores Del Rio			
	How Dear to My Heart *T	Luana Patten-Bobby Driscoll			
	If You Knew Susie	E. Cantor-J. Davis-A. Joslyn			
	Indian Summer	A. Knox-A. Sothern-G. Tobias			
	I Remember Mama	I. Dunne-B. Bel Geddes-O. Homolka			
Sp.	Magic Town	James Stewart-Jane Wyman			
	Man About Town	Maurice Chevalier			
	Memory of Love	D. Andrews-M. Oberon-E. Barrymore			
Sp.	Mourning Becomes Electra	R. Russell-K. Paxinou-R. Massey			
	Out of the Past	Robert Mitchum-Jane Greer			a2/1/47
	Return of the Badmen	Randolph Scott-Jacqueline White			
Sp.	Riff-Raff (M)A	Pat O'Brien-Anne Jeffreys	80		b6/7/47
	Secret Life of Walter Mitty, The *T	D. Kaye-V. Mayo-F. Bainter			a9/7/46
	Seven Keys to Baldpate (M)A	Phillip Terry-Jacqueline White	68		b6/7/47
	So Well Remembered	M. Scott-J. Mills			
	Tycoon *T	John Wayne-Laraine Day			
	Under the Tonto Rim (W)F	T. Holt-N. Leslie-R. Martin	61		b6/7/47

REPUBLIC

Current 1945-46

Prod. No.			Run Time Mins.	Trade Shown	See Issue of
520	Earl Carroll Sketchbook (M)F	C. Moore-W. Marshall	90	8/22/46	b8/17/46
528	G. I. War Brides (C)F	Anna Lee-James Ellison	69	8/12/46	b8/10/46
543	Heldorado (WM)F	Roy Rogers-Dale Evans-"Gabby" Hayes	70	12/15/46	b12/23/46
5542	Home in Oklahoma (W-M)F	R. Rogers-G. Hayes-D. Evans	72	11/8/46	b11/2/46
526	Inner Circle (My)F	Adele Mara-William Frawley	65	8/7/46	b12/7/46
529	Invisible Informer (My)A	Linda Sterling-William Henry	57	8/19/46	b8/24/46
527	Last Crooked Mile, The (My)A	D. Barry-A. Savage-T. Powers	67	8/9/46	b8/17/46
5503	Out California Way *U (WM)F	Monte Hale-Adrian Booth	67	12/5/46	b12/14/46
532	Plainsman and the Lady (W)F	W. Elliott-V. Ralston-G. Patrick	82	11/15/46	b11/9/46
542	Roll on Texas Moon (W-M)F	R. Rodgers-G. Hayes-Dale Evans	68	9/12/46	b9/14/46
533	That Brennan Girl (D)A	James Dunn-Mona Freeman	95	12/23/46	b11/16/46
541	Under Nevada Skies (W)F	R. Rogers-Dale Evans	69	8/26/46	b8/31/46

CURRENT 1946-'47

603	Affairs of Geraldine (C-D)F	Jane Withers-Jimmy Lydon	68	11/18/46	b10/26/46
608	Angel and the Badman (W)F	J. Wayne-G. Russell-I. Rich	100	2/15/46	b2/15/46
641	Apache Rose *U (W-M)F	Roy Rogers-Dale Evans	75	2/15/46	b3/22/47
642	Belles of San Angelo *U (W)	R. Rogers-D. Evans	71	5/15/47	b5/24/47
607	Calendar Girl (M)F	J. Frazee-W. Marshall	88	1/31/47	b2/8/47
604	Fabulous Suzanne (C)	Barbara Britton-Rudy Vallee	71	12/15/46	b12/21/46
605	Ghost Goes Wild, The (C)F	James Ellison-Anne Gwynne	66	3/8/47	b4/5/47
610	Hit Parade of 1947 (M)	E. Albert-C. Moore-J. Edwards	90	3/22/47	b5/3/47
601	I've Always Loved You *T (DM)F	Catherine McLeod-Philip Dorn	117	12/2/46	b8/31/46
606	Magnificent Rogue, The (C-D)A	L. Robert-W. Douglas	74	2/15/47	b11/23/46
602	Pilgrim Lady, The (C-D)A	Warren Douglas-Lynne Roberts	67	1/22/46	b1/25/47
612	Spoilers of the North (D)A	Paul Kelly-Evelyn Ankers	66	4/24/47	b5/10/47
611	Yankee Fakir (C)F	D. Frawley-J. Woodbury-C. Bevans	71	4/1/47	b4/12/47

COMING

	Backfire	A. Dekker-L. Stirling-C. Drake			
	Bill and Coo	George Burton's Birds			
	Blackmail	W. Marshall-A. Mara-S. Bachelor			
	Driftwood	Wood-Brennan-Warrick-Jagger			
	Exposed	Adele Mara-Robert Scott			
	Flame, The	John Carroll-Vera Ralston			
615	Northwest Outpost (O)F	Nelson Eddy-Ilona Massey	91	6/25/47	b5/10/47
	On the Old Spanish Trail *U	R. Rogers-T. Guizar-J. Frazee			
	Red Pony, The *T	M. Loy-R. Mitchum-L. Calhern			
	Springtime in the Sierras *U	Roy Rogers-Jane Frazee-Andy Devine			
609	That's My Gal *U (M)A	L. Roberts-D. Barry	66	5/15/47	b5/31/47
613	That's My Man (D)A	D. Ameche-C. McLeod	99	6/1/47	b4/12/47
	The Trespasser (D)	J. Martin-W. Douglas			a5/24/47
616	Web of Danger	A. Mara-B. Kennedy	58	6/10/47	a11/16/46
614	Winter Wonderland (C-R)A	L. Roberts-C. Drake	71	5/17/47	b5/31/47
	Wyoming	B. Elliott-V. Ralston			a3/8/47

Westerns (Current)

553	Cherokee Flash (W)F	Sunset Carson-Linda Stirling	55	12/13/46	a3/2/46
664	Homesteaders of Paradise Valley (W)F	Allan Lane-Bobby Blake	58	4/1/47	b4/12/47
5504	Last Frontier Uprising *U (W-M)F	Monte Hale-Adrian Booth	65	2/1/47	b4/12/47
558	Rio Grande Raiders	Sunset Carson-Linda Stirling	56	9/9/46	
661	Santa Fe Uprising (W)F	Allan Lane-Bobby Blake	57	11/15/46	b4/26/47

REPUBLIC (Continued)

Prod. No.			Run Time Mins.	Rel. Date	See Issue of
	COMING				
581	**Sioux City Sue (W)F**	Gene Autry-Lynne Roberts	69	11/21/46	b11/30/46
562	**Stagecoach to Denver (W)F**	Allan Lane-Bobby Blake	56	12/23/46	b1/4/47
582	**Trail to San Antone (W)F**	Gene Autry-Peggy Stewart	57	1/25/47	b2/1/47
583	**Twilight on the Rio Grande (W)F**	G. Autry-S. Holloway-Cass County Boys	71	4/1/47	b4/19/47
563	**Vigilantes of Boomtown (W)F**	Allan Lane-Bobby Blake	56	2/15/47	b2/15/47
	Westerns (Coming)				
	Along the Oregon Trail *U	Monte Hale-Adrian Booth			
	Marshall of Cripple Creek	Allan Lane-Bobby Blake			
	Oregon Trail Scouts (W)F	Allan Lane-Bobby Blake	58	5/15/47	b5/24/47
	Robin Hood of Texas	Gene Autry-Lynn Roberts-Adele Mara			
566	Rustlers of Devil's Canyon	Allan Lane-Bobby Blake	58	7/1/47	
584	Saddle Pals	G. Autry-L. Roberts	72	6/15/47	
	Wild Frontier, The	Allan Lane-Jack Holt			

SCREEN GUILD PRODUCTIONS

	CURRENT				
C12	**Bar 20 Justice**	Wm. Boyd-R. Hayden-G. Hayes	65	7/19/47	Reissue
614	**Bells of San Fernando (D)F**	Donald Woods-Gloria Warren	69	4/5/47	b4/5/47
613	**Buffalo Bill Rides Again (W)F**	Richard Arlen-Jennifer Holt	66	4/19/47	b4/5/47
616	**Bush Pilot**	R. Hudson-J. LaRue-A. Willis	60	6/7/47	
C10	**Cassidy of Bar 20**	Wm. Boyd-H. Clark-R. Hayden	59	5/10/47	Reissue
605	**Flight to Nowhere**	E. Ankers-A. Curtis	75	8/15/46	a5/13/46
C11	**Heart of Arizona**	Wm. Boyd-G. Hayes-R. Hayden	68	6/14/47	Reissue
609	**My Dog Shep**	Flame (dog)-Tom Neal	60	12/1/46	
606	**'Neath Canadian Skies**	R. Hayden-I. Cooper-L. Talbot	41	8/15/46	b8/24/46
610	**North of the Border**	R. Hayden-I. Cooper	46	10/1/46	a8/24/46
C09	**Partners of the Plains**	Wm. Boyd-H. Clark-R. Hayden	71	4/26/47	Reissue
611	**Queen of the Amazons (D)A**	Patricia Morison-Robert Lowery	62	1/15/47	b3/29/47
612	**Renegade Girl (D)F**	Alan Curtis-Ann Savage-Jack Holt	65	12/25/46	b3/29/47
607	**Rolling Home (D)F**	J. Parker-R. Hayden-P. Blake	67	9/20/46	b2/8/47
C07	**Rustlers Valley**	Wm. Boyd-G. Hayes-R. Hayden	60	3/15/47	Reissue
608	**Scared to Death *C**	B. Lugosi-J. Compton	65	5/13/47	
615	**Shoot to Kill (D)A**	R. Wade-E. MacDonald-S. Walters	60	5/17/47	b4/12/47
C08	**Texas Trail**	Wm. Boyd-R. Hayden-G. Hayes	59	4/12/47	Reissue
	COMING				
	Burning Cross, The	Hank Daniels-Virginia Patton			
	Case of the Baby Sitter, The	Tom Neal-A. Jenkins-P. Blake	40	7/26/47	
	Hat Box Mystery	T. Neale-A. Jenkins-V. Sale	40	7/15/47	
	Hollywood Barn Dance (C-D)F	E. Tubb-L. Talbott-H. Boyce	72	6/21/47	b6/7/47
	Killer Dill (CD)A	Anne Gwynne-Frank Albertson	71	8/2/47	b5/17/47

SELZNICK RELEASING ORGANIZATION

	CURRENT				
	Duel in the Sun *T (WD)A	J. Jones-G. Peck-J. Cotten	138	4/17/47	b1/4/47
	COMING				
	Paradine Case, The	G. Peck-A. Todd-C. Laughton			
	Portrait of Jennie	J. Jones-J. Cotten			
	Rupert of Hentzau	Louis Jourdan-Valli			
	So in Love	Shirley Temple			

20TH-FOX

	CURRENT 1946-'47				
634	**Anne and the King of Siam (D)F**	I. Dunne-R. Harrison-L. Gargan	128	Aug.	b6/8/46
620	**Behind Green Lights (D)A**	Carole Landis-William Gargan	64	Feb.	b1/19/46
636	Black Beauty (D)F	Mona Freeman-Richard Denning	74	Sept.	b7/20/46
642	**Bowery, The**	Wallace Beery-Jackie Cooper	84	Oct.	Re-release
633	**Centennial Summer *T (M)F**	J. Crain-L. Darnell-C. Bennett	102	Aug.	b6/1/46
637	Claudia and David (D)F	Dorothy McGuire-Robert Young	78	Sept.	b7/27/46
648	**Dangerous Millions (D)F**	Kent Taylor-Dona Drake	69	Dec.	b12/7/46
635	**Deadline for Murder (My)A**	Sheila Ryan-Kent Taylor	65	Aug.	b6/22/46
640	Home Sweet Homicide (MyC)F	P. Ann Garner-R. Scott	90	Oct.	b7/20/46
638	**If I'm Lucky (M)F**	V. Blaine-P. Como-H. James	78	Sept.	b8/31/46
646	**Margie *T (C-D)F**	Jeanne Crain-Alan Young	93	Nov	b10/19/46
645	My Darling Clementine (W-D)F	H. Fonda-L. Darnell-V. Mature	97	Nov	b10/12/46
641	**Sun Valley Serenade**	Sonja Henie-John Payne	86	Sept.	Re-release
639	**Three Little Girls in Blue *T (M)F**	Haver-Blaine-G. Montgomery	90	Oct.	b9/7/46
649	Wake Up and Dream *T (M)F	John Payne-June Haver	92	Dec.	b11/30/46
644	**Wanted for Murder (D)A**	Eric Portman-Dulcie Gray	91	Nov.	b4/13/46
	CURRENT 1947-'48				
709	**Alexander's Ragtime Band**	T. Power-A. Faye-D. Ameche	106	Mar.	Re-release
711	**Backlash (My)A**	R. Travis-J. Rogers-L. Blake	66	Mar.	b3/22/47
706	Boomerang (D)A	Dana Andrews-Jane Wyatt	88	Feb.	b1/25/47
707	**Brasher Doubloon, The (My)A**	G. Montgomery-Nancy Guild	72	Feb.	b2/8/47
710	Carnival in Costa Rica *T (M)F	D. Haymes-C. Holm-C. Romero	96	April	b3/29/47
715	Ghost and Mrs. Muir, The (D)A	G. Tierney-R. Harrison-G. Sanders	104	May	b5/24/47
713	**Homestretch, The *T (D)A**	Maureen O'Hara-Cornel Wilde	99	May	b4/26/47
716	Jewels of Brandenburg (D)A	Richard Travis-Micheline Cheirel	64	May	b4/12/47
712	Late George Apley, The (D)A	Ronald Colman-Peggy Cummins	98	April	b2/3/47
704	**Les Miserables**	Fredric March-Chas. Laughton	109	Jan.	Re-release
718	Miracle on 34th St. (C)F	J. Payne-M. O'Hara	96	June	b5/10/47
701	**Razor's Edge, The (D)A**	T. Power-G. Tierney-J. Payne	146	Jan.	b11/23/46
714	San Demetrio, London (D)A	W. Fitzgerald-A. Young-R. Michael	76	April	b4/4/47
703	**Shocking Miss Pilgrim *T**	Betty Grable-Dick Haymes	85	Jan.	b1/4/47
705	**Stanley & Livingstone**	Spencer Tracy-Richard Green	101	Jan.	Re-release
708	**Strange Journey (D)F**	Paul Kelly-Osa Massen	67	Feb.	b9/14/46
702	**13 Rue Madeleine (D)**	Jams Cagney-Annabella	95	Jan.	b12/21/46
	COMING				
720	Bob, Son of Battle *T (D)F	P. A. Garner-L. McCallister	103	July	b6/7/47
	Captain from Castile *T	T. Power-J. Peters-C. Romero			
722	Crimson Key, The	Kent Taylor-Doris Dowling	76	July	
	Forever Amber *T	L. Darnell-C. Wilde-G. Sanders			
	Foxes of Harrow, The	R. Harrison-M. O'Hara-R. Haydn			
	Gentlemen's Agreement	G. Peck-D. McGuire-J. Garfield			
	Green Grass of Wyoming *T	P. Cummins-R. Arthur-C. Coburn			
	Invisible Wall, The	Don Castle-Virginia Christine			
	I Wonder Who's Kissing Her Now *T	June Haver-Mark Stevens			a9/14/46
721	Meet Me At Dawn (C-D)F	William Eythe-Hazel Court	99	July	
717	Moss Rose (M-D)A	V. Mature-P. Cummings-E. Barrymore	82	June	b5/24/47
	Mother Wore Tights *T	B. Grable-D. Dailey-P. A. Garner			a11/16/46
	Nightmare Alley	T. Power-J. Blondell-Helen Walker			
	Off to Buffalo *T	N. Guild-D. Dailey-C. Winninger			
	Roses Are Red	Don Castle-Peggy Knudsen			
	Scudda Hoo, Scudda Hay *T	J. Haver-L. McCallister-A. Revere			a5/17/47
	Second Chance	K. Taylor-Louise Currie-D. Hoey			
719	Western Union	Robert Young-Randolph Scott	95	June	Re-release

Title	*Company*
Susie Steps Out	UA
Summer Holiday	MGM
Sun Valley Serenade	20th-Fox
Suspense	Mono.
Swell Guy	Univ.
Sweet Genevieve	Col.
Sweetheart of Sigma Chi	Mono.
Swiss Family Robinson	Astor
Swordsman	Col.
T	
Tap Roots	Univ.
Tarzan and the Huntress	RKO
Temptation	Univ.
Temptation Harbour	Misc.
Tenth Avenue Angel	MGM
Texas Trail	SGP
That Brennan Girl	Rep.
That's My Gal	Rep.
That's My Man	Rep.
That Way with Women	WB
The Kising Bandit	MGM
The Man I Love	WB
There Goes My Heart	Favorite
The Last Round-Up	Col.
The Patient Vanishes	FC
The Time, the Place & the Girl	WB
They Made Me a Killer	Para.
They Passed This Way	UA
They Won't Believe Me	RKO
Thief of Bagdad	FC
Thieves' Holiday	UA
13 Rue Madeleine	20th-Fox
Thirteenth Hour	Col.
This Happy Breed	Univ.
This Time for Keeps	MGM
Thrill of Brazil	Col.
Three Little Girls in Blue	20th-Fox
Three on a Ticket	PRC
Three Wise Fools	MGM
Thunder in the City	Astor
Thunder Mountain	RKO
Till the Clouds Roll By	MGM
Time of Their Lives	Univ.
Time of Your Life	UA
Time Out of Mind	Univ.
Tom Brown's Schooldays	Astor
Tomorrow You Die	PRC
Too Many Winners	PRC
Topper Returns	Favorite
Topper Takes a Trip	Favorite
Torment	Misc.
Trail Street	RKO
Trap, The	Mono.
Treasure of the Sierra Madre	WB
Trespasser, The	Rep.
Trouble With Women	Para.
Two Blondes and a Redhead	Col.
Two Guys From Milwaukee	WB
Two Guys From Texas	WB
Two Mrs. Carrols	WB
Two Smart People	MGM
Two Years Before the Mast	Para.
Tycoon	RKO
U	
Unconquered	Para.
Undercover Maisie	MGM
Undercurrent	MGM
Under Nevada Skies	Rep.
Under the Tonto Rim	RKO
Unexpected Guest	UA
Unfaithful	WB
Unfinished Dance	MGM
Unholy Garden	FC
Unsuspected, The	Warner Bros.
Untamed Fury	PRC
V	
Vacation Days	Mono.
Vacation in Reno	RKO
Variety Girl	Para.
Vendetta	UA
Verdict	WB
Vigiliantes Return	Univ.
Violence	Mono.
Virtuous	MGM
Voice of the Turtle	WB
W	
Wake Up and Dream	20th-Fox
Wallflower	Warner Bros.
Wanted for Murder	20th-Fox
Web, The	Univ.
Web of Danger	Rep.
Welcome Stranger	Para.
Welldigger's Daughter	Misc.
Westerner, The	FC
Western Union	20th-Fox
When a Girl's Beautiful	Col.
Where There's Life	Para.
While the Sun Shines	Misc.
Whiplash	WB
Whispering Smith	Para.
White Cradle Inn	Misc.
White Tie and Tails	Univ.
Who Killed Doc Robin	UA
Wicked Lady	Univ.
Wild Beauty	Univ.
Wild Bill Hickok Rides	WB
Wild Harvest	Para.
Wild West	PRC
Winter Wonderland	Rep.
Wistful Widow of Wagon Gap	U-I
Wolf Call	Mono.
Woman Chases Man	FC
Woman Hunt	SG
Woman in White	WB
Woman on the Beach	RKO
Wyoming	Rep.
Y	
Yankee Fakir	Rep.
Yearling, The	MGM
Years Between	Univ.
You Can't Cheat an Honest Man	Univ.

TITLE CHANGES

"Head Over Heels" (WB) now LOVE AT FIRST SIGHT

"Mad Venture" (Rep.) now BACKFIRE

"Three Were Thoroughbreds" (Col.) now RELENTLESS

NEW PICTURES STARTED LAST WEEK

COLUMBIA

Last Days of Boot Hill—Principals: Charles Starrett, Smiley Burnette, Virginia Hunter. Director, Ray Nazarro.

When A Girl's Beautiful—Principals: Adele Jergens, Marc Platt, Stephen Dunee. Director, Frank McDonald.

METRO-GOLDWYN-MAYER

Killer McCoy — Principals: Mickey Rooney, Elizabeth Taylor, Brian Donlevy, James Dunne. Director, Roy Rowland.

PARAMOUNT

Big Town Scandal—Principals: Phillip Reed, Hillary Brooke. Director, William Thomas.

20TH-FOX

Roses Are Red—Principals: Don Castle, Peggy Knudsen, Patricia Knight. Director, James Tinling.

UNITED ARTISTS

Without Honor — Principals: William Boyd, Andy Clyde, Rand Brooks. Director, George Archainbaud.

ADVANCE DATA

On Forthcoming Product

WHISPERING SMITH (Para.) Technicolor. *Principals*: Alan Ladd, Robert Preston, Brenda Marshall. *Director*, Leslie Fenton. *Plot*: This tells the story of Whispering Smith, two-gun detective for an 1890 railroad in the western mountains, and his long-time friend, a railroader turned outlaw. Although Smith secretly loves his friend's wife, he makes a desperate but futile attempt to redeem the man. At the climax, the two men shoot it out.

TWO BLONDES AND A REDHEAD (Col.) *Comedy-Drama*. *Principals*: Jean Porter, Jimmy Lloyd, June Preisser. *Director*, Arthur Dreifuss. *Plot*: A redheaded society girl secretly joins the chorus of a Broadway show and makes friends with two blonde showgirls, whom she takes home with her to a stuffy small town. She promotes romances between them and two youthful millionaires—and falls in love herself with the heir to a fortune. Then along comes a blackmailer who threatens to expose the girls' backgrounds. The blackmailer is thwarted when the girls take things in hand and bring events to a fast climax.

THE HUNTED (Mono.) *Mystery*. *Principals*: Belita, Preston Foster, Pierre Watkin. *Director*, Jack Bernhard. *Plot*: A policeman is torn between duty and love for his sweetheart who is out on parole after serving time for a jewel-theft charge of which she claims to be innocent. He gets her a job as lead in an ice show, then her attorney is murdered and the finger points to her. She runs away, and her sweetheart resigns from the police force so he can help her. A thief confesses to the murder, and also to the old jewel theft of which she had been falsely accused, clearing her name.

OFF TO BUFFALO (20th-Fox) Technicolor. *Principals*: Nancy Guild, Dan Daily, Charles Winninger. *Director*, Lloyd Bacon. *Plot*: Vaudeville had died and an old trouper is forced to go to work for an appliance company to support his family.

(*Continued on Next Page*)

UNITED ARTISTS

Prod. No.			Run Time Mins.	Rel. Date	See Issue of
	CURRENT 1945-1946				
	Caesar and Cleopatra *T (D)A	Claude Rains-Vivien Leigh	126	8/16/46	b12/22/46
	Outlaw, The (D)A	Jane Russell-Walter Huston	115	2/8/46	b3/23/46
	CURRENT 1946-'47				
	Abie's Irish Rose (C)F	Joanne Dru-Michael Chekhov	96	12/27/46	b11/30/46
	Adventures of Don Coyote *C (W)F	F. Rafferty-M. Cramer	66	5/9/47	b5/3/47
	Angel on My Shoulder (C-D)A	P. Muni-A. Baxter-C. Rains	100	9/16/46	b9/21/46
	Bachelor's Daughters, The (C)F	G. Russell-C. Trevor-A. Dvorak	90	9/6/46	b9/14/46
	Carnegie Hall (D-M)A	M. Hunt-W. Prince-M. O'Driscoll	134		b3/1/47
	Chase, The (D)A	Robert Cummings-Michele Morgan	85	11/22/46	b10/19/46
	Devil's Playground, The (W)F	William Boyd-Andy Clyde	65	11/15/46	b9/21/46
	Fabulous Dorseys, The (M)F	T. Dorsey-J. Dorsey-J. Blair	87	2/21/47	b3/1/47
	Fool's Gold (W)F	William Boyd-Andy Clyde	65	1/31/47	b10/12/46
	Little Iodine (C)F	Jo Ann Marlowe-Marc Cramer	57	10/11/46	b9/14/46
	Macomber Affair, The (D)A	Gregory Peck-Joan Bennett	90	3/21/47	b1/25/47
	Mr. Ace (D)A	George Raft-Sylvia Sidney	82	8/2/46	b8/31/46
	New Orleans (D-M)A	A. deCordova-D. Patrick	90	4/16/47	b5/3/47
	Private Affairs of Bel Ami, The (D)A	George Sanders-Angela Lansbury	115	3/7/47	b3/1/47
	Ramrod (W-D)A	J. McCrea-V. Lake-D. DeFore	94	5/2/47	b3/1/47
	Red House, The (My)A	Ed. G. Robinson-L. McCallister	98	2/7/47	b2/8/47
	Sin of Harold Diddlebock, The	H. Lloyd-R. Walburn-J. Conlin	89	4/4/47	a2/9/46
	Strange Woman, The (D)A	H. Lamarr-G. Sanders-L. Hayward	100	10/25/46	b11/2/46
	Susie Steps Out (C-D)F	David Bruce-Cleatus Caldwell	65	12/13/46	b11/23/46
	Unexpected Guest, The (W)F	Wm. Boyd-Andy Clyde	60	3/28/47	b12/14/46
	COMING				
	Atlantis	Maria Montez-Jean Pierre Aumont			a4/5/47
	A Miracle Can Happen	James Stewart-Henry Fonda			
	Arch of Triumph (D)	I. Bergman-C. Boyer			a5/3/47
	Body and Soul	John Garfield-Lillie Palmer			
	Christmas Eve	G. Raft-G. Brent-R. Scott-J. Blondell			a3/29/47
	Copacabana (M-C)F	C. Miranda-A. Russell-G. Marx	92	5/30/47	b5/24/47
	Curly *C	Frances Rafferty-Larry Olsen			a5/25/46
	Dangerous Venture (W)F	A. Clyde-W. Boyd-B. Alexander	59	5/23/47	a2/22/47
	Dishonored Lady (D)A	H. Lamarr-D. O'Keefe-J. Loder	89	5/19/47	b4/26/47
	Fabulous Joe	Walter Abel-Margot Grahame			
	Fanny By Gaslight	James Mason-Phyllis Calvert			
	Fun on a Weekend (C)A	Priscilla Lane-Eddie Bracken	93	5/15/47	b4/12/47
	Heaven Only Knows	Robert Cummings-Brian Donlevy			a1/4/47
	Henry the Fifth (D)F *T	L. Olivier-R. Asherson	134		b4/27/46
	Here Comes Trouble	William Tracy-Patti Morgan			a8/24/46
	Hoppy's Holiday (W)F	William Boyd-Mary Ware	60		b5/10/47
	Intrigue	G. Raft-J. Havoc-D. Seymour			
	Lured (D)	G. Sanders-L. Ball			a5/10/47
	Marauders, The	W. Boyd-R. Brooks-A. Clyde			
	Monsieur Verdoux (C-D)A	Charles Chaplin-Martha Raye	123		b4/19/47
	Other Love, The (D)A	Barbara Stanwyck-David Niven	96		b4/5/47
	Sleep, My Love	C. Colbert-R. Cummings-D. Ameche			
	Stampede	John Wayne-Walter Brennan			
	Stork Bites Man	Jackie Cooper-Gene Roberts	74	6/21/47	a2/15/47
	Time of Your Life	J. Cagney-Wm. Bendix-J. Cagney			
	Vendetta (D)	Hillary Brooke-Faith Domergue			a5/10/47
	Without Honor	William Boyd-Andy Clyde			
	Who Killed Doc Robin?	E. Janssen-L. Olsen-D. Belding			a5/31/47

UNIVERSAL-INTERNATIONAL

Prod. No.			Run Time Mins.	Rel. Date	See Issue of
	CURRENT 1945-1946				
543	**Black Angel, The (D)A**	D. Duryea-J. Vincent-P. Lorre	80	8/2/46	b8/3/46
547	**Dead of Night (D)A**	Michael Redgrave-Googie Withers	77	8/23/46	b7/6/46
548	**Killers, The (My)A**	Ava Gardner-Albert Dekker	102	8/30/46	b8/17/46
549	**Little Miss Big (D)F**	Fay Holden-Beverly Simmons	61	8/30/46	b9/7/46
	Overlanders, The (D)F	Chips Rafferty-John Hayward	91		b9/28/46
544	**Slightly Scandalous (C-M)F**	Fred Brady-Paula Drew	63	8/2/46	b8/3/46
1065	**They Were Sisters (D)A**	Phyllis Calvert-James Mason	108	9/20/46	b7/27/46
546	**Time of Their Lives, The (C)F**	Abbott & Costello	82	8/16/46	b8/17/46
550	**White Tie and Tails (C-D)A**	Dan Duryea-Ella Raines-William Bendix	77	8/30/46	b9/14/46
545	**Wild Beauty (D)F**	Don Porter-Lois Collier	61	8/9/46	b8/17/46
	CURRENT 1946-'47				
	Brief Encounter (D)A	Celia Johnson-Trevor Howard	86		b5/3/47
612	**Buck Privates Come Home (C)F**	Bud Abbott-Lou Costello	77	April	b3/15/47
	Captive Heart, The (D)A	Michael Redgrave-Mervyn Johns	87		b4/13/46
601	Dark Mirror, The (My)A	O. DeHavilland-Lew Ayres	85	Oct.	b10/15/46
2791	Destry Rides Again	M. Dietrich-J. Stewart	94	Mar.	Reissue
	Egg and I, The (C)F	Claudette Colbert-Fred MacMurray	108		b3/23/47
	Great Expectations (D)	John Mills-Valerie Hobson	116		b12/21/46
607	**I'll Be Yours (C-M)F**	D. Durbin-T. Drake-W. Bendix	93	Jan.	b1/25/47
2794	I Stole a Million	G. Raft-C. Trevor-D. Foran	78	April	Reissue
	Johnny Frenchman	Francoise Rosay-Patricia Roc	104		
602	**Magnificent Doll (D)F**	G. Rogers-D. Niven-B. Meredith	94	Nov.	b11/23/46
2795	Magnificent Obsession	Irene Dunne-Robert Taylor	101	May	Reissue
610	**Michigan Kid *C (W)F**	John Hall-Rita Johnson	69	Mar.	b2/15/47
1066	**Notorious Gentleman, The (D)A**	Rex Harrison-Lilli Palmer	106	Nov.	b2/16/46
	Odd Man Out (D)A	James Mason-Robert Newton	116	June	b2/14/47
2796	One Hundred Men and a Girl	Deanna Durbin-L. Stokowski	84	May	Reissue
608	**Song of Scheherazade *T (M)F**	Y. DeCarlo-B. Donlevy-J. P. Aumont	106	Mar.	b2/1/47
609	**Smash-Up, The Story of a Woman (D)A**	S. Hayward-L. Bowman-E. Albert	102	Mar.	b2/8/47
611	Stairway to Heaven *T (D)A	David Niven-R. Massey	103	Mar.	b11/16/46
606	**Swell Guy (D)A**	Sonny Tufts-Ann Blyth	86	Jan.	b12/14/46
604	**Temptation (D)A**	M. Oberon-G. Brent-C. Korvin	98	Dec.	b12/14/46
	This Happy Breed *T (D)A	Robert Newton-Celia Johnson	110		b4/19/47
614	Time Out of Mind (D)A	P. Calvert-R. Hutton-E. Raines	88	May	b3/22/47
2793	You Can't Cheat an Honest Man	W. C. Fields-Edgar Bergen	73	April	Reissue
	Vigilantes Return *C	Jon Hall-Margaret Lindsay		June	a7/13/46
615	Web, The (M)	V. Prince-E. Raines	87	June	b5/24/47
2792	When the Daltons Rode	R. Scott-K. Francis-B. Donlevy	81	Mar.	Reissue
605	**Wicked Lady, The (D)A**	M. Lockwood-J. Mason-P. Roc	98	Jan.	b1/12/47
	COMING				
	Adventures of Black Bart *T	Y. De Carlo-D. Duryea			
	A Lady Surrenders (D)A	Margaret Lockwood-Stewart Granger	113		b10/12/46
	Black Narcissus *T (D)F	D. Kerr-Sabu	100		b5/3/47
	Brute Force	B. Lancaster-H. Cronyn-C. Pickford			a4/29/47
	Exile, The	D. Fairbanks, Jr.-M. Montez-P. Croset			
	For the Love of Mary	D. Durbin-J. Dall-D. O'Connor			a4/19/47
	I Know Where I'm Going (D)F	W. Hiller-R. Livesy-P. Brown	91		b1/5/46
	Imagination	Ronald Colman-Signe Hasso			
	Ivy	Joan Fontaine-Patric Knowles		July	
	Lost Moment, The	S. Hayward-R. Cummings-J. Loring			
	Magic Bow, The (D-M)F	Stewart Granger-Phyllis Calvert	106		b9/28/46
	My Heart Goes Crazy *T (M)F	Sid Field-Greta Gynt	120		b9/7/46
	Oh Say Can You Sing	Sheila Ryan-Fred Brady			a5/25/46

UNIVERSAL-INTERNATIONAL (Continued)

Prod. No.	COMING	Run Time Mins.	Rel. Date		See Issue of
	Pirates of Monterey *T	Maria Montez-Rod Cameron-P. Reed			a5/25/46
	Ride the Pink Horse	R. Montgomery-W. Hendrix			
	Secret Beyond the Door (D)	J. Bennett-M. Redgrave-A. Revere			a5/17/47
	Singapore (D)	F. MacMurray-A. Gardner-P. Dorn			a6/7/47
	Slave Girl *T	Yvonne deCarlo-George Brent			a8/17/46
	Something in the Wind	D. Durbin-J. Hall-D. O'Connor			
	Tap Roots	Van Heflin-Susan Hayward			
	Wistful Widow of Wagon Gap	B. Abbott-L. Costello-M. Main			
	Years Between, The	M. Redgrave-V. Hobson-F. Robson			

WARNER BROS.

	CURRENT 1945-1946				
23	Night and Day *T (BM)	C. Grant-A. Smith-J. Wyman	128	8/3/46	b7/13/46
24	Two Guys From Milwaukee (C)F	Dennis Morgan-Joan Leslie	90	8/17/46	b7/27/46
	CURRENT 1946-'47				
13	The Beast With Five Fingers (H)	Robert Alda-Andrea King	88	2/8/47	b12/21/46
01	Big Sleep, The (My)A	Humphrey Bogart-Lauren Bacall	118	8/31/46	b8/17/46
03	Cloak and Dagger (D)A	Gary Cooper-Lilli Palmer	106	9/28/46	b9/7/46
05	Deception (D)A	B. Davis-P. Henreid-C. Rains	112	10/26/46	b10/19/46
12	Humoresque (D)A	J. Crawford-J. Garfield-O. Levant	126	1/25/47	b12/23/46
08	Kings Row	A. Sheridan-R. Cummings-R. Reagan	127	12/7/46	Reissue
20	Love and Learn (C-M)A	J. Carson-R. Hutton-M. Vickers-J. Paige	83	5/3/47	b3/29/47
06	Never Say Goodbye (C)F	Errol Flynn-Eleanor Parker	96	11/9/46	b10/26/46
14	Nora Prentiss (D)A	A. Sheridan-K. Smith-R. Alda	113	2/22/47	b2/8/47
04	Nobody Lives Forever (D)A	J. Garfield-G. Fitzgerald	100	10/12/46	b9/28/46
	Possessed (D)A	J. Crawford-Van Heflin-R. Massey	108		b5/31/47
15	Pursued	Teresa Wright-Robert Mitchum	101	3/2/47	
16	The Sea Hawk	Errol Flynn-Claude Rains	109	4/26/47	Reissue
19	The Sea Wolf	E. G. Robinson-I. Lupino-J. Garfield	87	4/25/47	Reissue
02	Shadow of a Woman (D)A	Andrea King-Helmut Dantine	78	9/14/46	b8/17/46
17	Stallion Road (D)A	R. Reagan-A. Smith-Z. Scott	97	4/12/47	b3/2/47
16	That Way With Women (C)F	S. Greenstreet-M. Vickers-D. Clark	85	3/29/47	b2/15/47
11	The Man I Love (D)A	Ida Lupino-Robert Alda	97	1/11/47	b12/28/46
10	The Time, the Place and the Girl *T (CM)F	D. Morgan-J. Carson-J. Wyman	108	12/28/46	b12/14/46
21	Two Mrs. Carrolls ,The (D)A	H. Bogart-B. Stanwyck-A. Smith	99	5/24/47	b4/5/47
07	Verdict, The (D)A	S. Greenstreet-P. Lorre-J. Lorring	86	11/23/46	b11/9/46
09	Wild Bill Hickok Rides	C. Bennett-B. Cabot-W. William	72	12/7/46	Reissue
	COMING				
22	Cheyenne (W-D)F	Dennis Morgan-Jane Wyman	100	6/14/47	b4/26/47
	Cry Wolf	Errol Flynn-Barbara Stanwyck			a9/7/46
	Dark Passage (D)	H. Bogart-L. Bacall-B. Bennett			a5/17/47
	Deep Valley	Dane Clark-Ida Lupino-Wayne Morris			a4/5/47
	Escape Me Never	E. Flynn-I. Lupino-G. Young			a3/8/46
	Ever the Beginning	L. Palmer-S. Wanamaker-A. Tamiroff			
	Life with Father *T	I. Dunne-W. Powell-E. Taylor			a9/14/46
	Love at First Sight	Joyce Reynolds-Robert Hutton			
	Mary Hagen	S. Temple-R. Reagan-R. Calhoun			
	My Wild Irish Rose *T	D. Morgan-A. King-A. Dahl			
	Night Unto Night (D)	Ronald Reagan-Viveca Lindfors			a5/10/47
	Romance in High C *T	Jack Carson-Doris Day-Janis Paige			
	Silver River	E. Flynn-A. Sheridan-T. Mitchell			
	Treasure of the Sierra Madre	H. Bogart-W. Huston-T. Holt			
	Two Guys From Texas *T	J. Carson-D. Morgan-D. Malone			
23	Unfaithful, The (D)A	A. Sheridan-Z. Scott-L. Ayers	110	7/5/47	b5/31/47
	Unsuspected, The	Joan Caulfield-Claude Rains			
	Voice of the Turtle	R. Reagan-E. Parker-E. Arden			
	Wallflower	Robert Hutton-Joyce Reynolds			
	Whiplash	D. Clark-A. Smith-S. Z. Sakall			
	Woman in White, The	A. Smith-E. Parker-S. Greenstreet			a4/26/47

BRITISH PRODUCT (U. S. Distribution Not Set)

	Beware of Pity (D)A	Lilli Palmer-Albert Lieven	105	Rank	b6/29/46
	Carnival (D)A	Sally Gray-Michael Wilding	93	Rank	b10/26/46
	Courtneys of Curzon St. (D-M)	Anne Neagle-Michael Wilding	120	London	b4/19/47
	Dear Murderer (D)A	E. Portman-G. Gynt-D. Price	94	Rank	b6/7/47
	Green Fingers (D)A	Robert Beaty-Carol Raye	85	ABPC	b10/26/46
	Hue and Cry (D)F	Alastair Sim-Valerie White	82	Rank	b2/22/47
	Hungry Hill (D)A	Margaret Lockwood-Dennis Price	109	Rank	b1/18/47
	Laughing Lady *T (M)F	Anne Zeigler-Webster Booth	90	ABPC	b10/26/46
	The Man Within *T (D)A	Michael Redgrave-Jean Kent./	85	Rank	b4/12/47
	Men of Two Worlds *T (D)A	Phyllis Calvert-Eric Portman	109	Rank	b7/27/46
	Nicholas Nickelby (D)F	Cedric Hardwicke-Sally Howes	105	Rank	b3/22/47
	Root of All Evil (D)A	Phyllis Calvert-Michael Rennie	110	Rank	b2/22/47
	School for Secrets (D)F	Ralph Richardson-Pamela Matthews	108	Rank	b11/16/46
	Take My Life (D)F	Hugh Williams-Greta Gynt	79	Rank	b5/17/47
	Temptation Harbour (D)A	Robert Newton-Simone Simon	110	ABPC	b3/29/47
	The Brothers (D)A	Patricia Roc-Will Fyffe-M. Reed	98	Rank	b5/24/47
	While the Sun Shines (C)A	Barbara White-Ronald Howard	89	ABPC	b2/8/47
	White Cradle Inn (D)F	M. Carroll-I. Hunter-M. Rennie	83	London	b3/29/47

MISCELLANEOUS

	A Dairy for Timothy (Doc)F	Documentary	40	Eng. Films	b12/28/46
	Angel and Sinner (D)A	Micheline Preslie-Louis Salou	86	A.F.E.	b3/1/47
	A Yank in Rome (D)F	Valentina Cortese-Leo Dale	97	Film Rights	b3/22/47
	Barber of Seville (Opera)	F. Tagliavini-T. Gobbi	110	Excelsior	b4/19/47
	Before Him All Rome Trembled (D-M)A	Anna Magnani-Gina Sinimberghi	105	Superfilm	b3/1/47
	Bellman, The (D)A	Lucien Coedel-Fernand Ledoux	95	Mage	b4/5/47
	Carmen (D)A	Viviane Romance-Jean Marais	101	Superfilm	b12/7/46
	Citizen Saint (B)F	J. Prouty-L. MacMartin	65	Elliott	b5/3/47
	Clandestine (D)A	Constant Remy-Suzy Carrier	89	W. Hem.	b1/18/47
	Devil's Hand, The (D)A	Pierre Fresnay-Josseline Gael	80		b11/16/46
	Francis the First (C)A	Fernandel-Mona Goya	90	Vog Films	b1/25/47
	Girl and the Devil, The (D)A	Gunn Wallgren-Strig Jarrell	87	Scandia	b5/17/47
	Ivan the Terrible (D)A	N. Cherkassov-L. Tselikovskaya	96	Artkino	b3/15/47
	Laugh, Pagliacci (D-M)F	Alida Valli-Beniamino Gigli	82	Continental	b5/10/47
	Les Miserables (D)A	Henry Baur-Charles Dullin	193	Dis. Films	b12/21/46
	Man from Morocco, The (D)F	Anton Walbrook-Margaretta Scott	89	Eng. Films	b11/30/46
	Miracle of Monte Cassino (R-B)F	Fosco Giachetti, Nino Pavese	90	Simpex	b5/31/47
	Queen for a Night (O)A	Gurlie Lemon Bernhard-G. Bjoerling	89	Saga Films	b1/4/47
	Queen's Necklace, The (D)A	Viviane Romance-Marion Dorian	105	Siritzky	b5/10/47
	Raider, The *T (Wa)F	Documentary	70		b10/5/46
	St. Francis of Assisi (D)F	Jose Luis Jimenez-Alicia DePhillips	119	Simplex	b4/5/47
	School for Danger (Doc)F	Capt. H. Ree-J. Nearne	60	Eng. Films	b2/22/47
	The Story of the Pope (Doc.)F	Documentary	60	Chap Films	b12/21/46
	Swing, Cowboy, Swing (W-M)F	C. Shrum-D. Weston-A. Lee	57	Westernair	b9/7/46
	Thunder in the Hills (D)A	J. Prucha-J. Kacer,V. Nasova	78	Gen. Film	b5/10/47
	Torment (D)A	Alf Kjellin-Mai Jetterling	95	Oxford	b4/19/47
	Two Anonymous Letters (D)A	C. Calamai-A. Checchi	83	Film Rights	b5/3/47
	Welldigger's Daughter, The (C)A	Raimu-Fernandel	122	Siritsky	b10/5/46

ADVANCE DATA

On Forthcoming Product

(Continued from Preceding Page)

But he never forgets the stage, and insists on preparing his children, much to their dismay, for the time when vaudeville will come back. When at last he gets an engagement, the children refuse to go. His disappointment is softened by his son's success as a baseball star, and his kids' happy marriages, as well as his own rise to the vice-presidency of the company.

THE UNSUSPECTED (WB) *Drama. Principals:* Claude Rains, Joan Caulfield, Audrey Totter. *Director,* Michael Curtiz. *Plot:* A prominent radio narrator of murder mysteries is a cold, ruthless killer himself, but no one suspects it. He plans and executes several murders before being suspected by the husband of his young ward. These two, with the aid of the man's producer, get the evidence on him. They close in as he is on the air and he realizes it is all over, so he broadcasts his confession to the radio audience.

NATIONAL REVIEWING COMMITTEES' CLASSIFICATIONS

CORPSE CAME C.O.D., The (Col.)
FAMILY—National Board of Review.
CLASS A—SEC. II National Legion of Decency.

CYNTHIA (MGM)
FAMILY—National Board of Review.
CLASS A SEC. I—National Legion of Decency.

WOMAN ON THE BEACH (RKO)
MATURE—National Board of Review.
ADULT—General Federation of Women's Clubs.
CLASS B—National Legion of Decency.

The authorities quoted in this column are as follows:

GENERAL FEDERATION OF WOMEN'S CLUBS. The motion picture committee is headed by Mrs. Arretus F. Burt, chairman, of St. Louis. Two reviewing committees are maintained—Mrs. Marry Lilly, New York, Eastern Committee chairman; Mrs. John Sterns Thayer, Los Angeles, Western Committee chairman. Designations used: FAMILY—8 years and up; MATURE FAMILY—14 years and up; ADULTS—Senior High School Students and Adults; **—indicates pictures is rated as "Exceptional."

NATIONAL BOARD OF REVIEW: Founded in 1909 "to represent the interest of the motion picture public." The reviewing committee consists of some 300 men and women of all ages, "representing a cross-section of public taste." Designations used: FAMILY—14 years of age and up (recommendations for age groups under 14 are by Schools M. P. Committee of the National Board); MATURE—18 years old up; *—indicates picture "especially worth seeing."

NATIONAL LEGION OF DECENCY: Committee of International Federation of Catholic Alumnae reviews pictures and publishes its classifications for guidance of members of the Legion—composed of those members of the Catholic Church who join the Legion. Designations used: Class A—Section I — Unobjectionable for General Patronage; Class A—Section II—Unobjectionable for Adults; Class B—Objectionable in Part; Class C—Condemned.

SHORTS Booking GUIDE

Short subjects are listed by series under headings of companies distributing them. Numerals in parenthesis following series title indicate number of releases in that group announced for, or sold for, the season. Numerals at left of titles is production or release number. Films reviewed are indicated by reviewers' ratings following titles. Third column gives running time of the subject and final column refers to date on which review of the subject was published.

COLUMBIA 1946-'47

ALL-STAR COMEDIES (10)

8431	Society Mugs	Fair	16	12/28/46
8432	So's Your Antenna	Juvenile	17	11/18/46
8433	Slappily Married	Nonsense	16½	12/ 7/46
8434	Moron Than Off	Fair	18	2/ 8/47
8435	Andy Plays Hookey	Fair	18	3/15/47
8436	Meet Mr. Mischief	Good	17½	5/10/47
8437	Scooper Dooper	Funny	18	5/10/47
8438	The Good Bad Egg		17	
8439	Bride and Gloom		16	
8440	Two Jills and a Jack		18	

ASSORTED 2-REEL COMEDIES (6)

8421	Pardon My Terror		16½	
8422	Honeymoon Blues	Dull	17	11/16/46
8423	Reno-vated		17	
8424	Hot Heir	Funny	18	4/ 5/47
8425	Cupid Goes Nuts			
8426	Nervous Shakedown		15½	

THREE STOOGES COMEDIES (10)

8401	G. I. Wanna Home		15½	
8402	Rhythm and Weep	Fair	17½	11/ 2/46
8403	Three Little Pirates	Funny	18	3/15/47
8404	Half-Wit's Holiday	Funny	17½	3/29/47
8405	Fright Night	Funny	17	5/10/47
8406	Out West	Funny	17½	5/10/47

COLOR RHAPSODIES—Technicolor (10)

8501	Loco Lobo	Cute	6	12/ 7/46
8502	Cockatoos for Two		6	
8503	Big House Blues		7	
8504	Mother Huba-Huba-Hubbard		6	

COLOR PHANTASIES (12)

8701	Fowl Brawl	Funny	6	4/ 5/47
8702	The Uncultured Vulture	Funny	6	5/10/47
8703	Wacky Quacky		6	
8704	Leave Us Chase It		6	
8705	Tooth Or Consequences			

COMMUNITY SINGS (10)

8651	No. 1 (Leibert) The Gypsy		9½	
8652	No. 2 (Bakers) It's a Pity to Say Goodnight Entertaining		16½	11/ 2/46
8653	No. 3 (Leibert) Surrender	Good	10½	11/16/46
8654	No. 4 (Baker) Pretending			
8655	No. 5 (Leibert) Rumors Are Flying	Singable	9½	3/15/47
8656	No. 6 (Baker) Ole Buttermilk Sky	Good	10	5/10/47
8657	No. 7 (Leibert) The Coffee Song & Open the Door Richard	Good	9	5/10/47
8658	No. 8 (Baker) I'll Close My Eyes			
8659	No. 9 (Leibert) For Sentimental Reasons			

THRILLS OF MUSIC (8)

8951	Jerry Wald & Orch.		10	
8952	Machito & Orch.	Good	10½	11/16/46
8953	Les Elgart & Orch.	Fair	10	1/25/47
8954	Ray McKinley & Orch.		9½	
8955	Shorty Sherock & Orch.	Good	10	5/ 3/47
8956	Buddy Morrow & Orch.		9½	
8957	George Towne & Orch.			
8958	Ray Anthony & Orch.			

SCREEN SNAPSHOTS (12)

8851	No. 1 (Radio Characters)		10	
8852	No. 2 (Looking Down on Hollywood	Good	10	11/16/46
8853	No. 3 (Rodeo)	Very Good	10	2/ 8/47
8854	No. 4 (Skolsky Party)		9½	
8855	No. 5 (Movie Columnists)	Interesting	9	3/15/47
8856	No. 6 (Behind the Mike)	Fair	9	3/29/47
8857	No. 7 (Holiday in Las Vegas)		10	
8858	No. 8 My Pal Ringeye (Smiley Burnette)		10	
8859	No. 9 Famous Hollywood Mothers			
8860	No. 10 (So This Is 'Ollywood)			

SPORTS REELS (12)

8801	Army Football Champions	Excellent	11	11/ 2/46
8802	Ten Pin Magic	Fair	10	11/16/46
8803	Hi-Li	Interesting	9½	12/28/46
8804	Best In Show (Dogs)		9	

COLUMBIA (Continued)

8805	Polo	Interesting	10	5/10/47
8806	Cue Tricks			
8807	Tennis Wizards			
8808	Goofy Golf			
8809	Grappling Groaners			

SERIALS

8120	Son of the Guardsmen	15 Chaps. 26		10/26/46
8140	Jack Armstrong	15 Chap. 20-25		3/ 1/47
8160	The Vigilante	15 Chaps.		

METRO-GOLDWYN-MAYER 1946-'47

MGM TECHNICOLOR CARTOONS (16)

W-831	Henpecked Hoboes			
W-834	Hound Hunters		7	
W-836	Red Hot Rangers		8	5/31/47

TOM & JERRY (Technicolor) CARTOONS

W-832	Cat Fishin'		8	
W-833	Part Time Pal		8	
W-835	Cat Concerto	Excellent	7	5/10/47

PETE SMITH SPECIALTIES (10)

S-851	Football Thrills of 1945		10	
S-852	Sure Cures	Excellent	10	10/ 5/46
S-853	I Love My Husband But			
S-854	Playing By Ear			
S-855	Athletiquiz			
S-856	Diamond Demon	Amazing	10	3/ 1/46
S-857	Early Sports Quiz		9	
S-858	I Love My Wife But		9	
S-859	Neighbor Pests			

TWO REEL SPECIALS (4)

A-801	Luckiest Guy in the World			

PASSING PARADE (6)

K-871	A Really Important Person			

TRAVELTALKS

T-811	Glimpses of California			
T-812	Calling on Costa Rica		10	
T-813	Around the World in California		9	5/17/47

MGM SPECIALS

A-802	Give Us The Earth			6/21/47

PARAMOUNT 1946-'47

NOVELTOONS—Technicolor (65)

P6-1	Spree for All	Good Start	7	10/26/46
P6-2	The Stupidstitious Cat	Funny	7	5/10/47
P6-3	The Enchanted Square	Very Good	10	5/10/47
P6-4	Madhattan Island			
P6-5	Much Ado About Mutton			
P6-6	The Wee Men			
P6-7	The Mild West			
P6-8	Naughty But Mice			

PACEMAKERS (6)

K6-1	Brooklyn I Love You	Superb	10	10/26/46
K6-2	Love in Tune	Different	9½	11/16/46
K6-3	Radio, Take It Away	Swell Satire	11	3/ 1/47
K6-4	Try and Catch Me		9	
K6-5	Brains Can Be Beautiful		10	
K6-6	Everybody Talks About It			

POPULAR SCIENCE—Magnacolor (6)

J6-1	No. 1	Average	11	11/16/46
J6-2	The Sponge Divers	Fair	11	1/25/46
J6-3	Air-Borne Pastures	Good	11	2/ 8/47
J6-4	Marine Miracles	Fascinating	10	5/ 3/47
J6-5	Moon Rockets		10	
J6-6	20th Century Vikings			

SPORTLIGHTS (10)

R6-1	Race Horses Are Born	Good	9	10/26/46
R6-2	Dive-Hi Champs	Good	10	11/16/46
R6-3	Queen of the Court	Very Good	10	1/25/46
R6-4	Like Father—Like Son	Interesting	10	1/25/46
R6-5	Jumping Jacks	Excellent	9½	3/15/47
R6-6	Selling the Sun	Excellent	10	2/ 8/47
R6-7	Under White Sails		9	
R6-8	Iced Lightning	Good	10	5/10/47
R6-9	Making the Varsity			
R6-10	Running the Hounds			
R6-3	Queens of the Courts	Very Good	10	1/25/46
R6-9	Making the Varsity		10	

UNUSUAL OCCUPATIONS—Magnacolor (6)

L6-1	No. 1	Average	10	11/16/46
L6-2	Swedish Glass Makers	Interesting	10	2/ 5/47
L6-3	G.I. Hobbies		11	
L6-4	The Stunt Girl		11	
L6-5	Artic Artisan			

PARAMOUNT (Continued)

SPEAKING OF ANIMALS (6)

Y6-1	Stork Crazy	Very Good	10	1/25/4
Y6-2	Pooch Parade	Good	10	1/25/4
Y6-3	Country Life		9	
Y6-4	They're Not So Dumb		8	
Y6-5	In Love		10	
Y6-6	As Our Friends			

MUSICAL PARADES (6)

FF6-1	Sweet and Low		19	
FF6-2	Champaigne for Two		20	
FF6-3	Smooth Sailing			
FF6-4	Paris in the Spring			

GEORGE PAL PUPPETOONS—Technicolor (6)

U6-1	Wilbur the Lion	Excellent	10	5/ 3/
U6-2	Tubby the Tuba		10	

POPEYE (6)

E6-1	Abusement Park		7	
E6-2	I'll Be Ski-ing Ya		8	
E6-3	Popeye and the Pirates			
E6-4	Royal Four Flusher			

TWO REEL SPECIAL

37	Two Decades of History		22½	

LITTLE LULU

D6-1	Loose in the Caboose	Funny	8	5/10/
D6-2	Cad and Caddie			
D6-3	A Bout With a Trout			

RKO RADIO 1946-'47

EDGAR KENNEDY (6)

73401	I'll Build It Myself	Hilarious	15	10/26
73402	Do Or Diet	Good	18	3/15/
73403	Social Terrors		18	

FLICKER FLASHBACKS (8)

74201	No. 1	Excellent	9	10/25/
74202	No. 2	Good	9	11/16/
74203	No. 3		8	
74204	No. 4		10	
74205	No. 5	Good	8	5/10/
74206	No. 6		9	

RAY WHITLEY MUSICALS (4)

73501	Bar Buckaroo		16	
73502	Cupid Rides the Range		18	
73503	Bandits and Ballads		17	
73504	A Buckaroo Broadcast		18	

SPORTSCOPES (13)

74301	Skating Lady	Smooth	8	10/26/
74302	Hail Notre Dame		9	
74303	Bowling Fever	Fair	8	12/26
74304	Kentucky Basketeers	Excellent	8	1/25/
74305	College Climbers		8	
74306	Ski Champion	Excellent	8	3/15/
74307	Ice Skippers		8	
74308	Wild Turkey		8	
74309	Racing Sleuth		8	

THIS IS AMERICA (13)

73101	Beauty for Sale	Interesting	17	12/ 7
73102	Germany Today	Informative	16	1/25
73103	A Nation is Born		20	
73104	Campus Boom	Timely	16	3/15
73105	San Francisco—Pacific Gateway	Excellent	16	3/22
73106	Forgotten Island		18	
73107	Big Party		17	

MUSICAL FEATURETTES (4)

73201	Melody Time	Very Good	18	1/25
73202	Follow That Music		18	
73203	Let's Make Rhythm		20	

SPECIAL

73901	Football Highlights of 1946		20	

LEON ERROL

73701	Borrowed Blonde	Fair	15	3/28
73702	Wife Tames Wolf	Fair	17	5/10
73703	In Room 303		17	
73704	Hired Husband		19	

WALT DISNEY

64116	Rescue Dog	Hilarious	7	5/10
64117	Straight Shooters		6	
64117	Straight Shooters		7	
64118	Sleepy Time Donald		7	

20th CENTURY-FOX 1946-'47

MOVIETONE ADVENTURES (12)

7201	Fantasy of Slam	Excellent	8	2/
7202	Royalty of the Range	Interesting	9	3/2
7203	Harvest of the Sea	Interesting	9	3/2
	(Color)			
7251	Sons of Courage		8	
7252	Jamaica	Excellent	8	10/2

20th CENTURY-FOX (Continued)

7253	Historic Capetown ..... Excellent	8	..	9/21/46
7254	Girls and Gags	8		.....
7255	The Cape of Good Hope.. Interesting	8	..	5/10/47
7256	Zululand ..... Interesting	8	..	3/29/47
7257	Gardens of the Sea			
7258	Romance of the Fjords			
7259	Sweden			

SPORTS REVIEWS—Technicolor (6)

7301	Football Fanfare ..... Good	8	..	3/14/46
7302	Style of the Stars..... Good	10	..	3/29/47
7303	Tanbark Champion			
	(Technicolor)			
7351	Winter Holiday ..... Good	8	..	9/21/46
7352	Summer Trails ..... Beautiful	8	..	1/25/46
7353	Playtime's Journey	8		.....

TERRYTOONS—Technicolor (20)

7501	Winning the West..... Good	7	..	9/14/46
7502	The Tortoise Wins Again. Good	7	..	8/17/46
7503	The Eltetronic Mouse Trap ..... Very Good	7	..	2/ 8/47
7504	The Jail Break..... Fine	7	..	10/ 5/46
7505	The Snow Man.....	7		.....
7506	The Housing Problem.... Funny	7	..	9/21/46
7507	The Crockpot King..... Wonderful	7	..	1/25/46
7508	The Uninvited Pests.....	7		.....
7509	Mighty Mouse and the Hep Cat ..... Very Good	7	..	1/25/47
7510	Beanstalk Jack	7		.....
7511	Crying Wolf	7		.....
7512	McDougal's Rest Farm.. Very Funny ...	7	..	3/28/47
7513	Dead End Cats.....	7		.....
7514	Happy Go Lucky.....	7		.....
7515	Mexican Baseball	7		.....
7516	Aladdin's Lamp	7		.....
7517	Cat Trouble	7		.....
7518	Sky Is Falling.....	7		.....
7519	The Intruder	7		.....
7520	Mighty Mouse Meets Deadeye Dick	7		.....

MARCH OF TIME (13)

1	Is Everybody Happy	18		.....
2	World Food Problem.... Excellent	17	..	10/ 5/44
3	The Soviets' Neighbor... Revealing	18	..	11/ 2/46
4	The American Cop..... Good	18	..	12/8/46
5	Nobody's Children ..... Excellent	17	..	12/28/46
6	Germany—Handle With Care ..... Excellent	19	..	2/ 8/47
7	Fashion Means Business. Excelent	17½	..	3/ 1/47
8	The Teachers' Crisis			
9	Storm Over Britain.....			
10	The Russians Nobody Knows			

DRIBBLE PUSS PARADE

7901	Monkey-Tone News ....Amusing	9	..	2/ 8/47
7951	Fisherman's Nightmare .Entertaining ..	8	..	3/15/47

UNITED ARTISTS
1946-'47

DAFFY DITTIES

	Choo Choo Amigo..... Excellent	8	..	8/ 7/46
	The Lady Said No.....	8		.....
	Pepito's Serenade	7½		.....

MUSICOLORS (7)

	Toccata and Fugue..... Intriguing	10	..	10/28/46

WORLD TODAY

	Wonder Eye	10		.....

UNIVERSAL-INTERNATIONAL
1946-'47

NAME BAND MUSICALS (13)

2301	Frontier Frolic ..... Good	15	..	12/28/46
2302	Champaigne Music ..... Good	15	..	1/25/47
2303	Tumbleweed Tempos .... Very Good	15	..	12/28/47
2304	Moonlight Melodies ..... Excellent	15	..	12/28/46
2305	Tex Beneke & the Glenn Miller Orch.	15		.....
2306	Melody Maestro	15		.....
2307	Tommy Tucker Orch.....	15		.....
2308	Charlie Barnet Orch.....	15		.....
2309	Charlie Spivac Orch.....	15		.....
2310	Jitterumba	15		.....
2311	Record Party			7/2/47

SING AND BE HAPPY (8)

2381	A Bit of Blarney..... Good	11	..	10/12/46
2382	The Singing Barbers.....	10		.....
2383	Let's Sing a College Song.....	10		.....
2384	Let's Sing a Western Song.....	10		.....

TECHNICOLOR CARTUNES (13)

2321	Fair Weather Fiends.... Funny	7	..	12/28/46
2322	The Wacky Weed..... Good	7	..	12/28/46
2323	Musical Moments	7		.....
2324	Smoked Hams ..... Good	7	..	5/10/47
2325	Coo-Coo Bird	7		.....
2326	Overture to William Tell.....	7		.....

UNIVERSAL-INTERNATIONAL (Cont.)

THE ANSWER MAN (8)

2391	No. 1 ..... Interesting	10	..	10/26/46
2392	Nature's Atom Bomb.... Interesting	10	..	12/28/46
2393	The Jungle Gangster..... Good	9	..	5/10/47
2394	Red Fury ..... Interesting	8	..	5/10/47

VARIETY VIEWS (8)

2341	Bear Facts	9		.....
2342	Pelican Pranks			
2343	Wild West Chimp..... Funny	9	..	5/10/47
2344	Rhumba Holiday ..... Good	9	..	5/10/47
2345	Patio Museum			6/23/47
2346	Bronco Babes			6/23/47

JUVENILE JURY SERIES (8)

2361	Juvenile Jury No. 1.....	10		.....
2362	Juvenile Jury No. 2..... Poor	10	..	5/10/47
2363	Juvenile Jury No. 3.....			5/26/47
2364	Juvenile Jury No. 4.....			6/2/47

SERIALS (1)

Mysterious Mr. M.....

VITAPHONE-WARNER BROS
1946-'47

BLUE RIBBON CARTOONS—Technicolor (18)

3301	Fox Pop	7		.....
3302	Wacky Worm	7		.....
3303	You're an Education.....	7		.....
3304	Have You Got Any Castles	7		.....
3305	Pigs Is Pigs.....	7		.....
3306	Cat's Tale	7		.....
3307	Goofy Groceries	7		.....
3308	Doggone Modern	7		.....
3309	Sneezing Weasel	7		.....

FEATURETTES (6)

3102	Minstrel Days	20		.....
3103	Alice in Movieland.....	20		.....
3104	Dog in the Orchard.....	20		.....
3105	Keystone Hotel	18		.....
3106	Remember When	20		.....

MELODY MASTERS (6)

3601	Desi Arnaz & Orch.....	18		.....
3602	Melody of Youth..... Very Good	10	..	3/ 1/47
3603	Big Time Review..... Fair	10	..	3/29/47
3604	Stan Kenton & Orch..... Fair	10	..	4/ 5/47
3605	Vaudeville Revue	10		.....
3606	Zero Girl	10		.....

MERRIE MELODIES—Technicolor (20)

2701	Kitty Kornered ..... All Right	7	..	7/28/46
2702	Hollywood Daffy ..... Very Good	7	..	8/ 3/46
2703	Eager Beaver ..... Very Good	7	..	8/14/46
2704	Great Piggy Bank Robbery ..... Good	7	..	9/14/46
2705	Bacall to Arms..... Novel	7	..	9/14/46
2706	Of Thee I Sting..... Very Good	7	..	9/ 7/46
2707	Walky Talky Hawky.... Excellent	7	..	9/ 7/46
2708	Fair and Wormer..... Fast	7	..	10/12/46
2709	Mousemerized Cat ..... Fair	7	..	11/18/46
2710	Mouse Menace ..... Good	7	..	12/28/46
2711	Roughly Squeaking	7		.....
2712	One Meat Brawl..... Funny	7	..	5/ 3/47
2713	Goofy Gophers ..... Very Funny ...	7	..	5/10/47
2714	Gay Anties ..... Good	7	..	5/10/47
2715	Scent-imental Over You.....	7		.....
2716	Birth of a Notion.....	7		.....
2717	Tweetie Pie	7		.....
2718	Rabbit Transit	7		.....
2719	Hobo Bobo	7		.....
2720	Along Came Daffy.....	7		.....
3701	Inki at the Circus.....	7		.....
3702	Growing Pains	7		.....

BUGS BUNNY SPECIALS—Technicolor

2721	Hair Raising Hare.....	7		.....
2722	Acrobatty Bunny	7		.....
2723	Rackateer Bunny	7		.....
2724	Big Snooze	7		.....
2725	Rhapsody Rabbit	7		.....
2726	Hare Grows in Manhattan.....	7		.....
3719	Easter Yeggs	7		.....

SPORTS PARADE—Technicolor (13)

3501	King of the Everglades.....	10		.....
3502	Lazy Hunter ..... Good	10	..	11/16/46
3503	Battle of Champs..... Excellent	10	..	5/ 3/47
3504	American Sports Album.. Interesting	10	..	4/ 5/47
3505	Let's Go Swimming..... Good	10	..	3/ 1/47
3506	Arrow Magic	10		.....
3507	Harness Racing	10		.....
3508	Flying Sportsman in Jamaica	10		.....
3509	A Day at Hollywood Park.....	10		.....
3510	Tennis Town	10		.....
3511	Sportsman's Playground	10		.....

TECHNICOLOR ADVENTURES (6)

3801	Star Spangled City..... Excellent	10	..	11/16/46
3802	Rubber River ..... Fair	10	..	12/28/46
3803	Kingdom of the Wild.....	10		.....
3804	Circus Horse	10		.....

TECHNICOLOR SPECIALS (8)

3001	Cinderella's Feller	20		.....
3002	The Last Bomb..... Tremendous ...	20	..	9/21/46
3003	A Boy and His Dog.....	20		.....
3004	Saddle Up	16		.....
3005	Song of a Nation.....	20		.....

VITAPHONE VARIETIES (6)

3401	So You Want to Keep Your Hair .....Fair	10	..	12/28/46
3402	So You Want to Play the Horses .....Funny	10	..	11/ 2/46
3403	So You Think You're a Nervous Wreck .....Fair	10	..	3/29/47
3404	So You're Going to be a Father	10		.....
3405	So You Want to Be in Pictures	10		.....
3406	So You're Going on Vacation	10		.....

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CONFERENCE
OF
INDEPENDENT THEATRE OWNERS

EXHIBIT HALL, AMBASSADOR HOTEL
ATLANTIC CITY, N. J.

JUNE 24-25-26, 1947

28th
ANNUAL CONVENTION

Theatre Equipment Show
and
TESTIMONIAL BANQUET
to

JACK KIRSCH, National President

ALLIED STATES ASSOCIATION
OF MOTION PICTURE EXHIBITORS,
WASHINGTON, D. C.

New York Headquarters:—
ALLIED THEATRE OWNERS OF NEW JERSEY, Inc.
234 West 44th Street, New York 18, N. Y.

E. THORNTON KELLEY, Convention Manager

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NATIONAL Screen SERVICE
PRIZE BABY OF THE INDUSTRY

JUN 23 1947

SHOWMEN'S TRADE REVIEW

THE SERVICE PAPER OF THE MOTION PICTURE INDUSTRY

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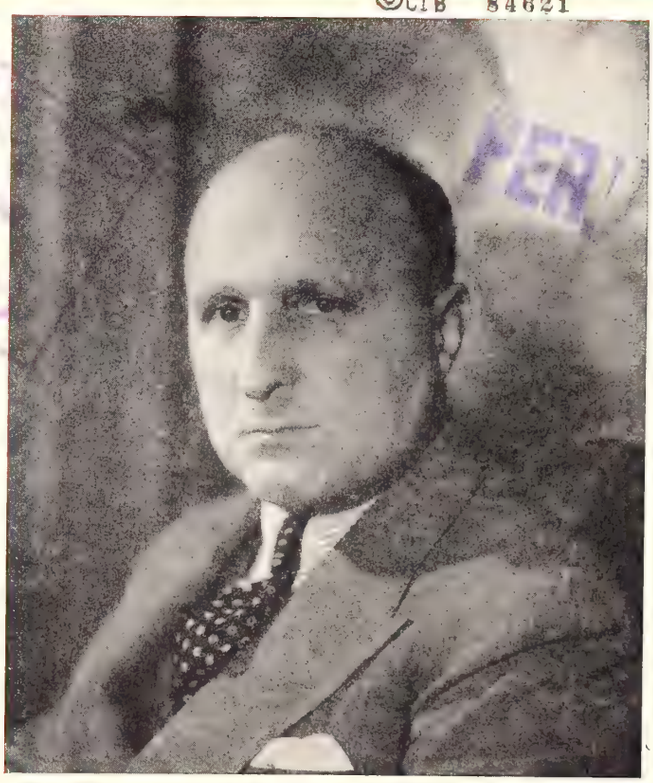
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CHARLES E. 'CHICK' LEWIS
Editor and Publisher

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Barney Balaban (See Page 4)

Featuring THE MOTION PICTURE THEATRE

(Commences following Page 34)

Use Caution in Economizing, Warns Jackson

(See Page 31)



VACATION FROM GUNPLAY!

Imagine! M-G-M's "CYNTHIA" hasn't a gun or a gangster in it! Exhibitors tell us that while there's always room for those thriller-killer films their public is hungry for a change of pace in entertainment, at least *one* picture without murder and mayhem in it. "Oh, how we could clean up right now," showmen say, "with a picture in the Green Years manner!" That's "CYNTHIA"!

That's why everybody's saying "I fell in love with 'CYNTHIA'" Walter Winchell said it. So did Louella Parsons, Hedda Hopper, Jimmy Fidler, Earl Wilson, Louis Sobol and many others. "CYNTHIA" is the heart-beat of life. It's young love's first dream, first trouble, first ecstasy! And in it beautiful Elizabeth Taylor, the "National Velvet" girl, reaches maturity and stardom!

There's box-office money in "CYNTHIA" Wonderful tie-ups. Smart promotion. A profitable effort for your showmanship! And a picture your patrons will be grateful for!

★

M-G-M's "CYNTHIA"—ELIZABETH TAYLOR, George Murphy, S. Z. Sakall, Mary Astor with Gene Lockhart, Spring Byington, James Lydon, Scotty Beckett • A Robert Z. Leonard Production • Screen Play by Harold Buchman and Charles Kaufman • Based on a Play by Vina Delmar • Directed by ROBERT Z. LEONARD • Produced by EDWIN H. KNOPF • A Metro-Goldwyn-Mayer Picture

THE STR EDITORIAL PAGE

Good Public Relations

Through the fine cooperation of Charlie Reagan and Paramount Pictures, the forthcoming Paramount production, "Variety Girl," will be available for special benefit premieres in every city where there is a Variety Club Tent.

The local publicity to promote these great benefit shows will spotlight the magnificent job the Clubs and this industry are doing in behalf of under-privileged children in communities served by the Variety Tents. Thus the public will have an opportunity to see a side of this industry which is all too seldom noticed, and there will be accomplished a kind of public relations job such as the film industry needs and should have.

Much preliminary work is being put into the planning of these benefit shows and within a week the national executive director of the Variety Clubs, Col. Bill McCraw, will start a twenty-eight-day tour that will take him into every one of the Club cities where he will be at the service of the local officers and members to help in working up an outstanding premiere.

Paramount has alerted its sales and field exploitation forces to participate in these meetings and discussions so that complete unity and cooperation will be thrown behind the shows.

"Variety Girl" has a star-studded cast; is a showmen's dream in that respect; according to well founded reports is one of Paramount's toppers and the estimates are that it will out-gross "Star Spangled Rhythm," which the Variety Club boys recall as a really big box-office attraction. Already there are indications of a hot brand of competition between the tents to make the biggest showing at the benefits featuring "Variety Girl." It is the kind of friendly intra-Club and intra-industry competition that is so healthy and fine.

▲ ▲ ▲

Watch Film Classics

Under the able guidance of Joe Bernhard, Film Classics is moving ahead in its plan for a wholely-owned distributing organization capable of handling top ranking product.

According to current reports they now own and operate all but one of the FC branches and that last one should be in the FC fold before another week goes by.

This page has consistently maintained for the past years that the industry needs new distribution outlets so that independent producers may be free to negotiate the best possible deals for the distribution of their pictures. With several sources available to them, there may be a greatly accelerated interest in independent production with an increase in the number of pictures from such producers.

It is not a healthy condition for an industry as large as ours to be controlled by the some companies that have dominated it for the last twenty-five years. New distributing organizations and new blood will revitalize the whole business and bring back to it the measure of competition any good industry needs to progress and live.

We sincerely hope Film Classics will soon take its place as one of the important companies of this industry and compete for some of the playing time the theatres of this country can give to any well-run outfit with good pictures.

▲ ▲ ▲

Optimism Justified

Barney Balaban's speech at the stockholders meeting of Paramount is about the most cheerful earful we have heard from a company president in many a moon.

Noting that there was the usual seasonal falling off in receipts, he also called attention to the fact that there is a noticeable upswing in advance of the usual improvement in box-office returns.

With so many executives crying a lot of unnecessary blues, it was high time some top man in this industry stated some truths and facts to dispel the rapidly growing impression that business in general was going to the dogs.

This industry is in a better condition than many others and since this is a fact, the men who run this business should be out whooping up interest in their merchandise and spreading some cheer instead of gloom.

▲ ▲ ▲

Real Showmen

Down in Galveston, Texas, this week the Interstate Circuit is holding its first big, post-war, convention.

Keynoted by addresses from Karl Hoblitzelle and Bob O'Donnell, this group of progressive theatremen are girding for another big year of showmanship of the same brand and style that has made them one of the outstanding circuits in this or any other country.

STR, as purveyors and champions of good showmanship and good theatre operation extends greetings to the Interstate Circuit from its two top men right on down to the ushers in their smallest operation.

—"CHICK" LEWIS

WHAT'S NEWS
In the Film Industry This Week

EXHIBITION—It gets hot in Kansas City. And right now that isn't making exhibitors and happier for coupled to the usual worries that come with the summer is the recent action of the Missouri Public Service Commission which has given the Kansas City Power and Light Company the right to curtail electric services to air conditioning equipment drawing over 10 horsepower, if the utility company so wishes. Reason: The company claims it can't get new equipment and increasing demands for power is putting it on the spot so conservation may be necessary. The reaction: Some exhibitors are for going to court; others are for trying to get a revision on the grounds the ruling is discriminatory.

Out on the Pacific Coast, Fox West Coast dissolved its pool with United Artists Theatres. releasing the United Artists Theatre to that company in Los Angeles and the Alhambra in Sacramento. In the flood-hit sections of Illinois, Iowa and Missouri, exhibitors whose houses got a dunking were preparing to reopen; in New York, Universal-International which had rented the Park Avenue Theatre from Walter Reade to present J. Arthur Rank Prestige Pictures under a reserved seat policy, went back to a grind policy, and in Cincinnati, it will drop Keith's Theatre, which was to have been part of a showcase chain which seems to have been shelved. In Chicago the National Confectioner's Association heard that $680,000,000 worth of candy had been sold in theatres during 1946, the bulk of the business being in the five-cent bar.

* * *

PRODUCTION-DISTRIBUTION — A cooperative plan for production and distribution which aims to eliminate the middleman and reduce costs by having exhibitors finance production through paying film rentals in advance was to be explained to Allied and Motion Picture Theatre Owners of America this week by Proponent Jerome B. Rosenthall, west coast attorney.

Universal-International "absorbed" the J. Arthur Rank sales organization this week, the absorption coming on the heels of reports that Rank had pledged playing time for his pictures from five major United States circuits; Pathe of England will handle "Duel in the Sun" over there.

* * *

TAXES—A midwestern exhibitor whose 250-seat house costs $550.70 a week to operate and who is lucky if he can net a profit with his 20-cent adult admissions, this week spoke up on the subject of the federal amusement tax and asked if any business could survive very long with 20 per cent of its gross going to taxes. (P. 5). Meanwhile the American Theatres Association was working out its final draft of a recommendation to the House Ways and Means Committee on that subject, with the possibility that the ATA would either ask for a flat 10 per cent tax or a 10 per cent tax on adult admissions and no tax on children's tickets.

Meanwhile exihibtors in Ohio waited to see what their respective municipalities would do about an admission tax since the state repealed its tax and opened the field to the cities. Cleveland's mayor reportedly favored a five per cent tax to help meet the increased City Hall payroll; Chicago's mayor on the other hand did not favor a five per cent tax recommended by a committee studying the subject, but indicated that three per cent might be OK (OK by him that is, not by the exhibitors who would have to absorb it), and in Massachusetts what started out as a five per cent state tax may be knocked out with theatres being brought under a two per cent sales tax which is being considered. (Another chance for the exhibitor to absorb). Gainesville, Fla., repealed its tax after Florida State Theatres attacked it in court.

* * *

GENERAL — The Broadway bar was crowded. Customers looked at the fights coming over the television set while waiters looked glum since the show killed a fast turnover with much tips. Then the fights ended and the television set started out with a feature picture—"Daniel Boone" which can now be obtained on 16-mm. The bar began to clear and the bar tender switched the program to another station. Which brings up the question: How well do feature-length movies do over video? NBC and DuMont tele stations think they do well and present two such programs weekly. Columbia which also uses them doesn't find they do so well, largely because of the fact that only old pictures are available. All three stations, however, thought that short subjects were a tele natural. (P. 5).

General Aniline Company, which has the Ansco color process, plans to make it available for motion picture production in a big way as soon as its laboratories can produce enough color stock and take on the processing jobs after the film is shot.

Industry went to the courthouse again this week as the DeLuxe, a Chicago neighborhood house, filed suits against seven major distributors and two theatre circuits for $600,000 triple damages and an injunction, alleging that it could not get product for its operations, etc. (P. 5).

Also Eastman Kodak's President Thomas J. Hargrave has been appointed executive chairman of the Army-Navy Munitions Board, which has the hot potato of mapping out a plan to mobilize industry for that next war quite a few people are talking about and quite a few more hope won't happen.

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Show Attendance Jumps in Last 10 Days—Balaban

(*See Cover*)

An unexpected, altogether unseasonal upturn in attendance at the theatres in the Paramount chain during the last 10 days added a note of optimism to the comprehensive report President Barney Balaban made to the company's stockholders at a meeting in New York Tuesday.

Besides pointing to the fact that the recent upturn had been in direct contradiction to past pre-war experience when summer weather almost always was accompanied by a box-office slump which usually held on until July 4, Balaban told the stockholders that:

1) He felt sure that the last six months of 1947 would be "satisfactory" in revenue returns because of "superior" product.

2) The company appreciated the necessity of holding inventories at the proper level to avoid an excessive supply of pictures on the shelf while at the same time maintaining a sufficient amount in reserve to "assure an unbroken supply of product."

3) Paramount was buying its share of common in the open market because in the "discussions we have had with owners of other interests, with a view to their acquisition, indicated a desire for payment in Paramount stock."

4) The company has not made the progress it had hoped for in acquiring "showcases" and in the progress of its 16-mm. foreign theatrical plans due to inflations and other confused situations.

5) Paramount's European business, with the exception of Spanish- and Soviet-dominated countries is normal as far as distribution is concerned though exchange restrictions impede the flow of revenues to the United States.

6) Latin-American business "continues" strong, though gold balances in Argentina, Chile and Peru were diminishing so that the import licenses and quotas had resulted in some instances.

Discusses Earnings

Balaban told the stockholders that the estimated consolidated earnings for the first quarter of 1947 were $9,522,000 after deducting taxes, compared with $11,578,000 for the same quarter in 1946. In this connection, he said: ". . . in comparing these earnings with those enjoyed in 1946 we should keep in mind that earnings for that year were approximately two and one half times greater than those of any other year."

While not making mention of any progress Paramount may have made towards acquiring 95 per cent or more ownership required under the statutory court decree of those houses it

(*Continued on Page 7*)

Hires Trust Expert

Appointment of Robert J. Rubin, one-time anti-trust expert for the Department of Justice and special aide to the United States Attorney General, as an assistant to President Donald Nelson of the Society of Independent Motion Picture Producers was announced Wednesday in Hollywood. Rubin will survey distribution patterns of pictures produced by the Society's 25 members and will investigate "artificial impediments to distribution" of independent films.

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Jump in Candy Sales

Candy sales in theatres of the United States jumped from $83,000,000 in 1929 to $680,000,000 in 1946, Phil Gott, president of the National Confectioners' Association told the annual convention of that organization in Chicago this week. Ninety-four per cent of the country's theatres sell candy; 60 per cent of the trade is in five-cent bars.

Film Policy in Germany Awaits MPEA Conference

Assistant Secretary of War Petersen said in Washington last week that a final decision on film policy in Germany will be held up until he meets with Motion Picture Export Association officials. Petersen, who held a press conference following his return from Germany and Austria, said he was "anxious to consider the industry's views and get their best advice" on the German film situation.

Small Theatre Exhibitor in Protest on 20% Admission Tax

With an Overhead of $550 Weekly, Unable to Raise Prices, He's Close to Red

A lone exhibitor who operates a small theatre in an average-sized midwestern city raised his voice to protest over the 20 per cent federal amusement tax under present conditions this week and brought attention to the fact that the motion picture industry is not exclusively a giant business of picture palaces with many-figured profits but is mostly made up of small businesses whose returns are close to the marginal side where the red ink starts.

In a letter to SHOWMEN'S TRADE REVIEW, the exhibitor, who requested that his name be withheld, as far as publicity is concerned but is willing to make his information known to the House Ways and Means Committee, points out that with decreasing grosses the 20 per cent tax is a hardship. He believes the government should take conditions under consideration and either eliminate the tax or reduce it to its pre-war status of 10 per cent. The present tax, he says, takes $5,000 a year on adult seats from his theatre.

20-Cent Admission

Terming the tax a gross tax, he cites as support of his statement the fact that his admission for adults is 17 cents plus three cents tax, making a total of 20 cents. He intimates that the 20-cent figure would be his normal admission and claims he cannot charge more since his audiences come from the lower income groups of the less-privileged. His children's admission is nine cents.

Rep. Richard Grant, Republican member of the House Ways and Means Committee, and Senator Homer Capehart, industrialist senator, probably would be interested in noting the overhead expenses of this exhibitor, who operates in their native state of Indiana.

$550.77 Overhead

For a 250-seat house the overhead amounted to $550.77 weekly, $235.16 a week of which was for salaries alone. Compared to other neighborhood business, such as a grocery, fruit stand or shoe repair shop, salary items are very high. But the breakdown is even more interesting:

Operators	$135.16
Films	120.00
Other help	102.00
Newspaper	21.00
Express	15.00
Rent	37.50
Insurance-Dep. Fixed Chgs.	
City-State Licenses, etc.	36.01
Adv. & trailers	21.10
Light-heat-phone	24.00
Supplies	19.00
Miscellaneous	30.00

The exhibitor says that these items do not include social security taxes or Indiana's gross income tax of one per cent on every dollar taken in. Nor do they contain provision for the exhibitor's salary.

Those familiar with this operation estimate that a good week would mark up a net profit

(*Continued on Page* 6)

Public Reaction to Feature Films Over Television Thought Divided

New York's television stations have been leaning heavily on reissued full-length films as attractions for programs with opinion somewhat divided as to the public reaction to such entertainment seen over the airwaves, a SHOWMEN'S TRADE REVIEW survey reveals this week.

Since January 1, the DuMont station WABD has been using at least two feature-lengths a week on two separate programs. One program is exclusively devoted to westerns. Another uses what feature product it can buy and so far has played a consistent run of them, getting especial success with "One Romantic Night" and "Shanghai Gesture."

A station spokesman found "Shanghai Gesture" had clicked heavily with the television audiences and estimated that he had received 200 unsolicited letters praising the program. He considers this a heavy return, for, he says, television audiences are not usually apt to write in their opinions. This station, which has already played the "Crime Club" series uses its westerns on the night programs sponsored by Chevrolet. The station seemed to think that films as a rule offered better programs.

NBC's station WBNT uses two shows a week which run 50 minutes or more longer for the television station than the average live talent show, with the bulk of its programs built about westerns and the 16-mm. reissues of standard film successes which are available as they are no longer in general theatre release.

(*Continued on Page* 7)

Alleges Unfair Practices in $600,000 Anti-Trust Suit

Suit for triple damages amounting to $600,000 plus $75,000 attorney fees and court costs and an injunction against the practices of fixing aribtrary film rentals, designation of play dates, unfair clearance and admission price fixing, was filed in the federal district court at Chicago Tuesday by Charles Golin, owner of the neighborhood DeLuxe Theatre against two major circuits and seven major distrbutors.

The suit alleges Golin lost $200,000, which, tripled under the punitive provision of the anti-trust laws, amounted to $600,000 from the period of 1937 to 1946, due to inability to get the pictures it needed and to allegedly illegal trade practices on the part of the defendants. Defendants named are Balaban and Katz, RKO circuit, Paramount, Loew's (MGM), 20th Century-Fox, Columbia, Warner Bros., Universal and United Artists.

Period of Damages

Attorneys for the Schoenstadt Piccadilly Theatre's $6,500,000 anti-trust damage suit last week filed a motion in Federal Judge Phillip Sullivan's court to change the date of the period of damages to run from 1933 to 1946, when the suit was filed. Attorneys also ask that books and records covering this period for Balaban & Katz' Tivoli, Southtown and Tower theatres and the Warner Avalon and Capitol theatres, as well as of the defendant film companies, be made available for their inspection. Judge Sullivan was expected to rule on the motion late this week.

Ansco Plans to Make Color Film for Motion Pictures

That the General Aniline Company plans to make Ansco Color film on a large scale for use in the motion picture production field, was confirmed in New York this week, following reports from the west coast that Monogram had a commitment for its forthcoming "Sixteen Fathoms Deep" to use the Ansco stock and process.

The Monogram picture, for which representatives, including Cameraman Bill Stickner, are already in Florida scouting locations, is reportedly the first American-made feaure to use the process.

In New York a General Aniline spokesman said his company planned to go into competition with preesntly used color systems, "as soon as we can," but said that a final date for its entry could not be fixed.

Activity in this field, the spokesman added awaits the Ansco laboratory capacities which in turn are conditioned by the company's regular production of X-ray, sheet and photographic film.

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Small-Theatre Exhibitor in Protest on 20% Admission Tax

(*Continued from Page* 5)

of $150 to $175, while an average week would drop below that.

In a letter which included his figures, the exhibitor says:

"Since the first of the year . . . we have already had a drop in our gross of 10 per cent and with so many other theatres, as well as other kinds of business reporting decreases of 20 to 35 per cent (I) am afraid real soon, we will have a drop even greater than 10 per cent.

"While 10 per cent may not sound like a lot, to us it already represents the difference between profit and loss. The 20 per cent tax is a nightmare to us, with Uncle Sam taking over $5,000 from us each year on adult tickets only. How much longer can a little theatre like ours stay open with dwindling grosses and still giving up 20 per cent of its gross as sales tax?

"Other kinds of business may have 20 per cent tax too on some items, but they sell many things on which there is no tax at all, which enables them to get by. I don't believe that a grocery or furniture store could stay in biz long if they had to pay 20 per cent gross tax on *everything* they sold.

Expenses Mount

"Overhead expenses have continued to mount, which is only natural, due to increased living costs . . . almost everything we need in the operation of the theatre costs about 100 per cent more and with continued increases being granted every day in other industries on wages, all of which will be reflected soon in further increased living costs, how much longer can we stand it in our little theatre?

"I can hardly believe that the average Congressman has any idea of the high cost faced by a small theatre every day . . . surely if they did they would take it (the tax) off of small theatres with low admission prices . . . immediately."

Schwartz Urges Total Repeal of Admission Tax

Fred J. Schwartz, vice-president of Century Theatres, a New York subsequent-run circuit, this week expressed the opinion that children's admissions should be tax free, that the federal government should at least reduce its present 20 per cent tax to 10 per cent, and urged a total repeal of the excise tax.

"It is my opinion," he said, "that if there were no admission tax at all, business would increase substantially. I would recommend, therefore, that the Treasury Department investigate the elimination of all admission taxes on the possibility of increased grosses returning greater income tax revenues. This would mean more profit for all concerned. It costs the industry as much to gross $5000 a week as it does to gross $10,000. I'm sure the industry would prefer to gross the $10,000 without admission tax and pay more to the Uncle Sam in income tax."

ATA Has Two Suggestions For House on Tax Plan

The American Theatres Association, still considering the tax plan it will offer to the House Ways and Means Committee, this week was set upon one or two suggestions, an official source revealed. The first would be for a 10 per cent tax on adult admissions and none on those for children, with no price ceiling mentioned for children's admissions. The second would be a flat 10 per cent tax on all admissions.

MPTOA Advocates United Front Against Federal Tax

A united front of all exhibitors of all organizations in the motion picture industry to fight the present federal tax in Washington was advocated this week by Motion Picture Theatre Owners of America President Fred Wehrenberg. Wehrenberg said the MPTOA had always been willing to work with exhibitor groups on such matters and that he felt more could be accomplished by "industrial teamwork" than by individual groups presenting individual views.

Cleveland Exhibitors Await Action on City Tax

Cleveland exhibitors waited this week to see what action its city council would take in the way of putting a city amusement tax on theatres as the Ohio legislature adjourned after repealing the state three per cent tax, leaving the way open theoretically to unlimited taxation on the part of municipalities.

Mayor Thomas Burke has intimated that he would approve a five per cent city tax, its proceeds to be used to meet increased municipal salaries.

Exhibitors meanwhile point out that the widest effect of the state tax repeal will be on children's admissions. These were 10 cents, including the repealed state tax. Since they were under a dime without the tax, they did not come under the amount taxable by the federal government levy. Now they will either have to reduce admissions to nine cents in order to escape the federal tax or raise them to 12 cents to include the federal tax.

The legislature also approved a bill allowing women over 21 to sell tickets in theatres after 10 P.M.

Two of Flooded Theatres Plan to Reopen This Week

The Star Theatre, Hannibal, Mo., and the Canton of Canton, Mo., were planning to reopen this week as receding floodwaters left them high and dry. These were but two of more than a dozen houses in the flood-stricken area of Illinois, Iowa and Missouri which planned reopenings as the crest of the flood had passed their areas. Army engineers placed general damages at $26,000,000, which is expected to affect box offices.

Benefit Premieres

The Variety Clubs in 30 cities will stage special premieres of "Variety Girl," Paramount all-star musical, with proceeds of the shows going into the Heart Funds of the local Tents, according to information this week from National Chief Barker R. J. O'Donnell, who announced that the organization's National Executive Director Col. William McCraw would leave Dallas next Sunday (22nd) on a tour of the cities where Clubs are located.

Theatre Restrictions

The city council of Toronto, Canada, has prepared a by-law to restrict the use of theatre marquees, lobby displays and other business signs along Queen Street West, opposite the site of the Civic Memorial Square which is to be dedicated to the memory of Toronto's war dead. Original draft was altered so that theatres having existing displays would not be affected except as to their wording, but to prohibit the erection of new signs.

Memphis Film Business Experiences No Slow-up

While theatre owners, night club operators and so forth in other sections of the country have been complaining about a slow-up in business since the first of the year, Memphis, first-run exhibitors have failed to feel any slack other than the usual summer seasonal drop.

"I've heard it's off in other sections of the country," commented Bill Kemp, manager of Loew's State, "but my business, week for week, has been equal to or in excess of the same weeks last year."

Elliott Johnson, public relations and advertising director of the Malco Circuit, also commented that business has been exceptionally good at the Memphis Malco houses. "Equal to last year at least, week for week, if not greater," Johnson said, "and we've had some good and some stinking pictures."

Meanwhile the Malco organization has announced plans for elaborate renovation of its Main Street Strand, a house which has been used as first playback for features that showed originally at the Strand. A new front, designed by Johnson, and extensive interior decorations are going into the Strand. The Malco has not announced just what it plans to do with the house, but the idea is it will be a show window for high type pictures which while popular would hardly have the box-office oomph for the gigantic Malco.

Joe Simon, manager of the Flexer Ritz, which features better imports, also reports that business is very excellent in the Memphis first-run houses.

Col. Cecil Vogel, manager of Loew's Palace, was another showman who has no complaint in regard to business.

Universal-Int'l Absorbs Rank Special Sales Force

Universal-International this week absorbed its special J. Arthur Rank sales forces into its own sales organization as Vice-President and General Sales Manager William A. Scully intimated that the special unit was no longer a necessity since the U-I salesmen were devoting as much effort at present to selling Rank product as U-I Hollywood-produced films.

The move, which followed despatches from London that Rank had procured promises of adequate playing time for his pictures from five major circuits — Paramount, RKO, Loew's, Warner Bros. Theatres, National Theatres — saw the resignation of Jules Weill, special Rank representative in U-I. It also saw Lester Zucker become U-I Cleveland exchange manager, succeeding Max Cohen, resigned; Joe Gins, Buffalo manager, succeeding J. J. Spandau, resigned, and Joe Oulahan stepped up to special Washington representative.

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Feature Films on Video Finds Opinion Divided

(Continued from Page 5)

The NBC spokesman believed the programs were successful and said: "If we could get anything else (other than reissues) we'd use it."

Columbia's station WCBS-TV is not so enthusiastic over its feature film programs. The complaint is that it could not get product other than that which is "five or ten years old" and that they have to use silent pictures sometimes.

Columbia buys its product in accordance with length needs and also has a two-a-week feature showing during which it has played "Daniel Boone," "The Little Red School House" and "Navy Spy." The station is more interested in its short subject showings—a policy which is also followed by its rivals—and it considers the televising of Gen. Eisenhower's "True Glory" a high spot in this direction, judging from public reaction.

Wants Better Films

Speaking of the use of films, a spokesman declared:

"If better films were available it might be a different story."

All the stations buy their features from the libraries which offer product on 16-mm. for home use and for the other purposes for which it has been sold after it is no longer used in the 35-mm. non-theatrical field. These so-called non-theatrical rights are for the most part held by minor film exchanges, situated in New York's film row, which buy state rights and issue them in 16-mm. versions. The shorts are sold by even other agencies, with one radio press executive having set up a special shorts film exchange for television use.

Unions

The projectionists who operate the 16-mm. machines which project these features for televising belong to different unions in New York City.

WABD has a contract with the International Alliance of Theatrical Stage Employes as a result of a National Labor Relations Board decision; WBNT employes are members of the National Association of Broadcasting Engineers and Technicians; WCBT-TV has a contract with Local 1212 of the International Brotherhood of Electrical Workers. A spokesman for the IATSE said there was no truth to the report that his union planned to make the use of its members mandatory in public places which used television receivers.

Capra Gets British Award

Frank Capra this week received the award of the Most Excellent Order of the British Empire, degree of honorary office, for his work in producing a series of pictures during the war when he served as a colonel in the Army of the United States. The series he produced included, "The Battle of Britain," "Prelude to War," "Divide and Conquer," "The Battle of Russia."

Giannini Retiring

Amadeo P. Giannini, 77-year-old banker who was among the first to see in motion pictures a sound and lucrative business which could be trusted with bank loans and built up a tremendous banking business in the past four decades, this week announced that he would retire as head of the Bank of America, which he founded.

Critic vs. High Prices

Omar Ranney, motion picture reviewer of Cleveland Press is the latest to take up the cudgels against advancing prices for pictures which play a continuous policy. Citing the much-used argument that since admissions are not reduced for poor picture they should not be raised for outstanding ones, he further contends that if advanced prices are carried out, they should entitle the audience to reserved seats.

Rosenthall Advances New Production Plan

A cooperative production-distribution system whereby exhibitors would help finance production by paying rentals in advance and by reducing distribution and costs on borrowed money, reduce overhead from studio to theatre was outlined in Hollywood this week by Attorney Jerome B. Rosenthall.

"Exhibitors would have the option of paying film rentals in advance, thus providing completion money for film production and reducing financing costs," Rosenthall said before departing for the east to lay the plan before Allied President Jack Kirsch and Motion Picture Theatre Owners of America General Counsel Herman Levy.

"These exhibitors," he continued, "would benefit through lower rentals whereas theatremen booking the picture after completion would have to pay higher fees."

Rosenthall's principal aim is to eliminate the middleman and his costs and the exhibitor, through his connections with the company, would have closer contact with the making of the picture, he said. Authors, writers, actors would be allowed to participate in profits through stock purchases.

Film Classics of Atlanta Return Franchise Reissues

John W. Mangham of Atlanta, president of Film Classics of Atlanta and Film Classics of the Southeast this week announced that he was returning all the Goldwyn-Selznick and Hal Roach reissues that he had acquired as part of his franchise with Film Classics and that Film Classics would operate its own exchange in the Atlanta territory.

Film Classics will continue to occupy office space in Mangham's Atlanta offices and make use of his physical inspection and distribution facilities, Mangham said. However, it will appoint its own office manager, booking and office personnel.

Mangham meanwhile continues distribution for Screen Guild, Sol Lesser, Joe E. Brown features, the John Wayne, Bob Steele, Tim McCoy, Johnny Mack Brown, Tex Ritter and Tom Tyler westerns and several serials.

F-C Has 95%

Film Classics this week announced that it had acquired 95 per cent of its branches in the United States and that in addition to operating its own branch in Atlanta, it had taken over its franchise from John Franconi in Dallas and would open branches in Boston and Dallas.

Show Attendance Jumps in Last 10 Days—Balaban

(Continued from Page 4)

now holds jointly with partners, Balaban touched upon a revolving fund which the company is arranging for loans which would provide funds, if needed, to acquire "capital and other assets." The loans, he said, would be repaid promptly.

Discussing the attendance rise and inventories, Balaban said:

"During the month of April, our business held up quite well. There was, however, a further decline during May which continued into June. This decline had all the earmarks of the regular seasonal decline which we experienced during the pre-war years, but which we did not feel during the war years when our revenues came in at a relatively constant rate. However, about ten days ago our theatre receipts commenced to increase. This upswing has not continued long enough for me to be certain that the May decline has spent itself. Prior to the war, the seasonal drop extended to the July 4th holiday, and accordingly, the current pick up before that date is encouraging. The upswing has not been reflected so far in our film rentals, but if the level of the past ten days continues, it will show itself in film rentals for the next quarter.

"We are watching costs carefully and we have avoided any increases since the first of the year . . . This is a problem of holding inventory to the narrowest margin which is adequate to assure an unbroken supply of product and to enable us to make preparations for the proper launching of the individual pictures."

Air Conditioning Under Threat in Kansas City

Kansas City's theatres as well as other large-scale users of electricity for cooling systems, appeared to be in for some hot moments this summer as the Missouri Public Service Commission last week gave the Kansas City Power and Light Company the option of curtailing service to air condition equipment requiring over 10 horsepower should a crisis in the power situation develop.

The power company's request was made on the ground that it had to face increasing demands for current and could not obtain needed equipment. If put into effect it would be a severe handicap to theatres whose cool interiors are an important sales point in an area where the thermometer often hits 100 degrees. Some exhibitors considered taking court action on the rulings as discriminatory. Others, led by Fox Midwest Attorney Byron Spencer, were seeking revision.

Principal houses affected would be Loew's Midland, the Paramount, RKO's Orpheum, the Tower, Esquire, Uptown, Plaza and possibly one or two others of the Fox Midwest circuit.

Johnston Announces MPA Will Open Bombay Office

Opening of an office for the Motion Picture Association in Bombay, India, was announced this week by President Eric Johnston. The office will eventually be under the direction of Frederick A. Spencer, formerly commander in the Naval Reserve, who played a part in the Bikini tests and whose shots formed the background of MGM's "Bikini—the Atom Island."

NATIONAL NEWSREEL

Peppiatt, Gross Services Held in Philadelphia

Funeral services for 20th Century-Fox Mideast Division Manager C. E. Peppiatt, 53, and his Atlantic District Manager Sam Gross, 48, both of whom were killed last Frdiay in a Pennsylvania Central Airlines crash, were held Wednesday in Philadelphia attended by a list of prominent film executives headed by 20th-Fox Pres. Spyros Skouras.

Peppiatt, who is survived by his widow, Ethel, a son, Cecil E. Jr., 16, and a daughter, Ann, 12, was to be buried in Atlanta. Gross is survived by his widow, Jeannette, two sons—Edgar, 16; Barry, 13.

Peppiatt, veteran of the industry, was born in Toronto, came to 20th-Fox as New Orleans branch manager after holding sales jobs with Warner Bros., United Artists and Paramount in the south. He was moved to Atlanta, raised to district manager, made a home office representative in 1943, Atlanta district manager in 1946 and mid-east division manager on June 2, 1947.

Gross, born in Philadelphia, served Warner Bros. and Metropolitan Films in sales capacities, joined 20th-Fox as assistant sales manager in 1926, became branch manager in 1930 and was appointed Atlantic district manager on June 2, 1947.

FWC to Terminate All Its Pooling Deals by June 25

Fox West Coast Theatres expects to have terminated all its theatre pooling deals, outlawed by the New York federal statutory court decree by June 25, reliable sources said in Los Angeles this week. The United Artists, Los Angeles, passed from FWC to United Artists on June 18 and earlier the Alhambra in Sacramento, owned by United Artists but hitherto operated by FWC, was surrendered by the latter to United Artists which plans to use it as a deluxe first-run, which is expected to play day and date with the Senator.

Minnesota Amusement Co., Edelsteins Dissolve Pool

Minnesota Amusement Co. Paramount affiliate, and the Edelstein Brothers have dissolved their pool at Hibbing, Minn. The Lybba has reverted to the management of the Edelsteins. The arrangement complies with the recent federal court ruling, a circuit executive pointed out. Minnesota Amusement Co. will continue to operate the State (A house) and the Gopher (B house).

Friday the 13th Jinx

Friday the thirteenth was jinx day to Columbus, O., theatres and other establishments. Lightning struck a power station and screens were darkened and house lights flickered out. The break came at the evening rush hour and lasted for an hour and a quarter. The RKO Grand, which uses municipal power, was the only theatre able to continue with its performance. Most patrons remained in their seats until the power was turned back on.

NEWSREEL CLIPS

That's Life—and Death

A common, every day occurrence—no direct transportation—grimly and ironically put 20th Century-Fox Division Manager **C. E. Peppiatt,** and his district manager **Sam Gross,** on the plane which crashed last Friday and sent them to their deaths.

The two had gone to Pittsburgh to introduce Gross to the local staff, following their recent promotions. When they couldn't get a plane back to Philadelphia, they decided to fly to Washington and from there to take the train.

Think Twice

There's a lot of confusion being added to a usually hectic industry these days by people who are saying, and a few more who are writing, about public reaction to higher prices. So the survey made by the **Associated Theatre Owners of Indiana** is interesting. By a spot check they determined that highest prices didn't seem to be what cut box-office receipts for:

One house was running equal to last year and another was 30 per cent off. In a medium sized town of two theatres charging the highest price, one is running two per cent above last year's business while the other is 20 per cent off. In a small town with a population of 3,500 both houses are off two per cent. And the greatest business decrease anywhere in the state did not exceed 30 per cent while the greatest increase did reach 36 per cent.

In other words different situations give different answers and, as the ATOI points out, think twice before you cut prices if your business is off.

Names

James Allen, who heads "The Warner News" has appointed **Ned Buddy,** formerly European general manager and editor for Paramount News, as his assistant; **Sam Dembow,** business representative for "Carnegie Hall" has opened New York offices; **Cecil B. DeMille,** who schedules his "Unconquered" for release in the fall when it's cooler, is back in Hollywood after looking at the heights of Manhattan.

March of Time Producer **Richard de Rochemont** recently held a **tete a tete** with the President of France. At least it must have been a **tete a tete** since it took place in French; RKO Foreign Distribution Vice-President **Phil Reisman,** was the guest of honor recently at a reception held in the American Center of Information at the Brussels Film Festival.

J. Arthur Rank has rescheduled his American itinerary to accept the invitation of **E. V. Richards** to visit the Hispanio-Gallic city of New Orleans. Going with him will be **Mr. and Mrs. Nate J. Blumberg** of Universal-International and **Mr. and Mrs. Jock Lawrence** and **Hon. Mrs. Rank.** Ten to one something will come of it.

Fred Belling, vice-president and general sales manager of Astor Pictures is back in New York after a tour of exchanges; **Norman D. Olsen, Sr.,** of DeVry is off for a tour around the world.

Foreign

The problem of building theatres seems to be affecting the Nipponese as well as exhibitors everywhere else, according to the **Motion Picture Export Asociation.** The situation is so bad that exhibitors are bidding for space in department stores, public auditoriums and recently three companies bid for the meeting hall of a Tokyo club. The Subary Company got the bid and will operate the house second-run as part of the Kiatsu chain. (Doesn't seem to be any individual exhibitors in Japan, does there?).

Sam Shelton, formerly, RKO Central European sales manager, is now general sales manager for Siritzky International.

Financial

Warner Bros., reports a net profit, after allowing for federal income taxes, of $14,013,000 for the six months ending March 1, 1947, a return of $1.89 on each share of common stock. This compares with the net for the six months ending March 2, 1946 of $9,125,000, or $1.23 a share of common. The report anticipates a decrease for the period ending Aug. 31, 1947, due to decreased theatre attendance and increased costs.

Round by Round

The **Academy of Motion Picture Arts and Sciences** short subjects branch has invited newsreel men to join it; United Artists extended its contract with **Arthur Kelly** so that he can get his production of "Half Caste" under the wire. It will go into production Jan. 1, 1948. UA also contracted with **Sam Bischoff** for another picture to be filmed in France and North Africa. His "Intrigue" is now ready. **Warner Bros.** has set "Possessed" for several pre-release dates (general release is July 26) and is strutting over the ruling by the Educational Censor Board of Cape Town that its feature, "Devotion," is "educational" and hence free of import duty.

Calendar

JUNE:

24-26, Joint meeting of New Jersey Allied and Independent Theatre Owners of New Jersey in Atlantic City.

JULY:

7-9, RKO Radio's sixteenth annual sales meeting, Hotel Waldorf-Astoria, New York City.

11, Summer golf tournament of the Chicago Variety Club at the Westward Ho Country Club, Chicago.

16, World premiere of Allied Artists "Black Gold," Oklahoma City.

SELLING THE PICTURE

K. C. 'Pauline' Premiere Ups County Cancer Fund

Paramount provided Kansas City, Mo., one of its large evenings last Tuesday when "Perils of Pauline" was premiered for the benefit of the Jackson County Cancer Fund. The occasion was a double header, for the name of the Paramount circuit house at the same time was changed from the Newman to the Paramount.

From its player roster Paramount brought in Veronica Lake, Alan Ladd and William Demarest. The program included three main events: a cocktail and buffet dinner early in the evening, the premiere and naming of the theatre at 8 and an "After Glow" party for the supper crowd.

The committee headed by Mrs. P. F. Rahm and Don D. Davis acceded to the demands of fans in plannnig the stars' public appearances. Tickets for the cocktail party and buffet cost the fans $3 each, admission to the premiere was another $3, and tickets for both affairs were necessary for admission to the "After Glow" party. Though the tariff appeared high at first glance, the committee was vindicated by early sales. As one fan put it: "Who wouldn't pay six bucks to fill up on food at the Muehlebach, see a gala premiere and rub elbows with Veronica Lake, not to mention Alan Ladd and Demarest?"

The 1,900-seat theatre was a virtual sell-out, and from the proceeds A. B. Eisenhower, local chairman of the cancer society, was gratified at pushing the current campaign total from its $38,000 mark well into the forty thousands. A feature of the evening was the presentation of a plaque from the American Cancer Society to Eisenhower in recognition of work carried on by the local group.

Bill Demarest, master of ceremonies, was assisted by Dick Smith, special events man from Station WHB. The program included presentation of the stars, the pushing of a button by Mayor William E. Kemp to start the new Paramount sign, and the award of the plaque to Eisenhower. Many "ifs" were connected with the new sign, and only on Monday, one day before the scheduled change, did Manager M. D. "Babe" Cohn succeed in getting the last piece in place.

The name players trained into town Monday. With them came Sue Carol (Mrs. Ladd) and Lucille Thayer (Mrs. Demarest) as well as Miss Lake's secretary. Norman Siegel handled for the studio.

N. Y. 'Pauline' Preview Set

One of New York's earliest film houses, the Comet, on Third Avenue between 12th and 13th Streets, will be the scene of a unique press preview June 24 of "The Perils of Pauline." Prior to the preview there will be an old-fashioned beefsteak luncheon to be held in the College Room of the Hotel Astor.

A Chapter from "The Exploits of Elaine," one of the Pearl White serials, and a newsreel of that period will be screened ahead of the showing of "The Perils of Pauline." Ray Walker, composer of the song, Poor Pauline, for the Pearl White serials, will furnish mood music for "Elaine." Walker used to thump the piano in film houses in the silent era.



WELL WORTH DUPLICATING. Of all the "graduation" ideas, the above appears to us to be one of the most original. At least we've never seen it done before. Morgan "Tiny" Duval of the Palace, Folly and Trail theatres, Duncan, Okla., ran the "diploma" ad* in the Graduation Edition of the local newspaper. Result: much goodwill publicity and several fine comments.

Jazz Concert Marks 'New Orleans' Opening

Opening of Jules Levey's "New Orleans" at the Winter Garden Thursday night was marked by a jazz concert on the theatre's stage featuring Louis Armstrong, who has a top featured role in the film.

Other jazz musicians in the group included Jack Teagarden, trombone; Bobby Hackett, of the American Broadcasting Company, trumpet; "Peanuts" Hucko, clarinet; Bobby Haggart, bass; George Wettling, drums, and Dick Cary, piano. Fred Robbins, WOV's "1280 Club" maestro, acted as commentator.

20th-Fox in Exclusive Bus Promotion Pact

An exclusive contract with the Oklahoma City Railway for the right to advertise its product on the outside front of each of the company's 200 buses was recently closed by 20th Century-Fox. Busses in Oklahoma City have not hitherto carried outside advertising. Special containers for the cards have been built by the bus company.

*Copy: "Stoo-dents—Diploma for Palace, Folly and Trail Kollege of Entertainment Knowledge. Be it known, that if the members of the Duncan High School Graduating Class of 1947 will present this diploma at the box-office of the Palace Theatre, Duncan, State of Oklahoma, on Thursday or Friday, May 22 or 23, they will be admitted free of charge to the screen showing of 'Gallant Bess.' Congratulations, Graduates. (An alphabetical list of the graduates follows.) May we wish you a lifetime of success and happiness! Signed—R. F. Wilbern, Palace-Folly-Trail Theatres, Duncan, Okla." A reproduction of the seal of the State of Oklahoma adorns the lower left-hand corner of the layout.

'Life With Father' Set For Premiere in Maine

Attended by a New York delegation of more than 150, including newspaper, magazine ,trade paper, syndicate, radio and theatrical personalities, who will make the trip by special train, world premiere of Warners' film version of "Life With Father" will be held August 14 at the Lakewood Theatre, Skowhegan, Maine, where the original play had its tryout on the same date eight years ago.

Joining Warners in staging the special premiere are Oscar Serlin, who produced "Life With Father" on Broadway; Mrs. Clarence Day, whose husband wrote the sketches on which the play was based, and Howard Lindsay and Russel Crouse, co-authors of the play.

The special train from New York will leave late on the night of Wednesday, August 13, arriving in Skowhegan on Thursday morning. A program of special events and entertainment is being arranged for Thursday, and after the premiere that night there will be a reception for the guests. Following another day of recreation, the New York group will entrain for home late Friday night.

This world premiere of "Life With Father" will be followed immediately by the Broadway premiere of the Technicolor production at the Hollywood Theatre, New York. In the same week, it is planned to have more than 200 day-and-date openings of the picture throughout the country.

Goldwyn Ad-Publicity Department Realigned

A realignment of the publicity and advertising department of the Samuel Goldwyn organization in New York, of which Lynn Farnol is director, will consist of Henry Senber and George Weissman, handling publicity, and William Ruder, exploitation. Fred Hodgson, publicity writer, who has been in the department on temporary assignment, was asked to continue his stay two weeks beyond his original commitment. He will finish his work June 27.

Quaker Puffed Wheat Ads Plug Morgan, 'Cheyenne'

Prominent headlines are given to Dennis Morgan, the star, and special mention to his latest Warner picture, "Cheyenne," in the national magazine and newspaper advertising by Quaker Puffed Wheat Sparkies in a nation-wide tieup with Warners.

The advertisements are timed with the showing of the picture at various stands throughout the country. Among the full-page ads already placed in color is one in *The American Weekly*.

Plan Heavy Campaign

Heavy advertising and exploitation campaign on Allied Artists' Cinecolor film, "Black Gold," comparable to that just completed on Roy Del Ruth's "It Happened on 5th Avenue," will be launched shortly, it was announced last week following conferences between Harold Mirisch, newly appointed vice-president, and Louis S. Lifton, director of advertising and publicity.

SELLING THE PICTURE

Concertmaster on Street As 'Magic Bow' Ballyhoo

Zelman Brounoff, assistant concertmaster of the Dallas Symphony Orchestra and concertmaster of the Starlight Opera Company and one of the best violinists in the south, was prevailed upon by Manager Ross McCausland of the Telenews Theatre in Dallas, Texas, and Ralph Ober, Universal-International field man, to aid in a street ballyhoo to exploit the theatre's coming attraction, U-I's "The Magic Bow."

McCausland and Ober dressed Brounoff as a banana peddler and stationed him near the theatre in advance of the opening to play on the violin. He was armed with a panhandler's tin cup in which he collected 98 cents, meanwhile calling attention to the coming of the picture. Not only did the stunt arouse a great deal of attention on the street, but it broke in the Dallas newspapers, adding up, all in all, to excellent promotion for "The Magic Bow."

Tieups were also made with local music stores which featured window cards on the picture along with displays of the new RCA-Victor record album of Paganini airs featuring Yehudi Menuhin, violinist, and the Dallas Symphony Orchestra.

U. S. Marines Cooperated

Cooperation of the U. S. Marines was enlisted by Gertrude Bunchez, Loew's city promotional manager in Baltimore, and the Universal-International field staff in promoting the U-I-Rank picture, "Odd Man Out" at Loew's Century Theatre in Baltimore. The Marine Corps, as usual, was out to get recruits and it not only set up a recruiting booth in the lobby of the theatre but set Marines Corps trucks, tieing in its own propaganda with the motion picture, through the city's busiest streets.



'LAUGH' PROTECTION. Ten thousand dollars' worth of "laugh" protection for "Fun on a Weekend" patrons of the Los Angeles Musical Hall theatres is put through the final stages of discussion at Lloyds of London representatives' offices in Los Angeles. Concurring in the final draft of the unusual policy are Producer Andrew Stone; Jac Willen, United Artists L.A. exploitation representative; Arthur Krausse (seated), Lloyds representative; Auriel Macfie, Four Music Halls publicity director; William E. Lebby, Lloyd's representative, and Cliff Giesseman, general manager of the Four Music Halls.

Win $25 Bond Prizes

Two managers of the Walter Reade circuit in New Jersey won $25 bonds as prizes for their exploitation campaigns on MGM's "The Beginning or the End." The winners were Guy Hevia, Reade city manager in Morristown, and Manager Sabie Conti, Oxford, Plainfield.

Radio 'Trial' Highlights 'Ames' Cincinnati Date

A "jury trial" to determine "The Guilt of Janet Ames" proved an unusual and highly effective headliner for the campaign run by Irwin Bock and Nate Wise, manager and publicity director of the RKO Palace, Cincinnati, for their playdate of the Columbia film.

The picture was screened before a group of 70 women representing a cross-section of the Ohio city's populace; twelve of the women were picked to serve on the "jury." Immediately following the screening, Glenn Miller, program director of WCPO, assumed the role of "prosecutor," quizzing the women on pertinent aspects of the film. The "trial," broadcast over WCPO, ended with a ballot being taken of the "jurors" to reach a verdict on "The Guilt of Janet Ames." The program held a large audience and proved both interesting and provocative, judging from the number of letters received by the station on the broadcast. Playdate plugs were interspersed throughout the program.

Newspaper Contest, Too

A dream contest in the Cincinnati *Enquirer,* based on sequences in the film and arranged through Ed Radcliffe, resulted in a large amount of newspaper space for the playdate. Contestants were to write letters of 100 words or less to Radcliffe explaining "How a dream affected a decision in my life." The three best letters received prizes of $25, $10 and $5, while the ten runners-up received tickets to the film. The contest, starting with a two-column art break, continued for six days. Other publicity in the local dailies was plentiful, with large fashion breaks of Rosalind Russell, the film's star, appearing in the *Post, Times Star* and *Enquirer.*

Windows proved to be an effective part of the campaign with more than 200 jumbo cards carrying the provocative slogan "Don't judge the 'Guilt of Janet Ames' until you have seen the picture" being used in a like number of windows throughout the city. Special windows employing large blowups were set with several stores.

Large 40x60 frames were placed in all six downtown RKO theatres a week in advance of opening, remaining there during the entire playdate and the pressbook-suggested character board was set 12 days in advance of opening in the Palace lobby. The slogan "Don't judge 'The Guilt of Janet Ames' until you've seen the picture" was carried on the Palace marquee in advance of playdate.





5TH AVENUE MERCHANTS GO FOR "GREAT EXPECTATIONS". The screen version of Dickens' classic novel received active support from Fifth Avenue merchants for its engagement at New York's Radio City Music Hall in window displays that were tasteful and attractive and yet dignified. Windows given the Universal International picture by two of the many cooperating Fifth Avenue shops are shown above. The Vivian Karp Specialty Shop display contained some of the shop's latest in women's headgear with special emphasis on its own version of the Victorian bonnet worn by Valerie Hobson in "Great Expectations," mounted above a large portrait of Miss Hobson wearing the hat. Her portrait was flanked by one of John Mills, the film's hero. Hunt & Winterbotham, dealers in British woolens, tied in with the film by utilizing the title in connection with its woolen goods. Note title of the film on a reel-can.

Music Window Display Conti's 'Costa Rica' Plug

A full window display of music on 20th Century-Fox's "Carnival in Costa Rica" was worked out by Manager Sabie Conti of Reade's Oxford Theatre in Plainfield, N. J. Tieup was with Gregory's Music Centre, in whose window were standees of the two stars, Dick Haymes and Vera-Ellen, and a 40x60 blowup.

Conti also enlisted the aid of Reade's Strand Theatre in Plainfield which played records from the film over the loudspeaker system in the Strand's lobby and set up a 40x60 reading: "The song you hear is from 'Carnival in Costa Rica,' coming to Reade's Oxford, etc."

The call of adventure rings out across the hills and glens!



THE WORLD-ACCLAIMED CLASSIC MILLIONS HAVE READ AND LOVED COMES TO THE SCREEN!

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THE CROWNING ACHIEVEMENT FROM THE MAKERS OF "SMOKY" AND "MY FRIEND FLICKA"!

...A HIT TO STORM THE HIGHLANDS OF YOUR HEART!



Directed by LOUIS KING · Produced by ROBERT BASSLER

Bob, Son of Battle

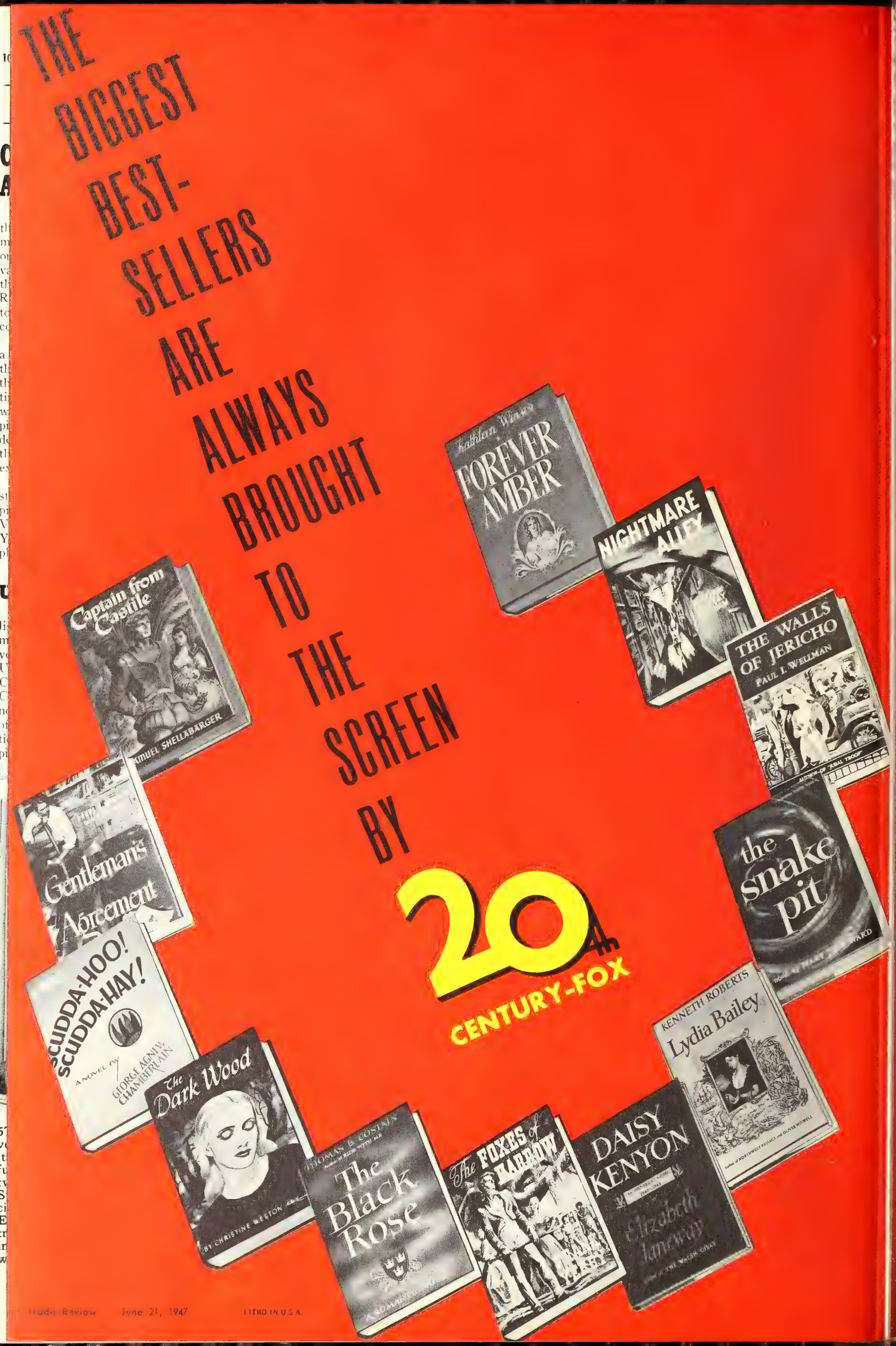
in Technicolor

Starring

LON McCALLISTER

with PEGGY ANN GARNER · EDMUND GWENN
REGINALD OWEN · CHARLES IRWIN

Screen Play by Jerome Cady · Based on the Novel by Alfred Ollivant


THE BIGGEST BEST-SELLERS ARE ALWAYS BROUGHT TO THE SCREEN BY
20th CENTURY-FOX
Kathleen Winsor's FOREVER AMBER
NIGHTMARE ALLEY
Captain from Castile
SAMUEL SHELLABARGER
THE WALLS OF JERICHO
PAUL I. WELLMAN
Gentleman's Agreement
the snake pit
SCUDDA-HOO! SCUDDA-HAY!
A NOVEL BY GEORGE AGNEW CHAMBERLAIN
The Dark Wood
BY CHRISTINE WESTON
KENNETH ROBERTS
Lydia Bailey
The Black Rose
THOMAS B. COSTAIN
The FOXES of HARROW
DAISY KENYON
elizabeth janeway

LITHO IN U.S.A.

SELLING THE PICTURE

2 Fine Campaigns on 'Farmer's Daughter'

RKO Radio's "The Farmer's Daughter" got off to an excellent start at the Capitol Theatre, Vancouver, B. C., all because of the top campaign accorded the picture by Manager Charlie Doctor.

Usherettes dressed as farmerettes distributed small folders to patrons. On the front cover was this copy: "The funniest story about 'The Farmer's Daughter' since the farmer's daughter went to town." And then on the inside spread was this message: "Let's be candid about Katie. She *did* take a job as housemaid in a bachelor's home! She *did* fall in love with him! She *did* risk scandal with that painter! But what a girl! You'll love her in the funniest film since 'It Happened One Night' . . . and it happens again. Sincerely, Capitol Usherette."

Local newspapers compared the picture with "It Happened One Night," and Doctor's street ballyhoo, radio and special teaser campaigns did a swell job in arousing public interest in the showing.

In San Francisco, civic angles were stressed in the campaign staged by the Golden Gate Theatre for the film's recent engagement.

Aided by Joseph Longo, RKO Radio field man, four pretty farmers' daughters were secured through the Farm Bureau of Northern California and used in a series of publicity stunts to exploit the picture.

After having been officially received by Mayor Lapham, the girls proceeded to the Queen of the May Day celebration in Golden Gate Park and were photographed by all the newspapers. This was followed by a tour of the city giving away fruit with the compliments of the Farmer's Market for three days in advance of opening. The girls were perched on an attractive float which attracted a great deal of attention all along the line.

The campaign included the farmers daughters as guests on the "Breakfast on Nob Hill" show broadcast over Station KSFO, Mutual network, and other radio appearances.

The girls climaxed their campaign of charm with personal appearances from the stage of the Golden Gate on opening night.

Building and Loan Gives 'Wonderful Life' Free Ads

A number of free display ads accrued to RKO's Liberty Films release, "It's a Wonderful Life," through a tieup made by the manager of the State Theatre, Johnstown, Pa., and RKO's field man, Alan Wieder, with a Johnstown building and loan association. Title of the picture formed the theme of the associations advertisements, all of which carried scene stills from the picture to attract added interest.

The building and loan association also participated in a cash prize contest for the best answers to the question, "What, in your opinion, are the characteristics of James Stewart that make him the typical American?" Contest was aired on the building and loan's program every evening at 8 over radio station WARD.

Tieup with a Johnstown department store resulted in the display in one of its windows of the "Oscar" won by Stewart several years ago and the calling of attention to the window in the store's full-page display ads.

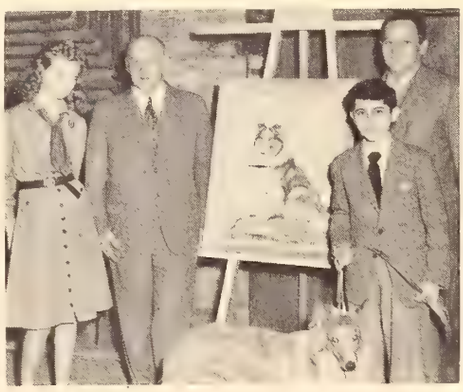


NOT EXACTLY FARMER'S DAUGHTERS, BUT THEY DID SWELL JOB. Manager Charlie Doctor of the Capitol Theatre, Vancouver, B. C., Canada, should be right proud of his usherettes, for they did a swell job in putting over RKO Radio's "The Farmer's Daughter." In their cute farmerette uniforms, as shown above, they paraded the main streets handing out unique advertising material on the picture. Doctor also used an old-style rural lobby display.

'How to Get Gal' Contest On That 'Way With Women'

A contest on the most effective way of winning a girl was a promotional stunt worked for Warners' "That Way With Women" at the Chicago Theatre, Chicago, by Co-managers Raymond Thompson and Charles Nesbitt. It was held in cooperation with the Hi Shopper of Chicago's *Downtown Shopping News* which boasts a circulation of 600,000.

Contest was titled "How to Get a Gal" and readers were asked to send in four suggestions as to the most effective method of winning a girl. Girls were eligible as well as boys. Free tickets to see "That Way With Women" were awarded to those who submitted the best ideas.



CONTEST WINNER Richard Steinberg, 14-year-old Staten Island boy, is shown being awarded a $500 painting of Lassie on the stage of the Fabian Palace Theatre, Staten Island, for his winning entry in the MGM "Why I'd Like to Own Lassie" essay contest, held in connection with "Courage of Lassie." Left to right: Joan Austin, honorable mention; Hon. Cornelius A. Hall, president of the Borough of Richmond; Master Steinberg, and Spencer Bregoff, Palace manager. The canine is "Lassie of the Palace," pedigreed Collie pup awarded earlier to Steinberg as winner of the Staten Island phase of the contest.

Jury Summonses, Leg Art 'Imperfect Lady' Come-ons

Chief come-ons employed by Manager Robert A. Hynes of the Criterion Theatre in Oklahoma City on Paramount's "The Imperfect Lady," were 30,000 gag jury summonses and two blowups of leg art in the theatre's lobby. The legs belong to Virginia Field, a member of the cast. After four days tenancy of the foyer, they were transferred to the marquee.

The summonses to report for jury duty, folded to look like legal court documents, were distributed five days before the picture opened, house to house and under the windshield wipers of autos parked at the night ball games at Tribe Park and at various sandlot games.

Copy read: "You are hereby summoned to sit in judgment on 'The Imperfect Lady,' a woman with six hours of her life she dared not reveal, for if she did, it would swing the finger of fate from an innocent man in the shadow of the gallows to the ruination of her happiness." After listing the cast, the summons continued: "Please join the jury for . . ." followed by playdate and theatre credit and signed by Manager Hynes.

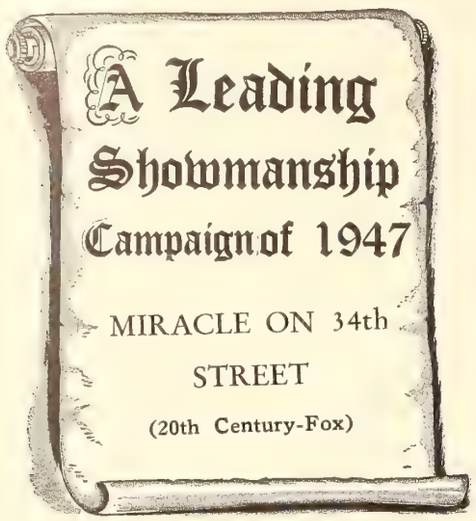
Hynes also arranged for two girls to telephone people at their homes saying: "Just to remind you that Ray Milland and Teresa Wright will be at . . . ," with title, theatre and playdate.

Navy Does Posting for 'Sea Hawk', 'Sea Wolf'

The billposting for Warners' reissue combination, "The Sea Hawk" and "The Sea Wolf," at Shea's Buffalo Theatre was done by the U. S. Navy recruiting office in Buffalo. Not only did it put up all the posters for the local booking, but also posted 200 one-sheets in 10 surrounding towns.

The Navy recruiting office's own promotional posters called attention to the reissue combination as typical of the adventurous career offered to young men in the navy.

SELLING THE PICTURE



New York's Millions Flooded With Millions of Messages in Ace Campaign on 'Miracle'

"Selling the Picture" to more than eight million persons in New York City so that practically every one of the millions is exposed at least once and probably many more times to messages about it, is a monumental job but one that evidently held no qualms for Charles Schlaifer and his staff at 20th Century-Fox. For their comprehensive campaign on "Miracle on 34th Street" inundated the city with messages about the picture for its Roxy Theatre premiere via newspapers, radio, ballyhoo, varied promotions and nearly every other medium in the book, resulting in an outstanding exploitation accomplishment that for intensity and mass market penetration stands very near the top of the heap—a Showmanship Campaign of 1947.

The exploitation drive was tied in with the cooperative efforts of New York's top department stores, hotels, retailers, organizations, and other commercial establishments which do not usually lend themselves to motion picture ballyhoo.

Initial move in the campaign was when Lew Hearn, president of the National Retail Dry Goods Association, leading national organization of retailers, recommended the picture to all of its 7500 member stores. From this came the nucleus of the local metropolitan campaign which was sponsored by the 34th Street Midtown Association which numbers among its members virtually every store, hotel, bank and merchant outlet in the shopping center. Through the president of the Association an unprecedented array of tieups, displays and promotional items were secured for the Roxy engagement.

The city gave permission for scores of shield decorations to be placed on lampposts on 34th Street, the first time such permission has been granted. In addition, the 34th Street Association arranged to have all of its member stores insert a total of 500,000 heralds in all outgoing packages during the week preceding opening. Huge banners were displayed on prominent store fronts in the shopping district, and other stores displayed flags carrying playdate copy over their doors. Truck banners, window cards, in-store and lobby display cards blanketed the 34th Street area with the "Miracle" message, and menus of restaurants in the shopping district carried "drop-in" lines announcing the premiere of the picture.

Macy Outstanding Aid

Macy's Department Store, where a major portion of "Miracle on 34th Street" was actually filmed, made an outstanding contribution to the campaign. In addition to drop-in lines in its regular display ads, the store took full-page ads in the New York papers to hail the picture. These were used in advance of opening, as well as during the first week. It is estimated that these ads, combined with additional lineage from other participating stores in the midtown sector, brought a total of 10,000 lines of free advertising space to the campaign. Macy's sent out 180,000 heralds to its customers through the mail, and used advertising lines on its famous handbill, "Hi-Spot," which is circulated to 10,000 customers daily. Window displays in four main Macy windows on the 34th Street side were seen by millions of shoppers throughout the campaign, and in-store cards on hundreds of counters in the store, plus bulletin board and house-organ publicity, made "Miracle on 34th Street" a by-word throughout the store. Jack I. Straus, president of Macy's, sent a strong personal letter of endorsement to all Macy affiliates throughout the country urging them to aid in publicizing the picture in their territories.

A radio tribute of unparalleled scope started the premiere off, when WOR, Mutual's key outlet in New York sponsored an around-the-clock tribute to the picture the day before opening. Starting at 6:35 A.M. and continuing throughout the morning and afternoon, eleven top-flight programs hailed the picture. Listening audience penetration in 16 cities of seven states reached by the station was estimated at 2,000,000 persons. At no time during the day was there more than 20 minutes when "Miracle" was not mentioned on the station, and the combined plugs added up to over two and a half hours of free air time devoted to the film. In addition, other networks spotted plugs on many of their shows, including an important portion of the Kate Smith show.

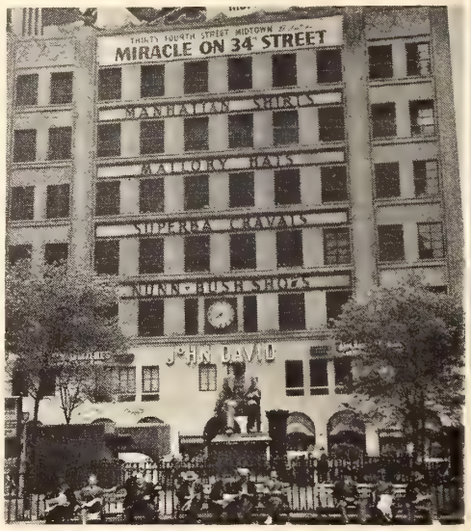
The campaign staged by the Roxy gave additional ammunition to the over-all push. Included in its program were showings of the special 400-foot trailer on the film, a large teaser ad campaign started weeks in advance of opening, and one of the largest display ad series ever used in the history of the theatre. An extensive outdoor posting campaign was used by the Roxy in subways, railroad cars, and station platforms throughout the metropolitan area and suburbs. These were supplemented by subway car cards announcing "Miracle" as the "Go See" picture of the month, selected by the N. Y. City transit system. A series of mass theatre parties in which 12,000 employes of Macy's saw the film in groups over a period of six days, added to the festive atmosphere.

The aid of individual members of the National Retail Dry Goods Association and the support of such national merchandising organizations as the Meyer-Both Company, Kirby Block and Company, and the Cavendish Stores and other large chain operators has been promised for local showings of "Miracle" as the film opens in other sections of the country. In addition, the Gimbel Stores and affiliates throughout the country received personal endorsements of the film from President Bernard Gimbel.

The New York campaign is to be duplicated in key spots along lines sugested by Mr. Schlaifer and his staff on a recent swing around the country. Rodney Bush, exploitation manager and assistant, Sid Blumenstock with Sterling Silliphant, assistant to Mr. Schlaifer visited Boston, Buffalo, Chicago, Cincinnati, Cleveland, Detroit, Kansas City, Milwaukee, Minneapolis, Pittsburgh, St. Louis and Washington. Schlaifer's conferences took him to Washington and Kansas City, ending in Los Angeles, where the West Coast staff of exploiteers were briefed.



THREE-STORY-HIGH salute appears on the facade of another well known 34th Street store telling thousands of passersby about "Miracle."



WAY UP ON TOP of John David's store is another bannered salute to "Miracle" as part of the Midtown Association's cooperation in the campaign.

SELLING THE PICTURE

Radio, Clergy and Press Help Holland Sell 'Life'

Edward Holland, publicity manager of the Orpheum Theatre, Des Moines, Ia., infected the clergy, the press and radio commentators with his own enthusiasm for Frank Capra's RKO picture, "It's a Wonderful Life," and left the exploitation of the film mainly to them. The result paid off handsomely at the box-office.

The campaign was initiated with special screenings of the picture for prominent radio and newspaper people, followed by another for the Des Moines Ministerial Association. Beside the usual radio and newspaper reviews, the picture received editorial comment, frequent mentions over the air and was the subject of sermons in a number of churches. The fact that Donna Reed, who plays opposite Jimmy Stewart in the picture, is an Iowa girl was played up in the press pictorially and in stories.

A tieup with Montgomery Ward produced much free publicity in the form of numerous air plugs and window display with proper credits. Stewart also appeared on the Montgomery Ward program over 104 radio stations and supplied autographed pictures for all listeners writing in.

Another highlight of Holland's campaign was a 15-minute broadcast over KRNT by Betty Wells, woman commentator. The Des Moines Building and Loan Association in a tieup on the picture's theme gave it much good publicity.

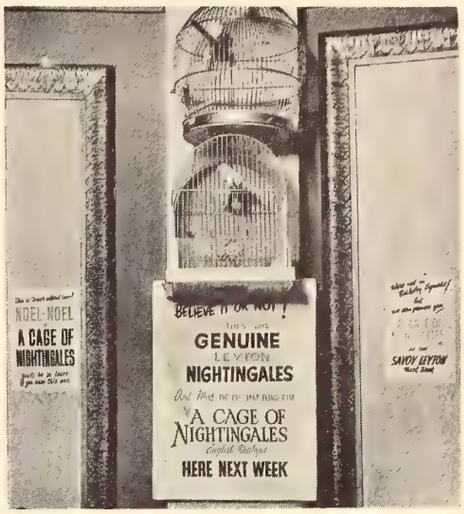
Record-breaking business was reported despite Des Moines' worst weather conditions in 10 years.

'Barbaree' Dairy Tieup

The dairies of Harrisburg, Pa., were induced to take a large display cooperative ad showing Marilyn Maxwell of the cast of MGM's "High Barbaree," drinking milk. Effective copy, tieing in the ad with the film, was prepared by Manager Sam Gilman of Loew's Regent Theatre. Stunt was the crux of his "High Barbaree" promotion activities.—HAR.



ANYTHING MISSING? Just name it and Manager Jack Simons of the Center Theatre, Hartford, Conn., had it on his recent five-unit show. Simons went all out to please everybody by booking and advertising (as seen above) the "greatest five-unit gangster, horror, comedy, cartoon, adventure show ever!" Box-office magnets on his program included Alan Ladd, Boris Karloff, Laurel & Hardy, Tom & Jerry, Pluto, Bugs Bunny and Popeye.



A CANARY FRONT. Racking his brain for a lobby attention-getter for his showing of the French picture, "A Cage of Nightingales," Manager R. H. Forsythe of the Savoy Cinema, Leyton, England, remembered that his brother in Loughton was a breeder of canaries. He borrowed some of the birds and put them in cages high up on the lobby wall with this sign underneath: "Believe it or not, these are genuine Leyton nightingales," with an admonition not to miss the picture. It was a simple stunt made all the more effective when the canaries burst into song.

Educator's Testimonial Booster for 'Smash-Up'

An unsolicited testimonial from a well-known Texas educator, Asa Bridges, state sceretary of Allied Youth, Inc., of Dallas, was used by J. P. Harrison, Interstate Theatres manager in Denton, Texas, in his promotion of Universal-International's "Smash-Up."

Bridges was in Denton to confer with the city's educators when he noticed the "Smash-Up" posters. He went into the theatre to see Harrison and gave his endorsement of the picture. He pointed out that there are 6,000,000 alcoholics in the United States today, two-thirds of whom start drinking at high school age, and added that "Smash-Up" was a movie all educators should see.

Harrison played up the endorsement for all it was worth, obtaining good publicity for the engagement.

4 Harrisburg Business Firms in '5th Ave.' Tieup

Four of the leading business firms of Harrisburg, Pa., tied up with Monogram's "It Happened on Fifth Avenue" at the Colonial Theatre in that city. Through the arrangements Manager Jack O'Rear obtained window displays in Pomeroy's appliance department, featuring an electric cleaner; in Bowman's, playing up the Victor record, You're Everywhere; and a cooperative ad by the Harrisburg Gas Company on a gas kitchen.

Stills from "It Happened on Fifth Avenue" were carried in all the window displays and in cooperative ad. O'Rear also recalled to public attention the fact that the caravan of Fifth Avenue busses had stopped in Harrisburg during the winter on the coast-to-coast tour.

Bill Morton's 'Honeymoon' Spree Sells Temple Film

"Honeymoon" is not only the title of RKO Radio's new picture but it also gave Publicity Director Bill Morton of the RKO Albee Theatre in Providence, R. I., a chance to go on a "honeymoon" spree in his exploitation campaign.

First, he arranged two weeks in advance for a letter-writing contest over radio station WHIM on what listeners would consider the "Ideal Honeymoon," to be told in 100 words or less. The station devoted, gratis, a total of three quarters of an hour to promoting the contest.

Next came a honeymoon photo contest arranged with a downtown photo supply house which offered prizes for the best "favorite honeymoon photos" entered. A full window display advertised the contest, including a 40x60 card.

Three downtown florists turned their windows over to "flowers for your honeymooon" display, with stills and tie-in credits. Two downtown jewelry stores carried one-sheet cards in their windows with the copy: "June is the month of brides. Before your honeymoon shop at (name of shop)." Other jewelry shops displayed stills showing Shirley Temple wearing jewelry, while a luggage store showed her carrying luggage, plus plugs for picture and theatre. The largest downtown market gave a seven-foot "Honeymoon" display. "After the honeymoon, brides prefer to shop at . . ." A women's specialty shop gave the picture a similar display offering help in choosing a honeymoon wardrobe.

The theatre gave regular plugs to the picture on its "Man on the Street" radio interview program for a week and a half in advance. Five downtown restaurants carried picture and theatre credits on the bottom of their menus. Exclusive posting was had in some 550 street cars and busses running into and out of the city.



PIPE SMOKER WINDOW was obtained in the main window of Englander's, tobacconist, in Kansas City, Mo., for the showing of United Artists "Dishonored Lady" at Loew's Midland Theatre. While the display had no bearing on the theme or events in the picture, the tieup was on John Loder, leading cast member, who is a pipe smoker. The display was dignified and distinctive and captured the attention of all smokers passing the shop.

THE BOX OFFICE SLANT

Saddle Pals

Republic Western with Songs 72 mins.

AUDIENCE SLANT: (Family) Good tongue-in-cheek story, well played, is sure to entertain the family.

BOX-OFFICE SLANT: That Gene Autry name is good enough to do well in nearly every situation.

Cast: Gene Autry, Lynne Roberts, Sterling Holloway, Irving Bacon, Damian O'Flynn, Charles Arnt, Jean Van, Tom London, Charles Williams, Francis McDonald, George Chandler, Edward Gargan, Cass County Boys and Champion, Jr. Credits: Associate producer, Sidney Picker. Directed by Lesley Selander. Screenplay by Bob Williams and Jerry Sackheim, from an original story by Dorrell and Stuart E. McGowan. Musical director, Morton Scott. Photography, Bud Thackery.

Plot: Ranchers in the valley, having been notified by the Brooks Land Company that all will receive a stiff rent increase, authorize Gene Autry to see if he can do something about it. Investigation indicates that Sterling Holloway, head of the company, is a nervous wreck and is being urged by crooked stockholders to sell out. Holloway, in a momentary decision, turns over his authority to Autry and goes fishing. By selling personal effects of an extravagant sister (Lynne Roberts) Autry raises some money and holds a rodeo to raise the necessary additional amount to save the company from the crooks.

Comment: The innocuous title, "Saddle Pals" has little or nothing to do with the really good film this is. Autry almost literally romps through the picture with the able assistance of Lynne Roberts. Sterling Holloway and young Jean Van plus the music making of the Cass County Boys. Holloway's comedy is better in this than has been the case in several of his more recent appearances, playing a neurotic brother of two extravagant misses whose carelessness with money is driving him to despair. Miss Roberts, as the elder of the two, does a convincing job as does young Miss Van, who latches on to Autry, practically adopting him as what she hopes will be a man in the family. This does not take place, however, as per usual in an Autry picture. The songs are good, too, and include You Stole My Heart, I Wish I Had Never Met Sunshine, Amapola (both in Spanish and English), Which Way Did They Go? (a delightful travesty on western pictures) and The Covered Wagon Rolled Right Along. "Saddle Pals" is a good example of Autry at his best and should do very nicely in nearly every situation.

The Loves of Joanna Godden

(Reviewed in London)

Rank Drama 85 mins.

AUDIENCE SLANT: (Adult) This charming, well made film about a career girl presents a particularly good aspect of life in rural England.

BOX-OFFICE SLANT: Though lacking star names, it moves at a good pace, has excellent production values and will please many moviegoers. It is, however, best suited to art houses.

Cast: Googie Withers, John Macallum, Derek Bond, Chips Rafferty, Jean Kent, Sonia Holm and others. Credits: Adapted from Sheila Kaye-Smith's novel by H. E. Bates. Director, Charles Frend. Producer, Michael Balcon. Produced by Ealing Studios for the J. Arthur Rank Organization. Distributed in Great Britain by GFD.

Plot: Googie Withers inherits a sheep farm in 1905 and against advice works it herself. Her love for progress brings disaster when an experiment in cross breeding kills her flock. John Macallum, a neighboring farmer, worships her but she is too busy to return his love. Later she becomes engaged to Derek Bond and on the rebound, Macallum marries her lazy sister, Jean Kent. Bond is drowned and once again she devotes her whole life to farming. Again she experiments by replacing sheep with crops, and succeeds. When Macallum's flock is killed by disease, Jean, realizing they will be poor for a time, leaves him. Joanna offers his use of some land to breed more sheep, at the same time realizing her real feelings for him.

Comment: The title is misleading. This is not a story of high passions and in fact hardly justifies an "adult" rating. Joanna Godden is a career girl and her first love is her farm. Here is actually one of the best films of English country life yet to reach the screen. Producer Michael Balcon and Director Charles Frend give the audience credit for being able to think, and the sequence in which Bond is drowned has been beautifully conveyed by suggestion alone. The ending, however, may be a little vague for most audiences. The country atmosphere has been skilfully captured and the photography of the scenery is lovely. The producers have wisely foregone the temptation to hold particularly attractive shots, thereby maintaining a smooth pace throughout. Googie Withers gives a dominating performance in the title role and reveals herself as an accomplished artist. John Macallum, on the other hand, is a trifle heavy as the farmer. Particular credit is due to the supporting artists who play rather than caricature the rural types, as usually happens. While its appeal is somewhat limited, "The Loves of Joanna Godden" will satisfy those who see it and should do well with art houses where its qualities and backgrounds are more likely to be appreciated.

Drive-In Gas Tieup

Unusually cold and rainy weather in the Cleveland area has put the skids on Drive-in theatres. Seeing a show from a closed car or through a wet windshield has not proved popular, and the outdoor theatres have had their worst season to date. To help boost business, Jack Gertz, operating Theatre Films, has tied-in with gasoline stations for the giveaway of coupons which admit a carful of people to see a show for the price of two admissions. Plan has been successfully used at the Ochs-operated Valley Ridge and West Third theatres in the Dayton area, and at the Lorain in the Cleveland area. Tieups have been made with the Shell and Sunoco companies.

Web of Danger

Republic Drama 58 mins.

AUDIENCE SLANT: (Family) Lively, well done program action picture. Should entertain most audiences.

BOX-OFFICE SLANT: Good action stuff for double-bill programs.

Cast: Adele Mara, Bill Kennedy, Damian O'Flynn, Richard Loo, Victor Sen Yung, Roy Barcroft, William Hall, J. Farrell MacDonald, Michael Branden, Ed Gargan, Chester Clute, Ralph Sanford, Russell Hicks. Credits: Associate producer, Donald H. Brown. Directed by Philip Ford. Original screenplay by David Lang and Milton M. Raison Photography, Alfred S. Keller. Special effects, Howard and Theodore Lydecker.

Plot: Concerns a bridge construction gang and their efforts to complete at least part of the span in time to permit the crossing of flood-threatened refugees from one side of the river to the other in time to avoid the danger of raging flood waters. It's also about the superintendent of construction and his foreman and their conflicting admiration for a pretty waitress—and the waitress' varying affections for each of the men, until she realizes it is the foreman for her.

Comment: It is against the background of library shots of raging flood waters and what they can do to people and an entire countryside that this actionful tale is laid. Director Philip Ford moves his good cast through the story without loss of pace, even though a light love story is intertwined with mounting suspense as construction of the important bridge progresses in a race against raging waters breaking through levees. The bridge will provide the only escape for persons living in the valley side of the river. Adele Mara, Bill Kennedy and Damian O'Flynn do very nicely with the well written screenplay. Good action picture for any double-bill program.

Brute Force

Universal-International Drama 98 mins.

AUDIENCE SLANT: (Adult) Enormously exciting, powerful drama of ruthless men, raw emotions, sadism at its worst, with a background of the lives of hard-bitten men within prison walls. It is, perhaps, a little hard to take for the more sensitive feminine contingent but all men will breathe a little faster as the action unfolds and find themselves a bit limp at the conclusion.

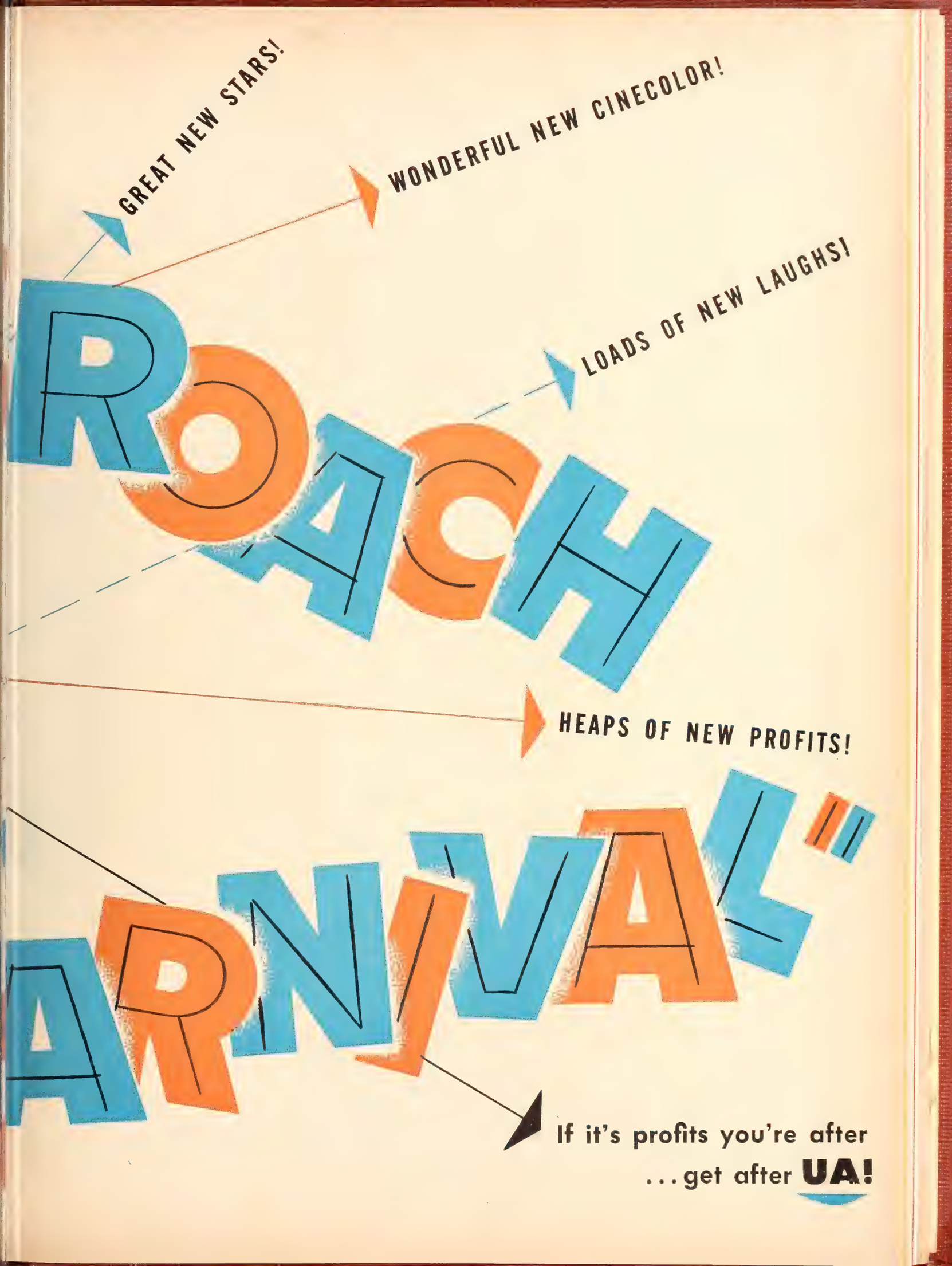
BOX-OFFICE SLANT: Fine marquee names coupled with certain word-of-mouth enthusiastic support, added to a many-faceted exploitation potential, this should do better than average business everywhere. Smart exploitation and resourcefulness on the part of showmen, along the lines suggested by U-I's home office crew should deliver top business in locales that go for drama in the raw.

Cast: Burt Lancaster, Hume Cronyn, Charles Bickford, Yvonne DeCarlo, Ann Blyth, Ella Raines, Anita Colby, Sam Levene, Howard Duff, Art Smith, Roman Bohnen, John Hoyt, Richard Gaines, Frank Puglia, Jeff Corey, Vince Barnett, James Bell, Jack Overman, Whit Bissell, Sir Lancelot, Ray Teal, Jay C. Flippen, James O'Rear, Howland Chamberlin, Kenneth Patterson, Crane Whitley, Charles McGraw, John Harmon, Gene Stutenroth, Wally Rose, Carl Rhodes, Guy Beach, Edmund Cobb, Tom Steele. Credits: A Mark

(*Continued on Page* 18)


THERE
IS
SOMETHING
NEW IN
MOTION
PICTURES . . . . .


"HAL
GREAT NEWS OF NEW LAUGHS AND NEW PROFITS
with this tiptop feature of fun. One-hour-and-42-minutes of great Cinecolor comedy, laughful of the stars of today and tomorrow. The biggest package of chuckles, chortles and belly laughs that ever threatened a house record. Yes, Brother, with loads and loads of all that's funny in it, there's loads and loads of money in it!
COMEDY
C


GREAT NEW STARS!
WONDERFUL NEW CINECOLOR!
LOADS OF NEW LAUGHS!
ROACH
HEAPS OF NEW PROFITS!
ARNIVAL"
If it's profits you're after
...get after UA!

BOX-OFFICE SLANTS

Brute Force

(*Continued from Page* 14)

Hellinger production. Screenplay by Richard Brooks, from a story by Robert Patterson. Directed by Jules Dassin. Associate producer, Jules Buck. Photography, William Daniels. Special photography, David S. Horsley. Music, Miklos Rozsa.

Plot: Feeling is tense among the inmates in overcrowded Westgate Penitentiary as the convicts receive inhuman punishment at the hands of Chief Keeper Hume Cronyn, an ambitious sadist, who is deliberately stirring up trouble within the prison to discredit the warden, Rohman Bohnen, whose job he covets. Convict Burt Lancaster learns from his attorney on visiting day that his wife, Ann Blyth, needs an operation but will not have it done until her husband is at her side. A girl on a calendar in his cell keeps reminding Lancaster of his wife, as it also reminds three other inmates of their wives and sweethearts. The men plan a break from prison, the keeper learns of it and the doctor, Art Smith, lets the convicts in on the fact that the keeper is waiting for them to make their break, determined to kill them all and take the warden's job. They break nevertheless, and all hell breaks loose. Cronyn is killed by Lancaster before Lancaster dies of bullet wounds. The doctor, sorrowfully observes, "Nobody ever escapes."

Comment: The most impressive thing about "Brute Force," aside from the exciting, brutal impact of the action itself, is the fact that Producer Mark Hellinger was able to do a job of such perfect casting, even to persuading players of such stature as Yvonne De Carlo, Ella Raines, Ann Blyth and Anita Colby to play what amounts to "bits" in an important production. The entire cast has been picked with meticulous care, and each goes through his respective paces superbly under the firm, careful hand of Director Jules Dassin. The principal players look and act their parts perfectly—each is convincingly in character always. Hume Cronyn as the ambitious, sadistic head keeper never overacts, adding just touches of "business" that enhance his hatefulness and makes entirely believable his dominance through "brute force" of thousands of desperate men. Burt Lancaster is tough and murderous most of the time but indicates his underlying human tenderness in a touching flashback sequence with his critically ill young wife. Charles Bickford, too, is excellent as an incarcerated gang leader biding his time within prison waiting for a parole. Howard Duff as Soldier is a welcome newcomer to the screen, well known in radio as detective Sam Spade. Flashback treatment reveals sequences with Yvonne De Carlo as the young Italian wife of Duff; of Ella Raines whose yearning for material things is the cause of Whit Bissell's embezzlement and subsequent conviction; and of Anita Colby as a gang moll, dreamed of wistfully by John Hoyt, confidence man. Other important contributions are made by Sam Levene; Roman Bohnen as the befuddled warden; Art Smith as a philosophic, drunken prison doctor; Vince Barnett, Jack Overman and a Calypso singer, Sir Lancelot. There are many others in the large cast, too numerous to mention, who also add excellent bits to the impressive film. Whether or not Universal-International will hit upon a method of "selling the picture" successfully to the more sensitive feminine contingent remains to be seen. But plans are well on their way and should bring better than average business in most situations and top business wherever audiences go for stark drama.

News Hounds

Monogram **Comedy** **68 mins.**

AUDIENCE SLANT: (Family) A good slapstick comedy in which the Bowery Boys give full rein to their own particular brand of mugging for the satisfaction and entertainment of their many fans.

BOX-OFFICE SLANT: One of the better Bowery Boys pictures. Should do good business wherever this series has built a following.

Cast: Leo Gorcey, Huntz Hall, Bobby Jordan, Gabriel Dell, Billy Benedict, David Gorcey, Christine McIntyre, Tim Ryan, Anthony Caruso, Bill Kennedy, Ralph Dunn, Nita Bieber, John Hamilton, Terry Goodman, Robert Emmett Keane, Bernard Gorcey, Buddy Gorman, Russ Whiteman, Emmett Vogan, Jr., John H. Elliott, Meyer Grace. **Credits:** Produced by Jan Grippo. Directed by William Beaudine. Screenplay by Edmond Seward and Tim Ryan. Original story by Edmond Seward, Tim Ryan and George Cappy. Photography, Marcel LePicard.

Plot: The Bowery Boys expose a sports scandal when one of them, working as a cub reporter, learns about a fixed fight. A big brawl develops when they try to get evidence on the crooks and fail. The paper is sued for libel, the reporter is fired, but at the trial the missing evidence turns up.

Comment: For patrons who enjoy the antics of the Bowery Boys, this latest should be satisfactory entertainment, for it is a good slapstick comedy. Here, as always, the boys get a chance to do their own particular brand of mugging—a little more than usual, perhaps, but with good results. Most of the laughs are occasioned by Gorcey's murder of the English language and Hall's interpretation of the "Sach" character. These two carry the burden of the picture, the balance of the cast just filling in to make the pattern fit. Group of performers consists of the regulars: Leo Gorcey, Huntz Hall, Bobby Jordan, Gabriel Dell, Billy Benedict and David Gorcey, with Bill Kennedy doing an adequate job as the newspaperman, Tim Ryan okay as a city editor, and Anthony Caruso sufficiently menacing as one of the crooks. Direction was by William Beaudine, production by Jan Grippo.

The King's Jester

(Italian Dialog-English Titles)

Superfilm **Drama with Operatic Arias** **94 mins.**

AUDIENCE SLANT: (Adult) An impressive production, excellently acted and directed and with superb background music, this should entertain most adult audiences. English titles make the action perfectly clear.

BOX-OFFICE SLANT: Probably best for so-called art and studio-type theatres, this nevertheless might be good as supporting fare on double-bill programs in many sections. Good particularly where there is a large Italian population.

Cast: Michel Simon, Rossano Brazzi, Maria Mercader, Paola Barbara, Doris Duranti, Elli Parvo, Carlo Knight, Juan De Lando. **Credits:** Music from the opera, Rigoletto, by Giuseppe Verdi. Arias sung by Toti Dal Monte and Ferruccio Tagliavini. Directed by Mario Bonnard. English titles by Armando V. Macaluso. Photography by Ubaldo Arata.

Plot: This is the story (played—not sung) of the opera Rigoletto, in which the barb-tongued Rigoletto, court jester to King Francis of Alois, has become a despised figure at court for his ruthless pandering to his monarch's lecherous approach to ladies of the court—wives or no. Rigoletto has maneuvered the daughter of a political prisoner into pleading with the king for her father's pardon, knowing what the king will demand, and is cursed by the freed prisoner. The curse makes Rigoletto fear for his own daughter's safety. He has kept her secretly housed in a remote part of the city. He visits her one night, is seen by a courtier who thinks the girl is his mistress. The courtier kidnaps the girl and turns her over to the king. Later Rigoletto plans to have the king murdered. His daughter learns of the plans and leaves to save the king, whom she loves. She is murdered by the hired assassin—the curse has struck.

Comment: There are several outstanding sequences in "The King's Jester" that probably will be long remembered. Included are magnificent interior scenes of the king's palace, which appear to be location shots in an actual palace. Also are location sequences filmed in beautiful gardens somewhere in Italy. Then there are renditions of two arias from the opera as background music to the king's amorous dalliances, with other magnificent background music from Verdi's opera score. The plot itself is well known to opera lovers and will appear to be reasonable to others who have never seen the opera performed or read its libretto. But it is a conglomeration of all of these facets, well put together by script writers, directed deftly by Mario Bonnard, and acted with restrained skill by some of Italy's finest performers, that add up to satisfying entertainment. There are especially fine portrayals by Michel Simon as the King's Jester and by Rossano Brazzi as the lecherous king. Brazzi, by the way, is an exceptionally handsome actor who could very well steal the thunder of some of America's leading men, were he to be cast in American films. Altogether, "The King's Jester" is exceptionally good adult entertainment that might serve as an entering wedge for Italian films in areas where showmen have hesitated to show them up to now. Its theme makes it definitely not for the young.

Colonel Chabert

(French Dialog—English Titles)

Siritzky-International **Drama** **93 mins.**

AUDIENCE SLANT: (Adult) Foreign film patrons who like Raimu (and who doesn't?) will find much to enjoy in this fine example of the French Film art.

BOX-OFICE SLANT: Should do well wherever Raimu's films have won previous popular favor.

Cast: Raimu, Marie Bell, Aime, Clariond, Jacques Baumer, Jacques Charon, Roger Blin, Andre Varenne, Rene Stren. **Credits:** Director, Rene Le Henaff. Adaptation and dialog by Pierre Benoit, based on the novel by Honore de Balzac. Music, Louis Beydts. Photography by Robert Le Febvre. Scenic investiture, Jacques Colombier.

Plot: Many years after he had been reported lost in battle Colonel Chabert (Raimu) returns to France to find that his wife (Marie Bell) has married into the nobility and has two children. He attempts to estab-

(*Continued on Page* 34)

REGIONAL NEWSREEL

DALLAS

Opening of an outdoor theatre three miles west of Wichita Falls, Texas, on the Iowa Park Road has been announced by its owners J. R. Brown and R. L. and C. R. Bradley. The new theatre, which has parking space for 300 cars, embodies the latest equipment and sound system to be found in that area of Texas. Two shows are held nightly.

Mary Alice Brown, formerly connected with the publicity department of Interstate Theatres, has assumed her new duties as director of publicity for the Dallas Athletic Club. Until August of last year she was advance publicist for Interstate Players, Texas stage group sponsored by Interstate Theatres.

Appointment of James C. Crockett as Dallas branch manager and removal of the Dallas branch of Sack Amusement Enterprises to its new downstairs location at corner Jackson and Pearl Streets was announced last week by Alfred N. Sack, general manager.

Bob Moscow, son of the late Sam Moscow, southern division manager for Columbia, has recently joined the Sack organization as production manager in charge of all Negro production, in which the Sack Firm specializes, and Jerry Musgrave, former Dallas office manager, has been promoted to a similar position in the home office as personal assistant to Alfred Sack.

Mrs. Ruby Pannell, manager, Aztec Theatre, Albany, Texas, was the winner of a good-management contest of the chain of movie theatres in Texas operated by Leon Theatres. Mrs. Pannell's reward consists of two round-trip tickets to Mexico City via American Airlines for herself and her husband, Rea Pannell, and a two-week vacation with all expenses paid. It will be the first airplane flight for both Mr. and Mrs. Pannell, and their first trip to Mexico.

Presentation of a plaque honoring John L. Franconi and John Mangham, co-founders of Screen Guild Productions, Inc., was made by John J. Jones, president, at a diner given by the company to its producers and invited guests during the late Screen Guild annual convention in Hollywood. Special guests at the dinner included Donald M. Nelson and A. P. Giannini. J. Francis White, Jr., was chairman of the committee to prepare the plaque.

CLEVELAND

Dorsey Brown, MGM office manager, is passing out cigars in honor of the arrival of a second daughter born to Mrs. Dorsey at Lutheran Hospital on Friday the 13.

Mark and Mrs. Browar are here from Los Angeles to attend the marriage of their son, Herbert, of Selznick Releasing Organization on the coast, on June 22 to Roslyn Kramer, daughter of Abe Kramer of Associated Circuit and Mrs. Kramer.

Tony Stern, Warner theatre booker and family, have as their house guest Tony's sister, Mrs. Janet Dreyfuss of New York.

Twentieth Century-Fox Branch Manager I. J. Schmertz spent several days of last week in the home office.

Warner Zone Manager Nat Wolf has a lapel button and a plaque to show that he has traveled 100,000 hours of air travel to his credit. And Nat's son, Don, graduated from Valley Forge Military School at Wayne, Pa., is now attending officers' army training camp at Camp Meade for six weeks.

Warner Theatre District Manager Frank Harpster is taking his family to Miami, Fla., for their annual summer vacation.

Lou Walters, former local National Theatre Supply Co. branch manager, and until recently head of the Cine Supply Company of St. Louis, is now located in Dallas, Texas, as district representative for Natco 16-mm. projectors.

Associate Circuit's Port Clinton Theatre, Port Clinton, was formally opened to the public last Thursday. A large delegation of invited guests from Cleveland attended.

UA District Manager Moe Dudelson, Film Classics District Manager Harris Dudelson, and Republic District Manager Sam Sepowlin, were among the few out-of-town industry visitors last week.

Word came that F. Arthur Simon, affiliated with the RKO office in Rio de Janeiro, is on his way to the States.

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V.C. Pool Dedicated

Dedication of the new $40,000 swimming pool at Camp O'Connell, near Warrendale, Pa., took place June 15 by the Pittsburgh Variety Club, which co-sponsored the project with the Rev. Lawrence A. O'Connell, pastor of the Epiphany Church in Pittsburgh, the organizer of Camp O'Connell, a recreation and vacation project for poor children of the city, with no distinction as to race, creed or color.

Almost 300 members of the Club and personal friends of Father O'Connell attended. Presiding at the affair was M. A. Silver, Warner Theatres zone manager and chairman of the Club's camp committee. Industry speakers included Cliff Daniel, chief barker of the Club, and Harry M. Kalmine, Warner Theatres general manager.

OMAHA

Jules Serkowich of Chicago, former Omahan and now Columbia exploiteer, was in the city.

Sam Deutch, Universal booker, is vacationing in San Francisco with his dad.

Lela Kunze, Universal contract clerk, is moving to California during her vacation and will take a similar position with the company at Los Angeles.

Joyce Butler, Columbia secretary, is vacationing in the Southwest.

Minn Lonergan, MGM inspectress, is on vacation.

MGM exchange had its first visit from Burtus Bishop, Jr., divisional sales manager from Chicago. His assistant, Ralph Maw, was with him.

Mary Leary of United Artists was married to Nelson (Blinky) Boyce, Omaha Knights hockey star, at Stratford, Ont. She will continue with UA at least for a while.

Paramount had three vacationists: Marilyn Clark and Catherine Theiler, secretaries, and Minnie Nixon, picture report girl.

Leon Mendelson, Warners salesman, was off work to attend funeral services for his father.

The Nebraska State Employment Office will unveil its own picture here July 1. Film Star Harold Russell was filmed in several of the picture's scenes while here.

Ralph Blank, who built the new Chief Theatre in South Omaha, received the "outstanding citizen" award from the South Omaha Eagles, Aerie 154.

Mrs. Carl Rye, former 20th-Fox office manager, now living at Mason City, Ia., visited former co-workers here between trains. She will visit a sister in Hawaii.

Richard Walter, weight 7 pounds, was born to Mrs. Harold Martin, former Tri-States Theatres district accountant, at Emanuel Hospital.

BOSTON

Miss Joan Mansfield, "Joyous Joan," pulchritudinous publicity aide at Warner Brothers, is spending a few days' vacation with her mother in the Maine sea coast cities.

Dave Whalen, publicity chief for Gene Autry, is commuting between Boston and New York having taken a residence on Bay State Road in the Hub and spending the greater part of each week now on public relations work in this vicinity. He will bring Star Autry to Boston Garden in October.

Frank Dubinsky, who formerly staged expositions in this area, will be back in Boston with a huge Food Show and Exposition early in October.

The Larry Sunbrock Rodeo is currently at Braves Field and Dick Sullivan is again handling the publicity for the Ken Maynard troupe.

The Center Theatre gave a Society opening on June 12 with Rear Admiral Byrd present in person to open his new South Pole picture "Discovery." Members of the Junior League were ushers at the opening and the carriage trade was out in force.

"Carnegie Hall" also drew a plush and ermine opening at the Esquire Theater last week

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REGIONAL NEWSREEL

(*Continued from Page* 19)

and is expected to remain at that theatre for many weeks. Members of the Boston Symphony were invited guests at the premiere here.

Commencement exercises at Harvard, Tufts, Wellesley, Simmons, Regis, Boston College, Boston University, Massachusetts Institute of Technology, Wheaton, Emmanual, Leland Powers, Emerson, Radcliffe, Jackson and Brandeis colleges and universities were all filmed by newsreel cameramen during the past week and will be used in newsreels and shorts.

Mrs. Phil Engel, wife of the United Artists publicist, is gradually recovering her health after a long siege of illness.

Eliot Duvey, who operated the Tributary Theatre here, will conduct an experimental theatre and stock company at St. Michaels in Vermont this summer.

"Discovery" the authentic picture of Rear Admiral Byrd's latest South Pole trip, drew favorable reviews in all Boston papers and the picture is pulling well at E. M. Loew's Center Theatre, the former Globe burlesque now converted into a de luxe motion picture theatre.

Motion picture exhibitors get a new headache. Trotting horse racing at night has been approved and dates have been granted the promoters of a huge new plant on the Providence-Boston turnpike, only a few miles from either city. Paul Bowser, promoter of sports and amusement events, is back of the project and the work has begun levelling the ground and will be rushed so that the track is in operation early in September.

HARTFORD

Mickey Daly of the Daly Theatre Corp., Hartford, and Mrs. Daly are grandparents for the first time, their daughter, Mrs. Al Yester of Hartford having given birth to a daughter.

Jane Glackin has been appointed manager of the Glackin and LeWitt's Strand, summer film theatre in Sound View, Conn. She's a daughter of Mrs. Margaret Glackin and the late Jack Glackin who for many years was a theatreman in the Connecticut area.

Producer Walter Wanger and his wife, Joan Bennett, attended the graduation of their daughter, Diana, at the Ethel Walter School, Simsbury, Conn.

Larry Kent has resigned as assistant manager of the Center Theatre in Hartford.

"The Hucksters" starts a Hartford run on July 3 at Loew's Poli, it was announced by Manager Lou Cohen.

Al Schuman, general manager of Hartford Theatres, and Mrs. Schuman are now in Hollywood on a vacation. Ernie Grecula, the circuit's ad-publicity manager, is in Hartford filling in for Al during his absence.

Joe Mansfield, Eagle-Lion-PRC exploitation man, and Mike Zola, Monogram exploiteer, were Hartford visitors.

S.L.C. Foundation Unit

Salt Lake City formed its unit of the Motion Picture Foundation this week with Sam Gillette, president of Intermountain Theatre Owners, as permanent trustee and the following as members of the two-year term area committee: Gillette, Si Sanders, George Hackett, Vincent Gilhool, George Smith, Ray Hendry—all of Utah; Hugo Jorgenson, Rodger Mendenhall, for Idaho; Norman Stubblefield, Montana. The one-year term committe consists of George Derrick, Ralph Trathen, Dave Edwards, Don Campbell, Don Tibbs, Harold Green, Warren Butler—from Utah; Jack Moran, Montana. Don Tibbs was named area chairman.

DENVER

J. J. Goodstein, long-time exhibitor and former exchange manager, died at the age of 66 at his home in Denver after a heart attack. He is survived by his widow, Anna. Funeral services were held in Denver, with burial in Philadelphia.

S. J. (Si) Saffran, 63, manager of the Pace, Chadron, Neb., was found dead in bed at his Chadron home. He was a checker for MGM before joining the Black Hills Amusement Co. seven years ago. He is survived by two daughters and three sons. Funeral services were in Denver.

The Rocky Mountain Screen Club annual picnic, Aug. 10, wil not be at Eldorado Springs, as previously stated, but will no doubt be again held at the Park Hill Country Club in Denver.

The local Allied unit has opened offices at 921 Twenty-First Street, according to Joe Ashby, general manager of the Rocky Mountain unit.

William Hastings, Orpheum manager, has been made chairman for the Denver theatres and film industry for the National Conference of Christians and Jews.

Ned Greenslit, who has been manager of the Aladdin for several years, has resigned to go into private business.

United Artists is doing over its Denver exchange, and the move will give Clarence Olson, local manager, a luxurious private office, and add much needed room for the salesmen and front office force.

Dick Dekker, manager the Gothic, Denver, has been moved to Salida as city manager by owner C. U. Yaeger. D. A. Dixon has returned to the company as Gothic manager.

Quinton Horn, office manager the RKO exchange, is spending part of his vacation attending the state volunteer firemen's convention at Ft. Collins, Colo.

Al Clarke, student at the University of Denver, has been put on at the RKO exchange as box-office clerk. James Mooney, Universal office manager, went to Salt Lake City for a vacation. The force at the RKO exchange held a congratulatory party in honor of the boosting of Joe Emerson from salesman to manager.

Out-of-town theatre folks seen on film row included Jack Kramer, Durango, Colo. C. E. McLaughlin, Las Animas, Colo.; Robt. Nelson, Leadville, Colo.; Mr. and Mrs. Leon Coulter, Loveland, Colo.; George McCormick, Canon City, Colo.; and W. B. Parks, Johnstown, Colo.



TIME OUT FOR REST WHILE ON LOCATION. If all work and no play (or rest) makes Jack a dull boy, it might well do the same for actors, directors, players and film crews on location making a picture. So, naturally, while Producer Harry (Pop) Sherman's forthcoming Enterprise film, "They Passed This Way," was on location in Gallup, N. M., there were occasional periods of relaxation so that the players and crew would be refreshed for the next scene. Taking time out above, in the usual order, are Director Alfred E. Green; Mrs. "Chick" Lewis, ye publisher's wife whom Producer Sherman invited to spend a week seeing how they make a great box-office picture; Joel McCrea and Charles Bickford, two of the film's stars. (Photo by Scotty Welborne).

COLUMBUS

A daughter, their first child, was born recently to Mr. and Mrs. Milton Yassenoff. He is the son of Leo Yassenoff and is associated with his father in operating the Academy theatres.

The Columbus Variety Club has dicontinued serving regular meals during the summer but light refreshments are still available. New steward of the club is Otis Gordinier. Chief Barker George Anagnost announced that Tent No. 2 is planning for a summer picnic. Details will be announced later.

The late Frank L. "Dude" Higgs of Columbus is said to have been the model for Dude Hennick in the comic strip, "Terry and the Pirates" and that incidents in his colorful career were used by Paramount Producer Seton I. Miller in "Calcutta." Higgs was chief pilot for the Chinese National Aviation Corp. when Miller visited China before the war.

Jack Needham, 20th-Fox salesman, was a visitor at the Fairfield County fair ground in Lancaster where the company's Technicolor picture, "Green Grass of Wyoming," is shooting on location.

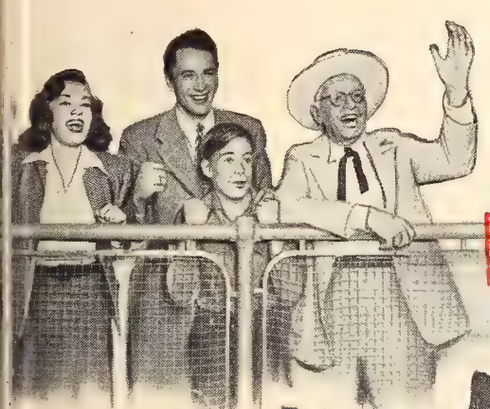
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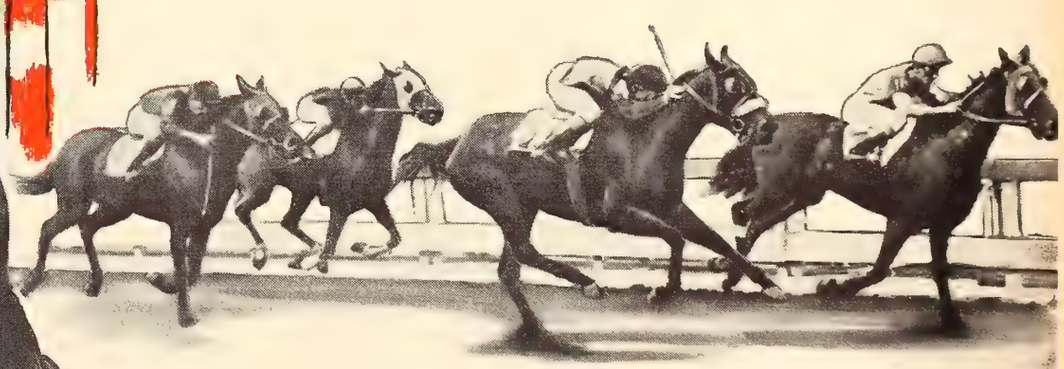
IT'S THE HEART OF KENTUCKY

. . . pounding with hoofbeat thrills!

COLUMBIA PICTURES
presents

SPORT OF KINGS







with

PAUL CAMPBELL · GLORIA HENRY · HARRY DAVENPORT

Screenplay by Edward Huebsch
Directed by ROBERT GORDON
Produced by WILLIAM BLOOM

COLUMBIA PICTURES

British Showmen Stress Need for U. S. Films

CEA Meet Warns Lack Of Shows Will Hurt Small Theatre Owner Interests

LONDON OBSERVATIONS

By JOCK MacGREGOR

There was no doubt in the minds of delegates attending the Cinematograph Exhibitors Association Summer Convention at Eastbourne regarding the importance of Hollywood pictures. Their voice was united in deploring the present campaign of praising the home product and villifying the imported.

While stressing their desire to show British pictures and claiming that comparable British and American films take a similar amount of money, they emphasized that with less than fifty features being made in this country each year the food-or-films campaign was misleading the public.

It was pointed out that should imports be restricted cinemas would either have to close, run programs longer or show re-issues with a negligible saving in dollars. A shortage would also mean increased rentals.

There was forceful speaking on the subject and the recent British Producers' advertising campaign did not go unmentioned. Barnstaple's Maurice Prince regretted the propaganda which suggested that every British film was a good one and felt that this false value might lead to disappointed patrons. ABC's Col. S. K. Lewis summed up the feelings of the meeting when he said "God help us if we did not have American films."

No less lively was the discussion on Sir Arthur Jarratt's letter to the press requesting longer playing time for British films and a cut in the tripe imported from elsewhere. Councillor Harry Mears, asked why "since Sir Arthur disliked tripe, he made it," and continued "I don't see why the trade should change its policy every time these men change their jobs."

Secretary W. R. Fuller took the line that the letter was aimed at the very circuits whose policy Sir Arthur has been instrumental in forming. Delegates, already faced with a general decrease of from 10 to 15 per cent in box-office takes, felt that the independent was the sufferer if pictures are to be "milked" at first runs.

The unit of the CEA was most forcefully revealed when there was discussion of the film "There is no Escape," in which Stanley Thurston, well known criminal, appears as himself. The bars erected against such films will stand firm; and while one or two sympathized with the independent producer who made the picture, Granada's Cecil Bernstein injected: "Are we debating a principle or a film?"

U.S. Film for 'Command'

Organizers of the 1947 Royal Command Film Performance for the Cinematograph Trade Benevolent Fund next Nov. 25, are planning for the main feature to be an American production.

This move is not an extension of the exhibitors' efforts to regain Hollywood's prestige in Great Britain, but to have Britain and the U. S. alternately provide the main feature of the annual affair. The performance has been changed from MGM's Empire to Rank's Odeon so that each major West End cinema may share the prestige of the event.

Gloom Over 16-mm.

The 16-mm. exhibition bubble in Britain has burst. Already Bernstein's Granada circuit has been withdrawn for at least the summer.

Among the factors militating against the shows are the following, according to Henry Simpson, who reported on experiences of a year operating 16-mm. presentations at a rural Northern England town in a letter to the CEA Councillors at their meeting at Eastbourne last week:

Lack of comfort of the halls used; difficulty in obtaining any control over the halls, which in the main prefer the local dance or badminton; high entertainment tax; younger generation prefer to go to the nearest town.

A special committee was elected for discussions of the publication of new Home Office Cinema regulations. While still on the "secret" list, these are understood to be particularly stringent and are likely to close a number of cinemas on safety grounds.

While the conference tended to the business on the agenda, the Eastbourne meeting was a welcome break from routine and many delegates made it a family affair. The Grand hotel was taken over completely and delegates, their families and guests overflowed into other hotels.

The Social Side

Sir Arthur Jarratt was host on behalf of British Lion at one of the most lavish parties this reporter has ever attended. It was followed by a screening of "Man About the House." . . . An earlier screening was handled by ABC's area director Stanley Mills, who did a good job. . . . General Films held a party the following night for the screening of "Dear Murderer"; Teddy Carr, John Woolf, Sidney Jackson and Sidney Flatteau, of the home office, were present at the affair which was handled so smoothly by John Specterman. . . . Sydney and Betty Box were prominent among those present. . . . Dicky Pear was in the chair at a luncheon for Langford & Co., in celebration of their 35th year of screen advertising. . . . A Mayoral reception concluded the General Council meeting. . . . Paramount staged a party before screening "Dancing With Crime."

Hearty congratulations were showered on Captain Sidney Clift, chief of Clifton Cinemas, for the knighthood conferred on him by His Majesty the King.

B. T. Davis and his wife making a charming and popular presidential pair. . . . Dudley West and Bill Speakman inseparables . . . local exhibitor Randolph Richards, director of the Towns Entertainments and Publicity Committees in his element. . . . Col. and Mrs. Theo Fligelstone looking cool and distinguished. . . . Mr. and Mrs. Ken Jones of Birmingham brought their son along while young master Whincup, who chaperoned his mother and father, was the centre of much admiration. . . . Harry Adley has now been joined by son John in the business and with those stalwarts, Stanley Bell and Laurie Ralston, rarely stopped handing out refreshments to parched delegates and press.

Mr. and Mrs. Fred Prior more than somewhat relieved that with their year of office completed they can relax . . . it is a real tonic to talk with an enthusiast like Maurice Prince . . . formerly a renter he has a knowledge of all sides. . . . Southan Morris, Britain's leading and largest independent circuit operator, brought his charming wife. . . . Up and coming stars Michael Wilding and Glynnis Johns came down with the British Lion party but stayed over the next day to enjoy the sun. . . . Mrs. Walter Eckhart pushing a delegate into the Adley bar in a hotel bath chair. . . . George Scarborough and C. E. West brought their families from Leicester. . . . Mrs. G. Wyndham Lewis entertaining friends with songs to piano accompaniment from Mrs. Berriman also from Wales. . . . Teddy Hinge still makes the 500-mile round journey to Newcastle each week. . . . Peter Hyott with whom I talked films in junior grade, though no longer a delegate, came from Torquay and we talked—well, films.

REGIONAL NEWSREEL

(*Continued from Page 20*)

The Oak neighborhood theatre repeated its Sunday-Monday two-hour carnival again last week due to the success of that held some weeks ago.

"The Egg and I" is in a fourth week at the RKO Grand, longest local run a film has had in some time.

VANCOUVER

Composers, Authors and Publishers Association of Canada is asking $1000 in damages from Isadore Shaker, exhibitor of Hanna, Alberta, for performing songs from "Blue Skies," Paramount feature, without consent. The Association which holds sole rights in the Dominion, also asks for an injunction to prevent what it says would be further infringements. This is the second case before the Canadian Courts.

Recent visitor to Vancouver was Rolly Keil of the Strand Edmonton. He was in Seattle to visit his brother and stopped off en route home. He reported that while business has slackened off Edmonton is holding its own.

Harry Creasey, former Famous Players theatre manager in Vancouver and now the supervisor of four theatres in Riverside, Calif., was a recent visitor, and was a guest at the F. P. luncheon in Ivan Ackery's honor for winning the showmanship award.

More Canadian moving picture productions are in the formative stages with the Brooks-Scanlon pulp and paper interests who operate the Powell River, B. C., pulp mills, one of the largest in the world, studying the possibilities of making pictures in British Columbia. The Brooks-Scanlon interests are American.

Jack Randall, Strand manager and a member of the Gyro Club, addressed the local Gyro Club on "Motion pictures and their place in the community."

Joe Cameron, owner for 20 years of the 180-seat Ashcroft Theatre, Ashcroft, B. C., has sold out to Messrs. Rogers and Belshaw of that town.

Paul Lambert, former Winnipeg theatre manager, is in town. His immediate plans are not definite, but in all probability they include show business as he has more or less grown up in the industry.

Frank Jens has been appointed inspector of theatres for British Columbia by the fire marsal's office succeeding Bill Oswald, retired on pension after 34 years.

Jimmy Davie, manager of RKO for British

(*Continued on Page 24*)

PEAT! REPEAT! REPEAT! REPEAT! REPEAT! REPEAT!

"If 'Repeat Performance' is a sample of the calibre of motion picture which can in the future be expected from Eagle-Lion, then the studio is to be depended upon for the very best in entertainment value . . . a suspense-laden thriller . . . highly intriguing . . . smashes to a tremendous climax . . . highlighted by the first screen appearance of Richard Basehart... he should go far."

—HOLLYWOOD REPORTER

"GUARANTEED TO HOLD AUDIENCE INTEREST THROUGHOUT ITS 92 MINUTES . . . SHOULD PROVE FORTUNATE AT THE BOX OFFICE."
—DAILY VARIETY

"OF MAJOR CALIBRE . . . COMMERCIAL OUTLOOK FOR IT BRIGHT." *—MOTION PICTURE DAILY*

" 'DIFFERENT' QUALITY GIVES THIS ONE BOX OFFICE . . . NAME VALUES ARE READILY APPARENT." *—FILM DAILY*

"ABSORBING, DRAMATIC ENTRY, HOLDS INTEREST FROM START TO FINISH, REPLETE WITH GOOD PERFORMANCES." *—THE EXHIBITOR*

"AMAZINGLY DIFFERENT . . . CLIMAXED BY SURPRISE ENDING! *—MOTION PICTURE HERALD*

"PACKED WITH BRISK DIALOGUE, CONSTANT SUSPENSE, AND A LAST-MINUTE WALLOP."
—FILM BULLETIN



Earl Wilson, to 15,000,000 readers, says of Zanesville, Ohio, opening: "Dadblamedest movie premiere since 'Gone With the Wind!'"

EAGLE-LION FILMS presents

LOUIS HAYWARD · JOAN LESLIE · RICHARD BASEHART

in

"Repeat Performance"

The story of a woman's great love for a scoundrel!

PEAT! REPEAT! REPEAT! REPEAT! REPEAT! REPEAT!

REGIONAL NEWSREEL

(*Continued from Page 22*)

Columbia, at a recent meeting of the Vancouver Lions Club, was elected to Lion-tamer.

Vancouver visitors were George Peters, Odeon head office executive and a member of the board of Odeon Theatres of Canada, accompanied by J. J. Robinette, legal representative from Toronto, S. J. Baiano, Warner Bros. talent scout, in from Hollywood, searching B. C. and western Canada for new faces for films.

NEW YORK

Walter Gettinger, who was head buyer and booker for the Laffmovie chain which has theatres in New York, Boston and Baltimore, resigned to take over operation of the Casino Theatre at Pittsburgh, Pa. The Casino is a 1700-seat downton house and Gettinger's associate will be Ted Garden who until recently was with the road company of "Life with Father."

Century Circuit's Midwood in Brooklyn is scheduled to close July 6 for an entire remodeling job which General Theatre Manager Joseph Spring says will include new seats, new proscenium treatment and new decorations.

Universal-International, which is an exhibitor in this town as well as distributor, applied fof membership this week in the Metropolitan Motion Picture Theatres Association.

Film row and home offices were saddened to learn this week that H. J. White, father of Madeline White, Monogram eastern publicist, had died at his Lynbrook, L. I., home at the age of 82. Surviving him besides Miss White, are his widow, four other daughters and a son, H. Edward White of Eastman Kodak's New York office.

And another gloomy note was added to the usually gay row with the information that even though veteran Sam Bran, who operates the Bran photographic service and who had one time been with Exhibitors' Service and National Screen Service, had been dismissed from the hospital, he was gravely ill at home.

More on the cheerful side was the return to work of Antoinette and Bob Anderson at 20th Century-Fox, he to the shipping room and she to the percentage clerk's desk, after a honeymoon. The romance started at work.

Twentieth Century-Fox this week also held its annual boat ride as the Home Office Family Club took off on the S.S. Peter Stuyvesant for Bear Mountain. It was a big day with athletic events to tie up the muscles, swimming contest and a beauty contest. Lew Lehr, president of the club was emcee and arrangements were made by Harry Reinhardt with Joe Burke pinch hitting for the exchanges.

Leo Greenfield, ex-service man and at one time exhibitor operator of the Borough Hall Theatre in Brooklyn, has joined the staff of Universal's exchange as a salesman.

United Artists film shipper Al Wartel is off to Colorado on a vacation and District Manager Jack Ellis is back from Albany—where he wasn't on vacation but on business.

Funeral services for Mrs. William F. Marshall, Sr., mother of Frank Marshall, Warner Theatres executive, were held Sunday in Markham, Va., with burial in Arlington, Va. She died Thursday.

Joe Friedman and Gerry Michaelis of the Warner Bros. publicity department, who became newlyweds over the weekend, will honeymoon in Maine for the next couple of weeks.

Messmore Kendall, president of the Capitol Theatre, and author of "Never Let Weather Interfere," was given a degree of Doctor of Letters by Tufts College, Medford, Mass. last Sunday.



THREE THEATREMEN AND A STAR. Shortly before the opening of Eagle-Lion's "Repeat Performance" at the RKO Grand Theatre in Cincinnati recently, Richard Basehart (second from left), one of the stars of the film, had a look at the advertising campaign put on for the engagement. Bill Clark RKO Midwest Corp.'s assistant division manager, is shown at the left observing the proceedings as Division Manager Col. Arthur Frudenfeld gets Basehart's opinion of the campaign. Nate Wise, publicity director, is at the right.

DES MOINES

A. J. Swanton, owner of the Iowa Theatre at Emmettsburg since 1920, has sold the house and equipment to the Theatre Corp. of Des Moines which operates a number of theatres in the state. The firm is composed of R. G. Fauld, Arthur Theile and E. M. Garbett, all of Des Moines.

Tri-States Theatre Corp. of Des Moines is giving its three district managers an opportunity at general manager duties with each of the district managers serving one month in the home office. William Miskell of Omaha is now taking over during the month of June.

Delbert Farrell, manager of the State at Carroll for Pioneer circuit, has been named manager of the two houses in Jefferson, Iowa, replacing Ray Walter who has resigned to live in Minneapolis.

The Sun Theatre at Woodward will operate seven nights a week during the summer, Mrs. Norman Hanson, manager, said. It had been operating only five nights a week.

The Des Moines Variety Club will hold a fund-raising program which includes a dance at the Val-Air ballroom in Des Moines with prizes, including a new car, to be given away.

L. G. Ballard who has operated the Rio Theatre at Wall Lake for 10 years has sold it to R. C. DeBow of Fayette.

The Cozy Theatre at Harlan, Ia., will close

N. J. Allied Convention Program

Program for the annual convention of the Allied Theatre Owners of New Jersey and the Conference of Independent Theatre Owners at the Ambassador Hotel in Atlantic City, June 24-27 was announced as follows this week by Convention Manager E. Thornton Kelly:

June 24—10 A. M., Registration; 11 A. M., Exhibit inspection; 1 P. M., Ladies meeting, Surf Room; 1:30 P. M., New Jersey Allied Directors meeting, Surf Room; 2 P. M., Open meeting with guest speakers, committee reports, selection of nomination committee to pick candidates for officers and the directorate; 4 P. M., adjournment; 9 P. M., Social get-together, Surf Room.

June 25—10:30 A. M., Eastern regional directors' meeting, Surf Room; 2:30 P. M., guest speakers; 3 P. M., Entertainment for the ladies in the Embassy Room; 3:30 P. M., Open Forum (all branches of the industry invited); 9 P. M., Cabaret night in the Embassy Room.

June 26—9:30 A. M., golf tournament, Linwood Country Club; 2 P. M., Open Forum, continued; 3 P. M., Entertainment for ladies, Embassy Room; 4 P. M., Closed session, Allied Theatre Owners of New Jersey; 7 P. M., Cocktail party; 8 P. M., Testimonial banquet to national Allied President Jack Kirsch at the Hotel Chelsea.

Speakers for the first day will be Dr. Allan B. DuMont who will discuss television; Architect Michael DeAngelis, on community theatres and remodeling; Arthur Sorin, air conditioning.

The special entertainment for the ladies will include a bingo party, a fashion party and a tea show. The committee heading these events consists of Mrs. Ed Lachman, chairman; and Mesdames Harry H. Lowenstein, Lou Gold, Sam Frank, Haskell Block, Harry Hecht, Morris Fogelson, E. K. OShea, Sam Shain, Irving Dollinger.

Other recently appointed committees are:

Reception—Harry Lowenstein, chairman; Lee Newbury, Irving Dollinger, Lou Gold, Joseph Siccardi, Wilbur Snaper, A. Louis Martin, Sidney Franklin, Sam Frank, Haskell Block, Henry Brown.

Golf—Lee Newbury, Dr. Henry Brown, co-chairman.

Resolutions—George Gold, chairman; Jack Unger, Clark Hildinger, John Harwan.

Nominating — David Snaper, chairman; Jacob Unger, Harry Hecht, Irving Dollinger, Lee Newbury, Lou Gold, Wilbur Snaper, Morris Fogelson, Sam Frank, Sidney Franklin, Harry Lowenstein.

REGIONAL NEWSREEL

during July and August this year. Nate Sandler is remodeling the Coed Theatre at Fairfield and increasing its seating capacity.

Jim McCann, MGM salesman, is being transferred to the Milwaukee office. Verneal Anderson has replaced Dottie Wolf at Universal. Lucille Wesp, secretary of the Tri-States advertising department, has been appointed secretary to A. H. Blank, succeeding Maxine Bishop who will be married shortly. Isoline Woodruff will replace Wesp in the advertising department.

Harry Warren, former general manager of Central States Theatre Corp., is back in Des Moines with his wife and family for a three-month visit.

MINNEAPOLIS

Bob Murphy, critic for the Minneapolis *Star* and Sunday *Tribune,* is a proud father.

Harriet Johnson, shipper at National Screen Service, motored to Winnipeg, Canada, to spend her two-week vacation. Also on a motor trip is Irving Braverman, booker at Columbia, who hit the road for California where he will visit the various studios and spend his vacation.

Two MGM inspectresses who are leaving the exchange were honored at a luncheon by the inspection department. Laurine Severson, who left to live in San Francisco, was presented with an overnight case, and Alice McKean, who left to become a housewife, was given a purse.

Bill Cameron, salesman at MGM, drove to eastern Maine to attend the wedding of his niece.

Chuck Bliss, booker at Universal, was married last week and left for a two-week honeymoon.

Charging that the film showings by the film society of the University of Minnesota are direct competition to regular theatres in Minneapolis, North Central Allied has protested against the showings, Stanley Kane, executive secretary, has announced. NCA asks that the showings be confined to a University audience and the advertising confined to the University newspaper.

Leonard Ledum has opened the new Ledum, Elbow Lake, Minn., and Oscar Hendricksen has opened the new Strand, Grafton, N. D. Both replace structures which had burned down.

Variety Club of the Northwest has set the week of July 21 as "Old Clothes" week for its Minneapolis members and has asked them to turn in their old garments for charity.

Frank Toussaint is the new owner of the Gibbon, Gibbon, Minn. Bernard Galichio has purchased the Cozy, Colfax, Wis., from G. H. Johnson.

Minnesota Amusement Co. is remodeling the front and making other improvements at the Orpheum, Minot, N. D. Arthur Larson, operator of the Electric, Soldiers Grove, Wis., will have a 400-seat quonset steel theatre ready for opening the middle of July.



ITALIAN DECORATION. Phil Reisman (right), RKO Radio vice-president in charge of foreign distribution, receives from Mr. Blais, first Attache to the Italian Embassy in Paris, the decoration of the Grand Officer of the Imperial Order of St. George of Carinthia. Presentation took place at ceremonies held recently.

NEW HAVEN

District Manager E. X. Callahan of 20th Century-Fox was in town conferring with Branch Manager Ben Simon.

Columbia Branch Manager Harry Oshins is in Milwaukee and Mrs. Oshins is visiting friends in New Haven.

Monogram General Sales Manager Morey Goldstein is moving his family out of New Haven to a residence in Great Neck, L. I., after two years of house hunting since his move from the New Haven territory.

Loew's Poli and College Theatres are displaying new and modern candy stands in their lobbies.

Universal-International Branch Manager Arthur Greenfield is sporting a new automobile. RKO Branch Manager Barney Pitkin and Mrs. Pitkin motored to Worcester, Mass. to bring back their daughter from college for the summer vacation. Ruth Bolton of the New Haven divisional office of the Loew Poli New England theatres starting on summer relief work with first assignment being that of the Poli New Haven while Morris Rosenthal, manager, is vacationing.

Maurice Bailey, chairman of the Heart Committee of Tent 31, Variety Club of Connecticut, huddled with members of his committee on plans for charitable work during the year. Present were Harry Leviates, Tim O'Toole, Chief Barker Barney Pitkin, Harry F. Shaw, Lou Brown, Max Alderman and Arthur Greenfield.

LOS ANGELES

Auriel Macfie, Music Hall's publicist, left for New York June 20 on a combined vacation-business trip.

Perelman and Baranoff, film row accountants, moved out of the office they have been sharing with Central Theatres, and into Hygienic's former suite. Johnny Evans, U. S. Navy booker, and his wife, who assists him at the Navy booking service, moved into Western Amusement Company's former accounting department office. The Hygienic office, now located in Western's old quarters, features new air-conditioning.

Adelaide Newman was recently awarded $7,500 damages in Superior Court from Fox West Coast Theatres for alleged injuries received last month when she slipped and fell in the restroom of FWC's Embassy Theatre on South Western. The plaintiff originally asked for $50,000.

George Alderman, who has been visiting in town on behalf of Constance Bennett Cosmetics, is due to end confabs with his brothers, Milt

(*Continued on Page 26*)

BING
CROSBY
"The Road To Hollywood"
AL
JOLSON
"HEART OF NEW YORK"
BETTY
GRABLE
"Hollywood Bound"
CORNEL
WILDE
"STAIRWAY FOR A STAR"
DANNY
KAYE
"Birth of a Star"
PAULETTE
GODDARD
"SECOND CHORUS"
JIMMY
STEWART
"JIMMY STEPS OUT"
Now Ready-
ASTOR PICTURES CORP.
R. M. SAVINI, President
130 W. 46th St., N. Y. 19, N. Y.

REGIONAL NEWSREEL

and Pete, and return to New York. They have been setting up accessories and advance material for their giveaway deal, and are scheduled to move into new offices on film row around the first of July.

Dave Canavan, RKO Theatres construction and maintenance chief, was in from New York on on inspection tour.

Warner District Manager Henry Herbel held sales meetings of six branch offices in his suite at the Los Angeles branch June 17-18. Part of the sessions included a speech by Norman Moray, short subjects head, on the new Warners' newsreel.

The Southern California Theatre Owners Association met in a general membership meeting to discuss projectionists' current demands.

Charles Skouras played host at a luncheon to Cyril Lundy, director of Gaumont-British Theatres, and Arthur Brown, chief film buyer for G-B. FWC executives were also in attendance, as well as Ted Gamble.

Jake Milstein leaves shortly on a coast-to-coast journey to establish a permanent panel of 12 representative theatremen for Somerset Pictures to pass on all proposed scripts. Milstein, Walter Colmes and Selly Levinson head the company, which releases through Screen Guild. All classes of theatres will participate.

Buddy Rogers went by plane to Salt Lake City June 11 to talk before a convention of the Exhibitor-Distributor Association of the Rocky Mountain area. He returned to Hollywood June 13.

PHILADELPHIA

Harry Dressler, formerly with PRC, has become a Film Classics-Screen Guild salesman. Clark Film has opened a new exchange in Salt Lake City.

Ruthie Berger, former "girl Friday" to Ev Callow, Stanley-Warner ad head, eloped to Virginia last week to marry Bill Gustafson, a construction engineer. Milton Young, Columbia tub thumper, is recuperating at home from an emergency appendectomy.

The Trans-Lux has tried a five-day run of an all-sports show which will be repeated once a month as long as its initial popularity holds up. The recent Sunday Kiddies' hour of especially selected shorts has clicked very nicely.

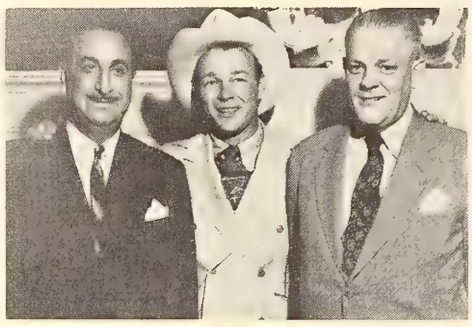
Bettie Lamont, lovely Stanley-Warner receptionist and Dottie Healey, secretary to Ev Callow, celebrated their birthdays on June 19. Callow, incidentally, moved into a new home in Wynnewood, but the family was there a week before he really "moved" in. Urgent company business kept him in Harrisburg that long.

Abe Friedman, chief projectionist at the Fox Theatre, became a grandfather last week when his daughter had a baby boy.

Esther Muchnick of the Stanley-Warner publicity office won a $500 RCA Television set last week. And just after her mother spent $26 to repair their old radio, too.

Harold Polin, head of the Stanley-Warner billing department celebrated his seventh wedding anniversary last week.

Salem E. Applegate has been appointed branch manager in Philadelphia for United Artists, succeeding Mort Magill, resigned. Applegate first entered the motion picture business with UA in Philadelphia in 1921. He joined MGM as Philadelphia branch manager in 1926 and later as district manager until 1943, when he joined Universal as branch manager in Philadelphia.



RECEPTION FOR ROGERS. Roy Rogers, King of the Cowboys, now in New York for personal appearances at the Roy Rogers Thrill Circus at the Polo Grounds, was greeted by representatives of the newspaper, magazine and trade press at a reception which Republic held in his honor recently at the Sherry Netherlands Hotel. Rogers (center, above) is shown with Sidney A. Myers, managing director of British Lion Film Corp., and William Murphy, Republic's New York branch manager.

HARRISBURG

The Capitol, home theatre of the Rubinsky chain, has had a new coat of paint. The outside, lobby and doors are two shades of blue and white, while the marquee is red and white.

Bill Whyte, owner-manager of the New Star, was in Hartford, Conn., for several days. On his return he brought his mother, Mrs. Harriet Whyte, to spend some time here.

Tex Terry, who led his large company in a stage show at the Rio, was forced to remain behind while the company continued its tour. Tex, billed as "the bad man of western films," suffered a bad case of ptomaine poisoning, and was in the Harrisburg Hospital for a week.

Visitors recently were, Milt Young, Columbia; Jack Burgin, Paramount; Lou Golding, Fabian; and Paul Walker. The latter is former movie writer for the *Harrisburg Telegraph*, now with Columbia's New York exploitation office.

Frank Hapsmith, usher at the Colonial, leaves for vacation this week.

Bob Sidman, manager of the Senate, has made several hurried trips to New York and Philadelphia, both on theatre business, and on settlement of the local AVC Chapter's financial arrangements in the housing project it is sponsoring. Sidman is chairman.

The Hill, Camp Hill, has started a series of Saturday cartoon shows for children, Martin Brodsky, manager, reports.

Local managers are trying to make new arrangements to facilitate having enough change on hand for weekend business, since a number of local banks have announced closing on Saturdays, recently designated as bank holidays.

The Merchants' Committee decision closing all downtown stores every evening during July and August might have some effect on Thursday and Saturday business, exhibitors believe.

Fabian interests are reported studying possibility of erecting drive-in theatres in the immediate vicinity and near Reading.

Wilson Turner, for more than ten years in the motion picture industry in various selling capacities, has joined PRC as salesman in the Harrisburg territory to work under Philadelphia Branch Manager Sam E. Diamond.

WASHINGTON

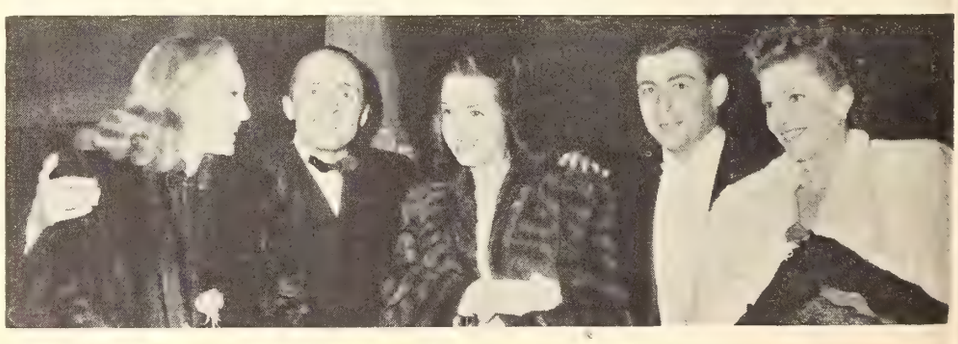
At a press meeting in the Variety Club Rooms on June 9, Carter T. Barron and Sam Galanty, Co-Chairmen of Variety's football committee, announced plans for the 1947 charity football game in Baltimore on Sept. 21 between the Washington Redskins and the Green Bay Packers. This game is sponsored jointly by the Washington and Baltimore Tents of Variety. Carter Barron, who presided at the meeting, advised the group that funds realized from this game are used for boys' clubs in Washington and Baltimore, and that last year's game netted $55,868.45 a potent contribution to the campaign against juvenile delinquency, and the largest amount ever raised for charity in Maryland history, at a single sports event.

Jean Hersholt, radio and movie star, and Mrs. Hersholt were in Washington this week, and were honored at a cocktail party. Among the many prominent Washingtonians present was Kenneth Royall, Undersecretary of War.

Warner's Earle booked "A Boy and His Dog," winner of last year's Academy Award, as the best Technicolor two-reeler, into its new show this week.

Fred MacMillan, Earle Theatre manager, returned from his Florida vacation, and Frank La Falce, director of advertising and publicity at Warner Bros. is on the first lap of his.

Mrs. Friebele, for many years Frank La Falce's "girl Friday" at the Warner publicity department, was in town to visit her former coworkers. The ex-Charlotte Duncan is now a housewife, living in Brooklyn, N. Y.



CELEBRITIES AT PARIS PREMIERE. Memories of prewar days in Paris were revived recently when RKO Radio-Pathe Cinema's "Man About Town," starring Maurice Chevalier, had its world premiere in that city. Some of the celebrities present for the occasion included (l-r) Linda Darnell; Rene Clair, producer-director of the film; Marcelle Derrien and Francois Perier, also starred in the production, and Annabella.

REGIONAL NEWSREEL

ALBANY

Condolences go to Universal secretary, Ethel Anameier, upon the death of her dad, Frederick Anameier.

Thomas Walsh, Warner Bros. assistant shipper, injured his arm in a freak accident and is confined to his home.

Ben Curley, Upstate Theatres biller, is reported doing nicely after a recent operation at the Albany Hospital.

Visitors along Film Row included Dick Morgan of Thousand Island Park; David Klein of Hunter; Walter Wertheim of Chestertown; Sam Davis, Phoenicia; Charles Deitcher and A. Bernstein of Schenectady; Jerry LaRocque of Warrensburg; Sylvan Leff, Morris Slotnick and Harry Savett of Utica.

Si Feld, Columbia salesman, returned to work after an absence of a week due to a bout with the grippe.

Vacationists include Columbia Booker Bill Hanley to Pawling, N. Y.; MGM Cashier Ruth Hogan and box office clerk, Elizabeth Konieszcy, to Burden Lake; RKO assistant stenographer, Anita Light, to New York.

Johnny Gardner of Colony, Schenectady is spending several weeks with his family at Round Lake, N. Y.

June Canfield, Columbia stenographer, was slightly bruised in a recent automobile accident and is expected to return to work in a day or two.

The Crane Theatre, Schenectady will be closed on Tuesdays during the remainder of the summer.

New assistant manager at the Mohawk Drive-In is Jack Donahue who was formerly with the Albany Paramount.

Warner Bros. Assistant Zone Manager Charles A. Smakwitz has planed to the coast for a several days' stay.

Ben Smith, formerly with Film Classics, is now affiliated with Pamo-Film and Screen Guild.

ST. LOUIS

St. Louis city and county theatres were hard hit by the strike of street car and motorbus operators on Friday the 13th, first- and second-run houses along Grand Blvd., taking the worst beating. Attendance drop was estimated at from 20 to 80 per cent at various periods. Downtown first-runs did not slump to that extent.

Skouras Theatres President George P. Skouras was a St. Louis visitor at the weekend, leaving for Los Angeles.

Republic Assistant General Sales Manager Edward L. Walton was here looking over the new branch exchange offices.

Maurice Davis, owner manager of the Will Rogers Theatre, and Mrs. Davis recently celebrated their 25th wedding anniversary.

The 500-seat McLean of the Pirtle Circuit at McLeansboro, Ill., has installed an air conditioning unit at a cost of about $6,000.

The Missouri Secretary of State has issued a certificate of incorporation to the Commonwealth Evans Theatre Corp. of Kansas City to do a theatre business. Incorporators are C. B. Bradley, I. J. Evans, C. A. Shultz, O. K. Mason and F. L. Moore.

Film Guild of America has been incorporated by the Illinois Secretary of State at Springfield, Ill. The Chicago concern will have 25,000 shares of $1 par value common stock. Incorporators were Hubert L. Will, Frank F. Fowle, Jr., and Merrill Shepard. It will sell film equipment.



EXPLAINS DEVELOPMENT OF NEW TYPE OF ACOUSTICAL TREATMENT. R. H. McCullough (seated at head of table), National Theatres' general purchasing agent and director of television and construction, explains to the circuit's division purchasing heads a new type of acoustical treatment being developed by the company which will eliminate plastering entirely in the auditorium. Standing (l-r): Len Gappa, Fox Wisconsin, Milwaukee; William H. Foy, assistant to McCullough; Elmer Hanks, Fox West Coast, San Francisco; L. E. Pope, Fox Midwest, Kansas City; M. C. Glatz, Fox Intermountain, Denver. Seated: J. W. Bantau, FWC director of heating and ventilating; Marvin C. Fox, Evergreen, Seattle, and McCullough.

TORONTO

Announcement is made of the election of two vice-presidents, Leonard W. Brockington of Ottawa and George W. Peters of Toronto, for Odeon Theatres of Canada, Limited, of which J. E. Lawson of Toronto is president. Until recently Peters had served as secretary, and Allan E. Robinette of Toronto, a lawyer, has been elected to succeed him. Brockington, a company director, is J. Arthur Rank's legal advisor in Canada.

The annual sales conference at Toronto of Paramount Film Service Limited concluded with a dinner of the company's 25 Year Club at which one member was inducted, this being H. Q. Burns of the Canadian headoffice staff, Toronto. The convention, which was conducted by Gordon Lightstone, Canadian general manager, was attended by managers, bookers and salesmen and head office executives.

Announcement was made at the Paramount convention that the world premiere of "Welcome Stranger" would be conducted at Winnipag, Man., in conjunction with the 78th annual convention of the Canadian Medical Association.

A corps of 10 newscameramen gave thorough coverage on the official visit of President Truman of the United States to Ottawa, the negatives being pooled to all newsreel companies as was done for the Royal Visit of King George V and Queen Elizabeth in 1939. The negatives were rushed by plane to New York City where they were developed, edited and released, with prints being shot back to Canadian cities. Four of the cameramen were from Associated Screen News Limited, Montreal, two from New York and four from the National Film Board, Ottawa.

(Continued on Page 28)

New Theatres

Boston—Apparently authentic reports have it that Boston will have a new and up-to-the-minute theatre as soon as materials can be obtained. One of the major film companies is looking covetously at a site in the theatre, hotel and restaurant section, now a parking lot but once the site of a skyscraper. A new theatre there is thought to be a certainty within 12 months.

Indianapolis—Anstead, Pearson and Schilling, who operate all the theatres in Connersville, Ind., are planning a new 1,400-seat house at the corner of 7th Avenue and Central. Plans are drawn and construction awaits availability of materials.

Louisville—Plans have been prepared for a new theatre which Otto Morris intends to build in Dawson Springs, Ky. It will be named the Morris and will seat 500.

Atlanta—Frank Nail is building a new theatre at Goodwater, Ala., and expects to have it ready for opening in about four months.



REGIONAL NEWSREEL

(*Continued from Page 27*)

Manager Ralph Wilson of the Belsize Theatre, Toronto, provided an annual entertainment at the theatre for patients of the Toronto Home for Incurable Children.

Arthur Race is acting manager of Shea's, Toronto, during the absence of Manager Fred Trebilcock, who is on a vacation tour of the British Isles.

OKLAHOMA CITY

Roy Canada, president of the Employe's Council of Griffith Theatres, reports that recently Griffith employes at Altus, Okla., entertained with a party in honor of Assistant Manager Thomas Nelson and wife who will be transferred to Oklahoma City soon.

Two Exhibitor Mayors

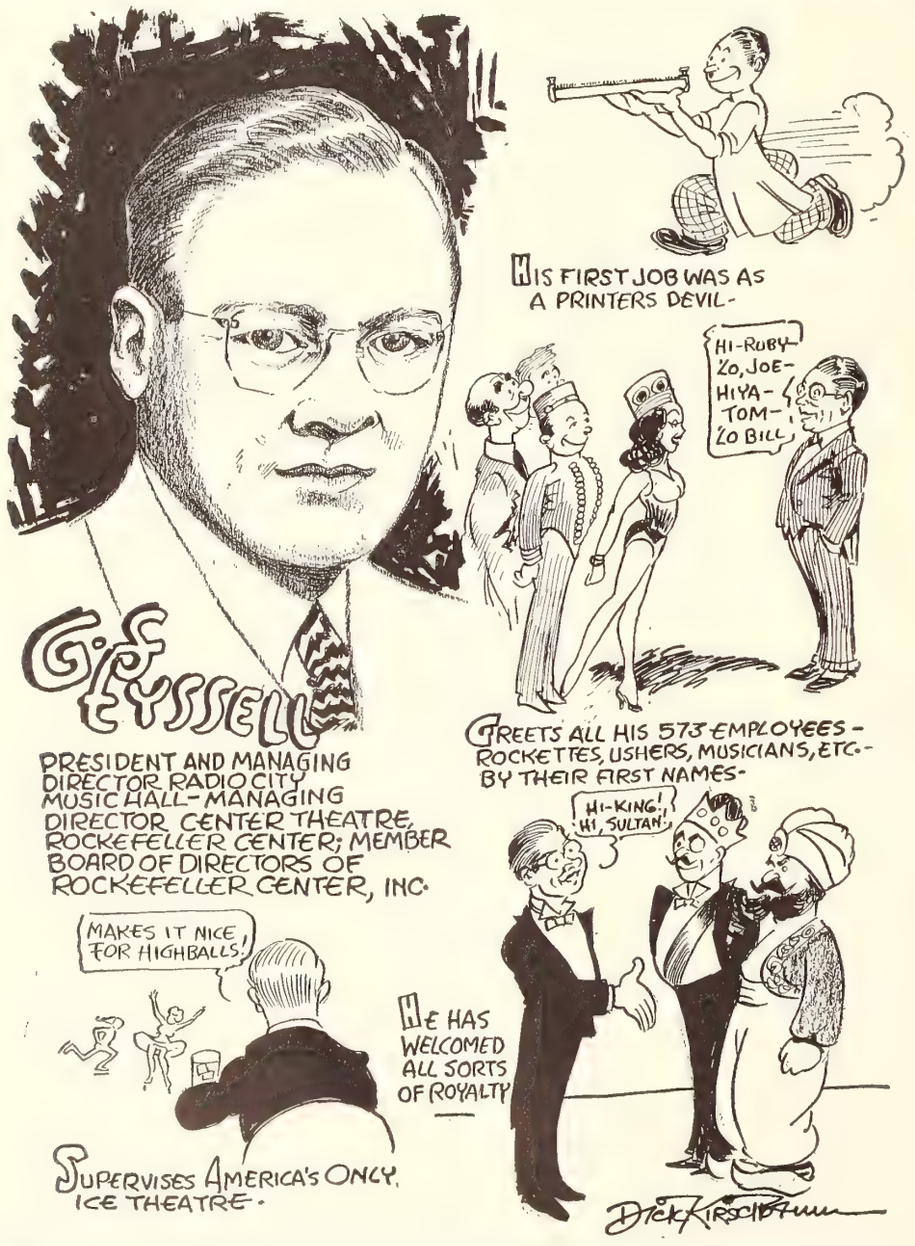
Frank Wieting, owner of the Park Theatre in Cobleskill, N. Y., is the new mayor of that village. Another theatreman elected mayor was H. D. English of the English circuit operating theatres in upstate New York and northern Pennsylvania. He is now mayor of Hancock, N. Y.

Oklahoma nudged Kentucky out of the world premiere of the picture "Black Gold" which will be shown here July 16 Gov. Roy Turner has announced. Gov. Turner said that the premiere had been snatched from Kentucky and anchored here. He stated the picture was a color production based on the story of Oklahoma's only Kentucky Derby winner. Earlier Louisville was tentatively set for the premiere.

Griffith Bookkeeper Green Bond became a grandfather recently. It was a girl born to Bond's daughter.

Movie-actor Robert Taylor, on a flying trip from Chicago to Dallas, paid a brief visit to the Don Machenheimer home in Shawnee, Okla., last week. Don and Taylor are good friends and Don has served as stand-in for Taylor in several pictures.

SHOWMEN'S SILHOUETTES by Dick Kirschbaum



Next Week . . . . . **JAMES R. GRAINGER**

MILWAUKEE

The Wisconsin Assembly has killed the bill which would have banned the sale of candy, popcorn and soft drinks in theatres throughout the state.

A total of 74 theatres carried ads in the Milwaukee newspapers the middle of June, three of the theatres being in the Waukesha vacation section, Fox-Wisconsin controls 27 of the theatres, nine are on the Warner list. Many of the other 38 are independents. Ads are small and the same size day to day, though downtown houses run display ads in addition.

The Chippewa Falls, Wis., American Legion building committee is reported to have gone to Minneapolis to confer with executives of an unnamed theatre chain to arrange for the operation of a theatre in the new building being constructed in Chippewa Falls for the Legion.

LOUISVILLE

From various reports gathered throughout the territory on current business conditions there seems to be a great variation in the level of receipts. In some cases business is up as much as 30 per cent over previous normal business, while in other situations it is 30 per cent below the normal average. It seems that the only explanation for such variations is a change in the geographical distribution of income and a postwar shifting of population.

A. O. Perkins of Woodbine, Ky., expects to get under way soon with the construction of his new theatre to be located in the same city. Paul O. Schubert, architect of Lexington, Ky., has the plans almost ready and upon their completion work will begin promptly.

Evans Sprott, general manager of the Bijou Amusement Company, Nashville, Tenn., announces that his company has taken over the Ace Theatre, Alexandria, La. The Ace becomes the forty-ninth unit to be operated by the Bijou out of its Nashville office.

Oscar Hopper, owner of the Arista Theatre, Lebanon, Ky., is on an extensive vacation trip through the south. It has already taken him to Florida, Texas, New Mexico, and California.

The Air-Way Theatre, Louisville, Ky., managed by Vernon Powell, has had new Altec Lansing Speakers installed.

M. H. Sparks has moved back the opening date of his new Strand Theatre in Edmonton, Ky. The present schedule calls for opening on July 1.

J. Warren Kerrigan, 67, one of the first matinee idols of the silent screen, who was born in New Albany, Ky., in the Falls Cities Area, died of pneumonia at his Balboa Beach home. The old Kerrigan Theatre, closed for many years, was named for one of New Albany's favorite sons.

Vance Schwartz, National president, has booked "Odd Man Out" opening June 24.

REGIONAL NEWSREEL

INDIANAPOLIS

Everett B. Hossel, onetime operator of the El-Rancho Theatre, Culver, Ind., has again released the 300-seat house from Roy E. Hanson.

Rita Niesse, daughter of Carl Niesse, operator of the Vogue Theatre, Indianapolis, and Fred Sorrels, were married June 11, on the lookout of the Niesse summer home at Lake Wawasee, Ind.

Vance Schwartz, of the National Theatre, Louisville, Ky., reports his incubator baby, who weighed only three pounds at birth, Feb. 3, 1947, has gained more than eight pounds. Vance says, however, "the youngster will never be a showman, because he sleeps all night."

Roy Harrold, Rushville, Ind., exhibitor, and a past president of the Allied Theatre Owners of Indiana, was a visitor on film row during the week. This was his first visit in many months because of poor health.

Robert Arvin, shipper at Columbia exchange, is driving a new car, and according to rumors on film row he will soon become a benedict.

Nelda Spears and Mildred Henninger of the Columbia office staff are on vacation.

PRC District Manager Max Roth and Eagle-Lion District Manager Harry Mandell were business callers at the local exchange.

Fred Sorrels is the new manager at the Vogue Theatre here.

A meeting of the Indianapolis and Cincinnati salesmen for Warner Bros. was held on Tuesday in the Warner Club rooms at the local exchange. District Manager Charles Rich presided.

S-F MPF Formed

San Francisco motion picture leaders united under Chairman Jerry Zigmond to form their unit of the Motion Picture Foundation in that city last week. Serving with Zigmond, a Paramount Theatres division manager, are Paramount Branch Manager Neal East, 20th-Fox Pacific Coast Sales Manager Herman Wobber; Robert Lippert of the Lippert Circuit; Able Blumenfeld of Blumenfeld Theatres; Floyd Billingsley, projectionists' union; Irving M. Levin, district manager, San Francisco Theatres; Ray Cooper, film buyer, Golden State Theatres; Richard Spier, division manager, Fox West Coast; Ben Levin, General Theatrical Company; Al Maas, president, Theatrical Employes Union; Homer Tegtmeire, B. F. Shearer and company; Al Shmitken, Warner Bros. branch manager; George Nasser of Nasser Bros. Theatres; Berne Taylor, general manager, T&D circuit; Rotus Harvey, Westland Theatres; Jay Golden, RKO Theatres.

Vernon Burns is the new manager at the Weil Theatre, Greenfield, Ind.

The RKO exchange employes who had planned their annual summer outing at Riverside Park June 7, were compelled to change the plans because of the adverse weather conditions. The affair was held in the exchange and all those present had a good time.

RKO Eastern Central District Manager Milton E. Cohen was a business visitor at the local branch during the week and held a conference with Manager Russell Brentlinger.

The Carlton Theatre, one of the Fine Circuit houses, Evansville, Ind., has changed its policy from second-run house to a first-run.

George T. Landis, manager, 20th-Fox, attended a meeting of managers in the River District at Cincinnati, O. Monday.

CHICAGO

Winner of the Balaban & Katz golf tournament last week at the Mount Prospect Golf Club was Harry Lustgarden of the booking department with a low gross of 89. Low net trophy was won by Jack DeWiggins of the Uptown Theatre with an 82. Blind bogey, with a reported 110, was captured by Harvey Shapiro of the Granada Theatre. Event attracted 100 of the B&K personnel.

Wedding of Harold Karneffel, assistant manager of the Will Rogers Theatre, and Beverly Jones, formerly cashier at the Iris, will take place on July 16.

A daughter named Mary Drea Jones was born to Manager Lee Eastman of the Varsity Theatre, and Mrs. Eastman, making four girls in the family.

E. C. Upton, B&K circuit controller, celebrated his 25th wedding anniversary last week.

Bell & Howell has abandoned its plan to manufacture television receivers at the huge Lincolnwood plant.

National Retail Grocers Association Secretary Rose Marie Keifer announced that Cecil B. DeMille, film executive, and Lever Bros. President Charles Luckman will address the grocers' convention in San Francisco, June 22.

Defense briefs in the Rio Theatre's $1,000,000 anti-trust suit will be heard by Federal Judge Elwyn Shaw on June 20, Attorney Myles Seeley, representing the film companies, stated.

Executor of the Larry Strong estate is Clarence Jalas, secretary-treasurer of the Operators' Union, who will continue operation of the Essanay Electric Company's business formerly operated by Strong.

The Rauland Corp. announced that it made no television deal with J. Arthur Rank on his recent visit here. The company is still experimenting, however, with Baird television equipment. No further statement was forthcoming.

Summer golf tournament of the Chicago Variety Club has been set for July 11 at the Westward Ho Country Club.

Coinmeter Corporation to manufacture and distribute coinmeters for the theatre trade has been organized here by Allen E. Finke, Vardell Zuhse and Russell Brandt, with offices at 188 West Randolph Street. Albert Dolin is attorney for the company.

To supply the trade with fluorescent lighting supplies the WE Fluorescent Sales and Maintenance Co. has been formed here by Walter A. Steen, Frank Vigilante and C. Wattles.

Trial of the film rental case against Van Nomikos has been postponed to June 30 when the film companies state they will enter suit in the state courts for collection of the amounts claimed by the various companies.

The Illinois legislature referred to its license committee the bill introduced by Rep. Will Patton to prevent admissions beyond seating capacity in theatres and other places of amusement.

(*Continued on Page* 30)

Drive Honors Mannie Brown

It's Mannie Brown month in Buffalo. Ordinarily that wouldn't excite much attention, for exchanges looking around to give a name as well as a reason for their sales drives often strike the exhibitor as being in the same puzzled state as the person who names the Pullman cars often must be.



But Mannie is something of a character who has worked his way up through the industry from "the good old days." To begin with his correct name is M. A. Brown. He's Paramount Buffalo branch manager. But in the short space of years which found the motion picture developing from hand-cranked entertainment when 3,000 feet of film for a feature would not have only been considered something to be unthought of but would also have been considered 2,000 feet too much, Brown has done almost every job that has been in the sales end and worked with the principal companies.

He started in films from his native town—Toronto, Canada, when he was 13. At the time J. H. Martin had what he called a "travelling film exchange," whose product was obtained from Europe. It must have been an enlightening experience which enabled a youngster to learn a lot in a short time because in 1914 the same Brown joined with Ascher and Adler of New York to serve as a lecturer for their motion pictures and slides. The enterprise presumably was scientific, educational, moral and uplifting and Brown was billed as "Prof. E. A. Brown, the noted young Canadian, Traveler, Lecturer and Social worker," whose brilliant eloquence was devoted to explaining a repertory of pictures to the public. The repertory included such social documents as "Exposing the White Slave Traffic" and "Hunting Gunmen in a Large City."

Brown's contribution to the welfare of the nation under the aegis of Ascher and Adler continued until 1916 when he went to Europe to get more films for the United States and possibly did a little thinking on that very old matter of economic thought: "You can't get rich working on a salary."

Anyway from his European trip emerged the Brown Feature Film Company of Montreal which offered exhibitors "feature-length films" which ran as many as three reels and included such titles as "Sappho," "The Moth and the Flame," "The Face on the Bar Room Floor," delivered with lectures. The Brown Feature Film Company set up its own exploitation system with one- three- and six-sheets and stills of the product offered. They were open to business for anyone who wished to do business but took care to advertise that all requests for information which were telegraphed should be sent prepaid.

The development of an industry found Brown withdrawing from the field of exchange ownership to become associated as a manager with various distributing companies in Canada, joining Paramount in 1932 as Montreal branch manager. In 1941 he transferred to Denver and in 1943 he went to Buffalo where he has been ever since.

REGIONAL NEWSREEL

ATLANTA

Ike Katz, official Kay Film Exchanges, announced it has acquired distribution rights to the following releases: six Tim McCoys, eight Tom Tylers, six Tom Keene westerns and two Rita Hayworth action dramas.

Lloyd Forkner has been added to the shipping department at Republic Pictures.

Katherine Saercy has resigned from Universal-International.

Abraham Isaac, for many years in the motion picture business in Chattanooga, died there recently.

Troy F. Bullard, 59, for the past four years doorman at the Capital Theatre, Birmingham, Ala., died there after a long illness.

Harry Willoughby, manager of the East Lake Theatre, Birmingham, Ala., has returned there after a pleasure trip to Atlanta.

Paramount's new branch office in Jacksonville, Fla., was opened with a welcome by Mayor Frank C. Whitehead of that city. Among those present were Paramount Southern and Eastern Division Manager Hugh Owen, Jacksonville Branch Manager Albert Duren, Florida State Theatres President Frank Rogers. Among the personnel of the new branch, in addition to Duren, are: Bert Turgeon, salesman; Robert Stevens, office booking manager; Tony Hassmer, cashier; Ken McCartney and Jack Riggs, bookers; Jeannette Hollister, branch manager's secretary.

Into Atlanta for a sales conference with Grover Parsons PRC and Ralph McCoy Eagle-Lion Picture was Al Schwalberg, general sales manager.

Lane J. Patton is the new division manager of Altec in Atlanta.

Harry Paul has returned to his desk after a business trip to Florida.

John Jenkins, Astor Pictures, Dallas, Texas has returned to that city after spending a few days in Atlanta.

N. E. Savini, New York special representative for Bob Savini, president Astor Pictures, New York, has left Atlanta for a special business trip to Chicago and Kansas City.

George Jones, Republic sales representative, was seen on film row for a few days.

In Atlanta for pleasure and business trips were: Forman Rogers, Rogers Theatre, Mongomery, Ala.; F. L. Aliger, general manager Stein and Floyd's theatre, and the big bosses for the same company Carl Floyd and Lukie Stein; and Paul Engler, of the Engler theatres, Birmingham, Ala.; Perry Spencer, Universal-International southern publicity chief, Addie Addison, chief of publicity for Eagle-Lion and PRC, in from Birmingham and then off for Charlotte.

Frank Jones, Monogram's Atlanta head accounting department back at his desk after a siege of illness.

Babe Cohen, Monogram Atlanta head, and Ben Jordan, sales representative, were at the home office for a sales meeting.

The Desoto Theatres Co. with headquarters in Jacksonville has added another theatre to its list—this time, the Central, Willacoochee, Ga.

Buddy Chalmer, sales representative for Paramount, has resigned.

Mrs. Bernice Wadworth, secretary to Monogram Southern Exchanges President Arthur C. Bromberg, has returned to her desk after a vacation in the mountains of North Georgia. Jane de Ovies of the same company is back after a weekend in Raleigh, N. C.



EVERY DOOR WILL BE OPEN when Dorothy Ford, who appears in United Artists' "A Miracle Can Happen," makes her road trip around the country promoting the picture. To make sure she'll be recognized, they've designed the "branded" blouse, as shown above. Wait till they label one of those promotional ambassadresses "The Time of Your Life!"

KANSAS CITY

The current interest locally for English and foreign films has swept to the Southtown, southside neighborhood house, which changed Friday to a new policy of showing first-run English pictures double feature. First set of films on the new policy is "The Great Mr. Handel" and "Jeannie." They will run a week at an admission price of 65c, the same as at downtown first-runs. The move by the management follows the lead of the Dickinson circuit which last winter converted its subsequent-run Kimo to a foreign-film policy and has had considerable success since. The new policy in the Southtown thus makes two foreign-film first-runners in the city. Herman Elmer is the owner of the Southtown, and also owns the Fiesta, another subsequent-run. Manager of the Southtown is Ed Crouch.

Gladys Green, house manager at the Paramount Theatre leaves next week to spend a two-week vacation in her home haunts around Seward, Neb.

Howard Burkhardt, manager of Loew's Midland Theatre, returned last Monday, after spending a three-week vacation in the east. He returned in the middle of the engagement of "Duel in the Sun" which may bring a record week's gross to Kansas City with steady attendance at prices of 90c for matinees and $1.20 for evenings.

Jack Tiernan, assistant at the RKO Orpheum Theatre, was called to Cincinnati by th illness of his father.

It's Continuous Now

The Park Avenue Theatre, which Universal leased from Walter Reade to offer Prestige Pictures on a reserved seat basis, went back into a continuous run policy June 19 with the opening of J. Arthur Rank's "A Lady Surrenders." Backing up the grind policy will be a specially edited newsreel running from 34 to 40 minutes based on the offerings of all five newsreel companies and to be known as "The Park Avenue Hour." The house now runs from noon to midnight.

Cameo to Release Its First Film Through PRC

Under a deal signed with Harry H. Thomas, PRC president, the newly formed Cameo Pictures will release its first production through Producers Releasing Corporation. Matty Kemp, Cameo's vice-president in charge of production, has selected "Linda, Be Good" an original by Dick Hyland and Howard Harris as the company's initial effort. The story was formerly the property of Mike Todd and Sam Coslow.

Noel Clarke is associated with Kemp in the new company.

Lela Bliss Joins Cast of Musical

Lela Bliss, who portrays the tipsy wife in "Miracle on 34th Street," has been signed to play the part of a gossipy radio personality, Betty Broadway, in Columbia's "When a Girl's Beautiful."

Adele Jergens, Marc Platt, Patricia White and Stephen Dunne have the four top roles in the musical which is being directed by Frank McDonald and produced by Wallace MacDonald.

Haymes Opposite Durbin In 'Up in Central Park'

Crooner Dick Haymes has been signed by Universal-International to play the male lead opposite Deanna Durbin in the Sigmund Romberg musical, "Up in Central Park," which is slated to get under way in August. The Technicolor film will be directed by William Seiter for Writer-Producer Karl Tunberg.

Haymes will come to U-I on a straight deal and not a loanout.

'Julie' Bows to Crain Starrer, 'Flapper Age'

In order that Jeanne Crain's next 20th-Fox production, "The Flapper Age," might be filmed in Technicolor, the company has postponed George Jessel's production, "Julie," until next year. "The Flapper Age" will go into production this summer on location in Illinois and Ohio.

Fred Kohlmar will produce from the script by Valentine Davis, who did the original story of "Miracle on 34th Street," and Elick Moll.

Joins Father's Company

Bernard Small has joined Edward Small Productions as an associate producer and as a general assistant to his father. His first assignment will be "Cagliostro," which will be made at the Churubusco studios in Mexico City with Gregory Ratoff directing.

THEATRE MANAGEMENT

Usher Signals Explained In Wisconsin Newspaper

The ushers' system of signals, their check of available seats and their regulation of temperature comprised the subject of a feature article which appeared in the La Crosse (Wis.) *Tribune* recently. Although no theatre, manager or theatre employe was mentioned by name, it is very likely that an astute manager or publicity director of one of the local theatres succeeded in planting the story. Or perhaps the newspaper sent out its own reporter to get the facts.

The duties of the usher are known to few moviegoers. They have no idea of his training, his daily efforts to serve them courteously and efficiently; rather, they take all this for granted. Not that patrons should spend their spare time marveling at the way in which ushers do this and that. But it doesn't hurt for them to have at least an inkling of what makes an usher tick.

"Taboo in local movie houses," the article states, "is paging. Doctors or other persons who might receive calls inform the manager as to where they will be sitting so that the entire audience will not have to be disturbed if they must be located. If an unexpected emergency comes, the manager usually determines the expediency and summons the wanted person via the public address system.

"In case of fire, theatre employes are told first to report the fire, next open all exits and above all, if possible, to keep the movie going so as to forestall mob hysteria.

"As for coping with rowdiness in the theatre, the manager has only one alternative after issuing a warning, and that is to ask unruly persons to leave."

Usherettes aren't going to like this, but La Crosse managers, so the article reports, find that "the male species maintains more semblance of order than the weaker sex."

The article then goes on to interpret usher signals.

"The twirling of a finger with the right hand down to the side indicates the desire for a seat count. A finger raised indicates hundreds; fingers vertical, tens, and fingers down, singles. The right hand placed on the hip means check the number of doubles, and the placing of the right hand open over the clenched left hand means check the temperature. More obvious is thumbs up, meaning seats are available in the balcony and thumbs down showing seats are available downstairs. In pointing out the direction of empty seats, ushers are always told to signal across their body instead of away from the body. The term "spill" means the number of patrons gradually leaving."

Giveaways Returning

Giveaways appeared to be back in the running along the Pacific West Coast this week. A preliminary study of the "something for nothing" situation indicated that the use of merchandise and other extras as added attractions to meet what in many areas seems to be decreased attendance, had resulted in increased activity among premium merchants in this locality.



The Brass Tacks of Efficient Picture Theatre Management*

ECONOMIZE, BUT DO IT CAUTIOUSLY

By Jack Jackson

From all indications—personally experienced as well as those in the news reports—theatre receipts seem to continue a downward trend. For some reason or other Mr. and Mrs. Consumer—despite their bulging bank accounts—have decided to cuddle their cash and are shopping for guaranteed values. As I said before, I believe that theatres are suffering in the backwash of a "fear epidemic" occasioned by extreme "highs" in other goods and recent movements that promise lower prices. And, as I said before, I'm sure that show business, generally speaking, never gave support to the false price ceiling that carried commodities to sky high levels and that, as soon as Old Dame Reason gets in her work with Mr. and Mrs. Consumer, we will be quickly absolved from blame and again experience good business. Not "boom" business but "good" business.

However, there seems no good reason to expect an early cure and in the meantime the daily receipts show every inclination of continuing their diving practice. At least that's the way it reads in my crystal ball and it seems that the time has come to erect economy bulwarks to keep the red ink from spattering all over the P&L statements.

In actual practice, economy is as two-faced as a new Studebaker and, unless a fellow is mighty careful, he's liable to grab the wrong end and find his box-office loss pains increasing instead of diminishing. Instituting theatre economies is a task that requires more than ordinary study and should be approached with that line of Omar's: "A hair perhaps divides the false and true," as the measuring formula.

Back some 15 or more years ago a great many of us fought a finish fight with the Janus-faced ogre "Economy." And we found it to be a vicious and versatile adversary with an uncanny faculty for ballooning every molehill mistake into a mountainous error. Many efforts at what we considered to be cautious retrenchment boomeranged and became embarrassing burdens that not only placed us at a disadvantage with our personnel and customers but became items of heavy and unwarranted expense. We fought our battle in the well-known "trial and error" arena—I believe this was the first big retrenchment movement in theatre history—and found that the most infinitesimal mistake in our calculations of "ultimate effect" usually resulted in such staggeringly expensive corrective measures that whole gobs of "retrenchment gains" were wiped out.

'Economy Waves' Seen Pounding at Theatre Doors

Now that a few of the larger companies have instituted movements to curtail expenses it is only to be expected that the near future will find "economy waves" pounding at the doors of most theatres. The time seems propitious to forestall some of the "penny wise and pound foolish" practices that look like the big guns of retrenchment and usually prove themselves—too late for correction—to be cumbersome and expensive "duds." At the time of that first battle we had some mighty fine "show brains" enrolled under the Paramount-Publix Theatres banner and—after the early rounds of that battle in the "trial and error" arena—the late David J. Chatkin, then general director of theatre management for the company, came through with a department-for-department and item-for-item list of recommendations.

This list did a lot toward keeping the theatres away from disastrous mistakes of the kind that added costs rather than effected savings. It served to point out the unsuspected places and procedures that could be curtailed or discontinued without proving materially harmful to the exhibition, conduct or appearance of the theatre. In reality it was a list of "expendable" maneuvers that had accumulated—as in the present instance—through a long period of prosperity and became non-essential habits rather than operational necessities and, as such, could be eliminated at great monetary saving to the company.

I've been spading my private ossuary of theatre lore for days in search of the prized recounting of Chatkin's recommendations. Of course the managers of today may be a lot smarter than we fellows of the early '30s, but I doubt if a more comprehensive list of "manager controlled" items—all bearing promise of sizeable savings—than Chatkin's compilation titled "Intelligent Spending" was ever prepared. Here 'tis:

Film Transportation—Managers of theatres in exchange centers are in position to effect marked savings by calling for and delivering their shorts and features.

In instances where shipment of single reels, etc., to exchanges is called for on evenings of

(*Continued on Page* 32)

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THEATRE MANAGEMENT

Jackson Urges Caution in Making Economies

(*Continued from Page* 31)

no scheduled Film Carrier pickup, theatres in towns and cities distant from exchange centers may be able to reduce transportation costs by using parcel post instead of Railway Express. Details of this maneuver should be set up with exchanges prior to commencement of the practice.

Newspaper Advertising—Analyze your space buy to determine if smaller ads can be used to properly care for your schedule. Can you cut down of run-of-picture ads and get the same or better box-office results by emphasizing, with larger space, the opening day or day-in-advance of opening copy?

Can you do anything about getting your newspaper rates on a basis more comparable with commercial advertising rates Many—in this day practically all—theatres pay premium rates for theatre advertising. (This rate is based on the unfair premise that "reader space" is contributed by the publisher when in reality such so-called "free space" is of far greater value to the newspaper in reader interest than it is to our box-offices). Why not have a serious talk with the business manager and publisher of your local papers and see what can be done about contracting space on the same basis as commercial advertisers?

Select Your Ad Mats

Set your bookings far enough in advance to permit of selecting only the ad mats you intend using to "sell" your attraction. Don't order complete sets of mats and consign the bulk of the expense involved to the waste basket.

If you are using art ads, how about considering the substitution of regular press book mats? A substantial saving in newspaper mechanics and art work could be effected!

Analyze the publications with the thought of eliminating or reducing space in the less essential mediums of small circulation. Eliminate the use of college, high school papers, etc. It is an expensive fallacy to run the same sized ad in all local dailies. Those of smaller or less effective circulation for your theatre should be given smaller space. A trifle extra work is involved in preparing the extra ads but many dollars can be saved.

Cooperative ads with merchants where you are able to trade lobby display or other effort in return for large space is desirable but newspaper promoted double trucks or full pages where the theatre is required to pay for large space is not "intelligent spending."

Are you paying extra for composing room services? If so, simplify your layout and eliminate these charges.

How much are you paying for engraving? You can eliminate this expense entirely by making use of the "stock" borders, etc. in your local newspaper office and laying out your ads sufficiently in advance to permit of proof corrections, etc. Simplicity of layout reduces cost and there is nothing more distracting than a jumbled up art layout. A simplified layout will get itself read more easily, make friends for you in the newspaper office and composing room and at the same time save money. Very frequently a smaller ad, of simple layout and construction, will prove more effective than a "splurge." It all depends on the effort and time expended plus the relations you hold with the "makeup" editor who designates the position your ad will occupy on the printed page.

Intelligent spending of money for newspaper advertising dictates that every effort be made to eliminate from your ad—either large or small—anything and everything that does not contribute to its actual sales value.

Carefully analyze your attractions for a month in advance and arrange an advertising schedule so that the momentum gained over two or three weeks of well directed selling effort will provide momentum to carry the succeeding week or weeks at a reduction of 50 per cent in newspaper space.

Intelligent Spending

Publicity and Exploitation—Carefully check into the advisability of eliminating certain routine methods of advertising such as car cards, bill posting, sniping in undesirable locations, window and tack cards in locations already covered through other media and which, if entirely eliminated, would not effect theatre coverage. Whatever you can pare off such practices without seriously effecting results represents a great step toward saving moneey by intelligent spending.

In certain situations it is absolutely necessary to depend on circulars, programs and other distributed matter for box-office results. Make a detailed checkup into the methods of distribution to make sure the money so spent is not going to waste. Your investigation may reveal —like many others—that distribution is confined to empty stores, sewers and ash cans instead of to the homes of your potential patrons. Try getting estimates from other printers to see if the original cost cannot be reduced. Try contacting neighboring merchants for use of ad space at the bottom of each page. Many managers have materially reduced—and in some instances entirely eliminated—the cost of both printing and distribution through such maneuvers.

Carefully analyze your advertising campaigns with an eye toward completely discarding any activity involving expenditure where the results are questionable as a profitable sales medium.

Check into supplies used by art shops, poster artists and sign shops in an effort to cut down the excessive wastes that have crept in. Are the boys making every effort to salvage wall board? (Board can be used three and more times by the simple process of pasting over previous displays with ordinary wrapping paper). Small pieces of show card can be used for price and other signs and should be stored instead of thrown out. Metallics, drapes, decorative papers, etc. all come under the same heading. It will pay any manager to personally look through his art shop rubbish pile!

Before deciding on a new idea for a snappy shadow box look around and see if one of the old ones can't be given a face lifting by inexpensive alterations, such as new design, new paint or slight additions to its construction.

Check up on your mailing lists to eliminate "dead letter" names that involve unnecessary expense for postage, office help, office supplies, printing, etc. (Don't overlook the possibility of deadwood in home office reports on this).

How about giving your screen a short vacation by eliminating some of the excess trailers you've been running? When you feel screen copy essential try to make it as brief and to the point as possible. Make every word of your screen message carry weight. Avoid superfluous frames, expensive effects and wordage. Unnecessary words in trailers, like unnecessary words in telegrams, cost money and accomplish nothing.

Do a Double Job

Check your lobby, rest room, front, etc. for possible reduction of your orders for accessories. Try to make every 11x14, 22x28, photo, etc. do a double job—inside in advance and outside current. How about electrical effects? If they have served their purpose as a novelty, eliminate them! Eliminate everything in the way of unneeded decorations, pennants, etc., that cost money. Keep your loby and front neat and attractive but avoid the use of materials that serve no other purpose than the decorative. Use every possible space to sell—but sell intelligently! Spend intelligently!

I thought I could give it all to you in one article but space limitations forbid detailing of the entire contents of Dave Chatkin's discourse on "Intelligent Spending" in any one setting. So, I'm going to chop off here take up next week on the march through every department of theatre operation that will, I hope, keep most of you from skidding on the economy steps that we'll all have to negotiate unless Mr. and Mrs. Consumer loose the srangle hold on their bulging purses.

It's a promise; you and me and the ghost of Dave Chatkin next week!

Case of the Laughing Woman

Managers like their patrons to laugh and weep in the right places during a picture, but sometimes it can go too far.

During the recent showing of U-I's Abbott & Costello comedy, "Buck Privates Come Home" at Wometco's Lincoln Theatre, Miami, a stout, middle-aged woman started laughing and couldn't stop. Neighbors began to complain, so May sent in a head usher who asked her if she'd like to rest in the lobby until she could get a grip on herself. Shaking and whooping, the woman was led out by her younger and not-too-amused companions.

Outside in the lobby, she laughed harder and harder. They tried to get her to drink water and coffee, but she'd choke and splutter every time she tried to get a swallow down. For a few seconds she was calm, then she pointed to the screen, gurgled something incoherent, and was off again. Finally they bundled her into a taxi, still laughing, and took her home.

Because the woman missed part of the show, Manager May has made passes available for her and her companions to use for a future attraction at the Lincoln— preferably not a comedy.

HOLLYWOOD

STR West Coast Offices 6777 Hollywood Blvd. Hollywood 28, Calif. Telephone Hollywood 2055

STUDIO ROUNDUP

20th-Fox's Report of 63% Increase in Production Costs Over a Year Ago Held Generally Applicable To All Studios; RKO Speeds Pace After Short Lull

Startling news came from 20th Century-Fox last week when the studio revealed that its production costs have risen 63 per cent over a year ago! Figures were based on "Margie," chosen as a typical feature because it wasn't too elaborately made. This upward trend in production costs at one studio can well be applied to the Hollywood situation as a whole. The increased costs were said to result from added wages, construction and materials, and appeared inevitable in view of what many observers see as a general inflationary trend across the nation.

Leven Gets Art Work

Boris Leven was assigned as art director on Nunnally Johnson's production, "The Senator Was Indiscreet," at Universal-International. Production started June 19 at the studio on sets Leven designed to match scenes at Grand Central Station in New York where the company locationed. The troupe, including Producer Johnson, Director George S. Kaufman and players Peter Lind Hayes, Ella Raines and Arleen Whelan, returned to Hollywood last week. This is Hayes' first for U-I. William Powell is starred in the film, and the cast also includes Ray Collins and Cynthia Corley. Charles MacArthur did the screenplay.

Abbott & Costello's "The Wistful Widow of Wagon Gap" has been completed. Van Heflin, who replaces Bob Hope on the air for 13 weeks, started his first program in Hollywood June 17. Director George Marshall had to really rush in order to get Van back on time from the Asheville, N. C. location of Walter Wanger's "Tap Roots." Heflin is co-starred with Susan Hayward.

Blyth in, Taylor Out

Because the role wasn't quite what the doctor ordered for Elizabeth Taylor, she was replaced by Ann Blyth in MGM's "Killer McCoy." Sam Levene, veteran character actor, has also been added to the cast, which is headed by Mickey Rooney.

The "On an Island with You" troupe moved to Anna Maria Key, just off Sarasota, and then to Biscayne Key, near Miami. They are due back at the studio this week, following the Florida locations, where the tropical country in the plot was simulated. In Hollywood the company picks up Xavier Cugat for orchestra scenes.

MGM has finished Wallace Beery's "Alias a Gentleman" and the Technicolor musical, "The Pirate." Another Technicolor musical, "The Kissing Bandit," had its main unit join the second unit at Sonora. Because June Allyson contracted a severe case of sunburn, the start of "Virtuous" was delayed but should actually get under way this week. Miss Allyson is co-starred with Van Johnson; rest of cast includes "Butch" Jenkins, Hume Cronyn, Richard Derr and Jackie Searle. The latter has just returned from Army service, and works under Director Norman Taurog, who gave him his first break.

Barton in Hollywood

James Barton, who played so many performances of the long-run stage success, "Tobacco Road," is in Hollywood for a part in Cagney Productions' "The Time of Your Life," which United Artists will release.

Sam Bischoff's "Intrigue" was finished last week, except for process shots and pick-ups. These will be completed by the end of the week. Louis Forbes started work on the musical score of this Star Films production, being released through United Artists.

"Coward's Castle," second in Bill Boyd's Hopalong series, returned to General Service Studios for interiors following several days at Lone Pine location. Besides Boyd, cast includes Andy Clyde, Rand Brooks, John Parrish and Mary Sawdon, who makes her screen debut in the film. Lewis Rachmil produces and George Archainbaud directs.

Dr. Marcel Frym, who holds degrees in criminal psychology and psychotherapy, was signed as technical advisor for Triangle's "Sleep, My Love." A research consultant for the Hacker Clinic in Beverly Hills, Cal., Dr. Frym will assist Director Douglas Sirk in coaching Claudette Colbert and Don Ameche for hypnotic sleep-walking and hypnotic induction sequences in the story.

Two Films Begin at RKO

RKO started two new pictures, picking up tempo after a decided production lull. "Roughshod," which features Academy Special Award winner Claude Jarman, Jr., began June 21. This western-type drama also stars Gloria Grahame, whose contract was bought by the studio from MGM. "Your Red Wagon" was scheduled to roll June 23. William Phipps, young Broadway actor who made his screen debut in the controversial "Crossfire," won a fat role. John Houseman is producing and Nicholas Ray directs.

Friday the 13th was no jinx day for Producer Harriet Parsons. Director John Cromwell brought in her "Memory of Love" production on that date, finishing two days ahead of schedule. Hoagy Carmichael, who had his largest role to date in the picture, left for Indiana University, Bloomington, to visit old friends.

After a two-week Honolulu vacation, Edgar Bergen returned this week to Hollywood to start his role in "I Remember Mama." Anne Jeffreys took a few days off from "Return of the Badmen" to fly to San Francisco. Producer Richard Berger and his assistants are now in Boise, Idaho, and will then go to Portland, Oregon, to scout additional locations for "Rachel."

Robert Riskin moved into the cutting rooms at RKO to supervise final editing of "Magic Town," his first independent production for RKO Radio release. He plans to have the film ready to move onto the scoring stage by the end of June.

"Alice in Wonderland," Walt Disney's three-million-dollar productoin, his largest to date, is reported going full blast again, following a shutdown during the war. Disney says two years' work remains to be done on the special, which unlike his recent full-length films, will be entirely animated.

'Daisy' at Work at 20th-Fox

Joan Crawford's stint for 20th Century-Fox, "Daisy Kenyon," started June 16. Dana Andrews wound up his three-month assignment in RKO's "Memory of Love" and reported to start work on "Daisy." With only two days between pictures, he is a busy young man. Rest of cast includes Henry Fonda, Peggy Ann Garner, Martha Stewart, Connie Marshall and John Davidson.

Other pictures rolling at 20th include "Foxes of Harrow," now in its 10th week; the Technicolor feature, "Off to Buffalo"; Tyrone Power starrer, "Nightmare Alley"; the Zanuck personally-produced picture, "Gentleman's Agreement"; and Sol M. Wurtzel's independent action-feature, "Roses Are Red," being made off the lot. "Green Grass of Wyoming" has been locationing in Lancaster, Ohio.

Monogram's 'Flashing Guns'

Monogram started its Western earlier than anticipated when "Flashing Guns" went into action June 16. Doug Evans, Steve Clark and Ted Adams were added castings to the Johnny Mack Brown starrer with Raymond Hatton.

An additional sequence for Jack Wrather's "High Tide" was shot last week at Union Station in Los Angeles, with Don Castle and 25 extras. John Reinhardt directed.

Carl Krueger, Monogram producer, started filming his air feature, "The Big Flight," at March Field on June 11, with the active cooperation of the Army Air Forces. Making their first appearance in a dramatic film, five squadrons of P-80 jet planes took part in maneuvers, with Henry Sharp and William Clothier photographing the action.

Phyllis Calvert Reports

Pine-Thomas ended "Big Town Scandal" last week.

Phyllis Calvert, British star, arrived in Hollywood from London and reported to Paramount for preparations for her starring role in "My Own True Love," scheduled to roll within the next two weeks. In her first film under her contract with Paramount, the auburn-haired actress will co-star with Melvyn Douglas. Compton Bennett will direct and Val Lewton produce.

Diana Lynn had her option renewed by the studio for the eighth consecutive year.

81-Year-Old Actor Active

Harry Davenport, 81-year-old actor, was set for the role of the small-town judge in "Mary Hagen" at Warners.

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BOX-OFFICE SLANTS

Colonel Chabert

(*Continued from Page* 18)

lish his identity and his fortune but is met by his wife's treachery and nearly incarcerated in an insane asylum. He turns to street begging and is sentenced by a magistrate to spend his remaining years in the poor house. A friendly attorney meanwhile has established proof of his identity and brings it to Raimu, who prefers to remain where he is as a refugee from the vicissitudes of life.

Comment: This is a simple story, simply told by an excellent director and a fine cast. Another worthy accomplishment for Raimu, it is said to be one of the last films made before his death. Marie Bell as the wife, also does very well. But is the director's hand that shows throughout the film, adding bits of "business" by a large but inarticulate staff of law clerks in his attorney's office and by showing children of the gutter in those days as the vicious predatory little brats they really were, rather than the sticky sweet examples of youngsters usually seen in American films. Settings are magnificent, with most of the outdoor shots probably having been made with the cooperation of large estate owners or the French Government. "Colonel Chabert" is a fine film and should do very well wherever Raimu's cinematic efforts have been popular heretofore.

Shop Girls of Paris

(French Dialog—English Titles)

Mage Films **Drama** **90 mins.**

AUDIENCE SLANT: (Adult) An interesting but racy tale of Paris shops and shop girls during Napoleon's time. Adults should be amused by its insolent disregard for conventionality and entertained by its story of early department store merchandising competition. Definitely not for children or adolescents. Titles clearly explain the action.

BOX-OFFICE SLANT: Advertised teasingly but not smuttily, this should do better than average business in the studio and art theatres.

Cast: Michel Simon, Albert Prejean, Blanchette Brunoy, Suzy Prim, Jean Tissier, Juliette Faber, Jacqueline Gautier, Andre Reybaz, Huguette Vivier, Rene Blanchard and others. **Credits:** Scenario, Andre Cayatte and Andre Legrand. Dialog, Michel Duran. Music, Louis Sedrat. Direction, Andre Cayatte.

Plot: An old man, seeing his once prosperous shop on the verge of ruin because of a fast-growing department store, gathers other small merchants into a combine to war upon the competitor, to the ruin of all of them. Even the old man's niece gets a job in the big store whose owner likes her initiative, promotes her quickly to the point where she is openly accused of being his mistress. The store owner's real mistress plots to have the girl fired and ruin the store's owner. The big store is eventually a big success, the owner marries the old man's niece and promises to make all of his shop girls his partners in the future.

Comment: It is generally believed that the volatile Frenchmen is a cinch to mix up his business with his affairs of the heart, and vice versa. At any rate, "Shop Girls of Paris" purports to show that in Napoleon's time shop girls had no other way to live than by augmenting their earning as shop girls with affairs with their superiors and the town blades. But a nice girl from the provinces changes all of this, simply by being a nice girl which, in itself, is a lesson in morals. At any rate, the story is nicely done with good comedy touches, an excellent portrayal of the irascible old man by Michel Simon and other fine acting by Albert Prejean, Blanchette Brunoy, Suzy Prim and others. The direction and music are good throughout. Teasingly but not smuttily advertised this can do better than average business in the art and studio type theatres.

The Vow

(Russian Dialog—English Titles)

Artkino **Drama** **103 mins.**

AUDIENCE SLANT: (Adult) An engrossing story (albeit an official propaganda story of the U.S.S.R.) that purports to show Stalin as an almost deified leader of the Russians, from the time of Lenin's death, through World War II. The film is well enough done to entertain average audiences, despite the fact they will know it is out-and-out propaganda.

BOX-OFFICE SLANT: Suitable only for those theatres now showing Artkino films.

Cast: Mikhail Gelovani, S. Chiatsintova, N. Bogoliubov, D. Pavlov, S. Bogoliubova, T. Makharova, N. Plotnikov, V. Soloviev, S. Blinnikov, G. Sagardze, P. Ismatov, M. Straugh, N. Chapligin, I. Nabatov and others portraying Soviet leaders. **Credits:** Directed by Mikhail Chiaureli. Scenario by M. Chiaureli and N. Pavlenko. Photography, A. Kesmatov. Music, A. Balanchivadze. Produced by the Tbilissi Film Studios, U.S.S.R. English titles, C. Clement.

Plot: As Lenin dies, Stalin assumes leadship of the Russian people and starts his first Five Year Plan, following the oath he took publicly at the Second Congress of Soviets on the eve of Lenin's funeral to make his country self sufficient through progress industrially, agriculturally and with a strong army. A family of Russians, led by a patriarchal mother, strong willed and determined that all in her family will do everything to aid their country's progress, is seen throughout the action, focussing attention on themselves, rather than on Stalin. They are portrayed as typifying the Russian family of the time.

Comment: There are specious episodes in "The Vow" that for historical accuracy might well have been omitted. But for the most part the film is well done, concerning as it does Stalin as the leader of the Russians and his determination to make his country self sufficient in the face of rising antagonism against his country and communism. It shows the beginning of the building of Stalingrad, Stalin's dream brought to reality, and the progress of the country industrially and agriculturally. Included in the film are the battles of Moscow and Stalingrad, evidently taken for the most part from news clips. If audiences bear in mind that "The Vow" is entirely a propaganda film intended to show the leaders of the Soviet in a sympathetic light as kindly people interested only in the inner progress of their own country, the picture can provide engrossing entertainment. That it is propaganda, however, there can be no question, and exhibitors who intend to play it will do well to remember that fact.

Goldwyn Selects Lead Players in Kaye Film

Samuel Goldwyn has completed his selection of the chief players in support of Danny Kaye in the Technicolor "That's Life," based on the Goldwyn picture, "Ball of Fire," of some seasons ago in which Gary Cooper and Barbara Stanwyck were starred. Kaye, of course, will have Cooper's role of the bemused college professor. Included in the cast will be Felix Bressart, Benny Goodman, J. Edward Bromberg, Hugh Herbert and Ludwig Stossel. The following musicians will appear as themselves: Louis Armstrong, Tommy Dorsey, Charlie Barnet and Lionel Hampton.

Virginia Mayo will have the role opposite Kaye which Miss Stanwyck played in "Ball of Fire." Steve Cochran inherits the role formerly played by Dana Andrews. Production was set to start this week.

Talent Interchange Deal Set By Rank and U-I

A talent interchange deal covering not only stars and directors but also lesser-known players in a move to "build up" the personalities throughout the world was jointly announced last week by J. Arthur Rank and Universal-International.

First in a series of such new interchange deals involves Robert Siodmak, who is to leave immediately for England to direct "Precious Bane," novel by Mary Webb, for Two Cities Films, one of the producing companies of the J. Arthur Rank Organization. The picture, which will star Robert Donat and Ann Todd, will be produced this summer at the Denham Studios by Paul Soskin, of the Two Cities unit.

Summer Locations for 6 20th-Fox Productions

Six pictures on 20th Century-Fox's schedule will be in work this summer away from the studios. Locations will extend throughout the country.

The six and their locations are: "Call Northside 777" in Chicago; "Missouri Waltz" in the middle west; "Spoon Handle" in Massachusetts; "Chicken Every Sunday" in Tucson, Ariz.; "Green Grass of Wyoming" in Ohio; and "The Flapper Age" in Illinois and Ohio.

'To the Victor' to be Partly Filmed Abroad

"To the Victor," forthcoming Warner Bros. melodrama of postwar Europe, showing the effects of war upon individuals, will be filmed partly in authentic foreign locales, with Dennis Morgan to star opposite Viveca Lindfors in the picture.

Delmer Daves, who will direct, leaves early next month for Paris to scout locations and make filming arrangements. Jerry Wald is producing the picture for Warners.

Paramount Buys 'Hazard'

Paramount has acquired screen rights to the forthcoming novel, "Hazard," by Roy Chanslor, Hollywood screen author. Purchase was made from galley proofs of the book which Simon & Schuster will publish in August.

Movie Within a Movie

Warners has announced the assignment of Janis Paige and Jack Carson for a comedy sequence which will appear as a movie in the forthcoming film, "Love at First Sight."

THE MOTION PICTURE

THEATRE

EQUIPMENT and MAINTENANCE

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A Special Section Published Every Fourth Week by Showmen's Trade Review

June 21
1947

Featured
In This Issue
Lighting

The Service Paper of the Motion Picture Industry

Exclusive Regular Features:

Architects' Advisory Council
Theatre Advisory Council
Projection Advisory Council
Managers' Maintenance Check List
Projectionists' Maintenance Check List

Aaron Nadell, *Technical Editor*



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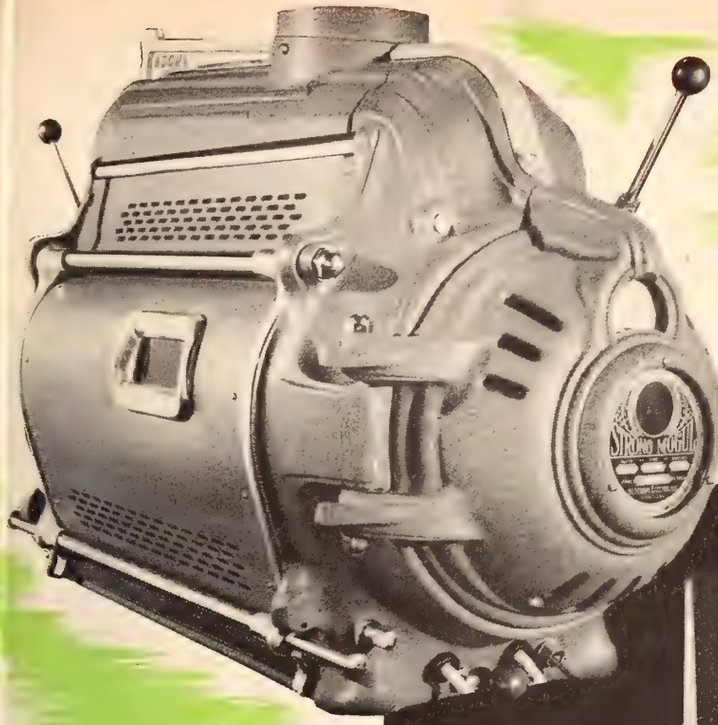
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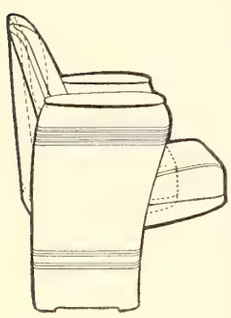
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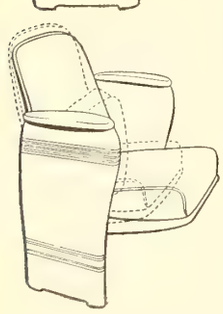
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OF GRAND RAPIDS
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Practical Economy in Lighting Routines

Council Members Suggest Many Ways to Reduce the Cost of Illumination

STR THEATRE ADVISORY COUNCIL

The large number of practical procedures that are open to the theatreman for reducing the cost of lighting his house and facade were discussed, in considerable detail, at this month's meeting of the Theatre Advisory Council.

The Council, however, is by no means agreed that economy is the most important factor in theatre lighting, In fact, opinion is evenly divided as to whether the cost of lighting is so important a part of the theatre's budget as to justify serious, major efforts at economy.

One member declared: "A well designed and well executed lighting layout is one of the best assets a theatre can have. Economy is of secondary importance." This same Councilor, nevertheless, contributed several penetrating suggestions for reduction of operating costs.

Approximately half of the members participating in this month's meeting do feel that taking steps to effect economies in theatre lighting is a major and serious matter.

Cost of current is the most important item in illuminating expense, in the opinion of the majority, and is estimated by some to run as high as 85 to 90 per cent of theatre's total lighting expenditure. Others differed sharply with these estimates, however, and there can be little doubt that the views of the members are somewhat influenced by the power rates prevailing in that part of the country in which their own theatres are located.

Current Costs

Following are the measures suggested for reducing current costs:

"Keep fixtures, lamps and tubing clean. Replace old, blackened lamps—they are inefficient."

"Reduce wattage where practicable. Turn off lights in rooms that are used by theatre help."

"We check with our power companies to determine the best possible rate for the current being used."

"Methods of meter connections—having the current supply properly connected on certain meter rates—will often create an important saving. We have our own electrical engineer checking continually against lighting company current charges and their different rate arrangements."

"We watch and correct all lamping, making sure to use minimum wattage for the effect desired. Where it is possible to use less light always put in smaller lamps instead of resistance controls in the line. Use stand lamps for porter work, do not let the janitor turn on full lighting."

Careful control of periods when lights are turned on and off was also recommended as a method of economy, and all of the circuits represented have definite procedures in this direction.

"As a general practice, we cut all outside lighting as soon as the box-office closes."

"We reduce both outside lighting and lobby lighting as soon as the box-office closes. Enough is left on for the safety of people leaving the theatre, and some also for advertising value."

"When our box-office closes all outside lighting is turned off except for the minimum necessary under the marquee."

"We shut off 80 per cent of our outside lighting when the box-office closes. No locations in our territory justify burning outside lighting later than that."

Similar practices were recommended with respect to lobby lighting, although here there was a dissenting minority. The general view, however, was represented by such comments as:

"We reduce to one circuit after the box-office closes."

"We reduce our lobby lighting after the B. O. closes 75 to 80 per cent—in all our locations."

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Facade During Day

Whether to keep outside lighting running during the day for the sake of its advertising value, or keep it off for the sake of economy, was also considered. A minority believe the advertising value of this practice never justifies its cost, but most members find the expense worth while in some locations.

"In neighborhood theatres we keep our canopy borders lit during the day; otherwise we use outside lighting by day only in first run houses."

"We use outdoor lighting during the day in some locations for its advertising value."

"Yes, we do that in grind houses in downtown city streets. We do it in neighborhood houses in communities where some theatres run matinees but others don't, and you must use lights or something to let people know you are open. Also, some of our houses turn on outside lights on dark, cloudy afternoons."

Changes in outdoor lighting hours with changing seasons of the year are not made according to circuit schedules in most of the chains represented, but left to the individual manager to decide according to his own situation and preferences.

Economies in the cost of lamps are considered by the majority to be of much less practical importance than economy in current costs. Nevertheless, a number

(*Continued on Page E-28*)

A New Theatre for Downtown New Orleans The JOY



First new showhouse to be built on New Orleans' world-famous Canal Street in twenty years, Delta Theatre Corporation's "Joy" cost $275,000, seats 1,250, and incorporates a number of features new to the South and not very common as yet anywhere.

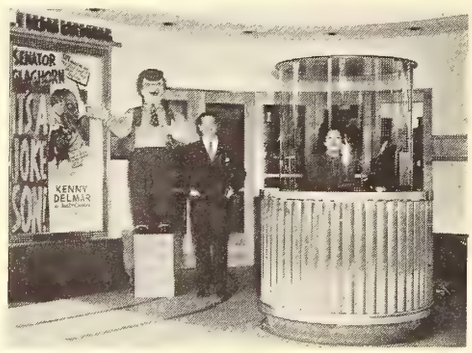
The theatre is named for Joy Houck, president of Delta. Other owners are C. E. Hilgers, vice-president; Levere C. Montgomery, secretary, and Ernest A. MacKenna, treasurer, and manager of the Joy.

Houck's interests extend to 84 theatres, mostly in the South and Southwest, including two others in New Orleans. Montgomery is also the owner of a chain of theatres in Louisiana.

The Joy is of brick and limestone construction, extremely simple in its facade, but with a massive name sign that can be seen the length of Canal Street. The marquee displays Wagner plastic letters in several colors; its soffit is illuminated with rows of fluorescent tubing. An unusual box-office stands almost at the building line on the corner of Canal and Elk Place. Its base is finished in chromium, but its upper portion is a single piece of circular glass tubing.

Also on the building line, fronting Canal Street to the right of the entrance, is a Manley popcorn machine and soft drink bar. Above this, a loudspeaker reproduces the sound of the picture playing inside.

A second Manley popcorn machine is installed in the candy-and-popcorn stand in the carpeted foyer. The general color scheme of this area is maroon, red and blue. It is carpeted, as are the stairs and the auditorium aisles, in Radcliffe Wilton by Thomas L. Leedom Co.



BOX OFFICE, on street corner, almost at building line.

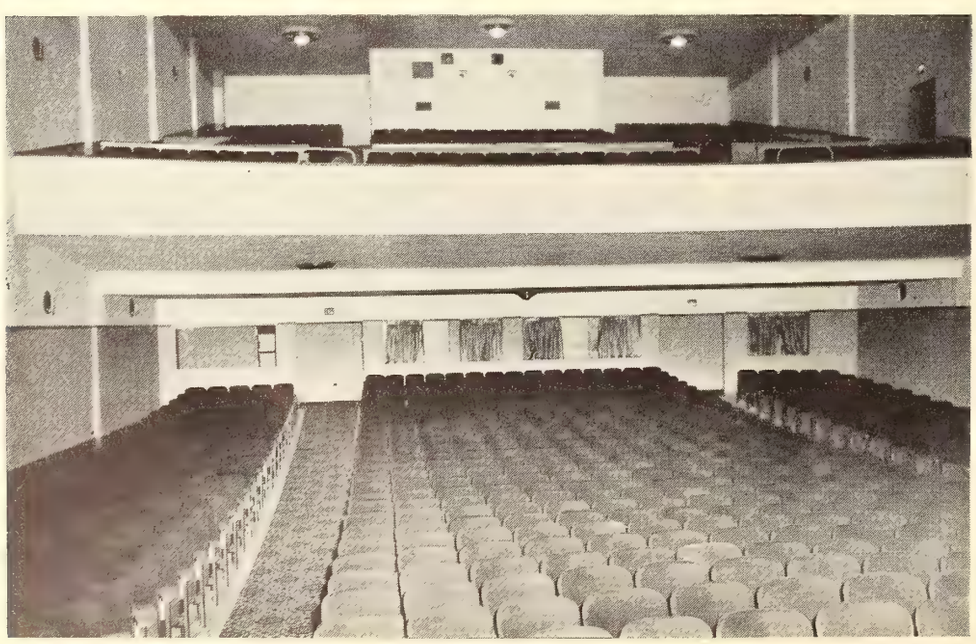
The auditorium seats 800 downstairs, 450 in the balcony. A cry room on the main floor level accommodates 12 mothers. Color scheme of the auditorium is predominantly gray, with maroon, red and blue trim. It is surfaced with acoustical tile along the side walls above the wainscot line, across the rear wall of the balcony, and over the ceiling and the balcony soffit. Chairs are by Irwin Seating Co., fully upholstered. A 240-ton Airtemp system provides air conditioning.

Projectors and sound equipment are Motiograph. Projection throw is 100 feet; the screen, by Da-Lite Screen Co., is 23 feet wide. Strong projection lamps are operated at 65 amperes, derived from rectifiers. Speaker system is an Altec Voice of the Theatre. It is driven by the Motiograph sound system at 40 watts—a substantial reserve of power above the 26 watts specified by the Academy Research Council as satisfactory for 1,250 seats.



FOYER CONCESSION STAND. Another, outside, faces the sidewalk.

Ray Stevens, of Theatre Display Service, New Orleans, designed the impressive name sign, the remarkable glass-tube box-office and the concession stand in the foyer; and personally painted the foyer mural above the entrance doors. All furnishings and equipment were provided by Hodges Theatre Supply of New Orleans. R. P. Farnsworth Co. built the Joy; Favrot and Redd were the architects.



STEEL-FRAME CONSTRUCTION WITH AN INTEGRAL MARQUEE CALLED BEST FOR THEATRES

Steel-frame construction is preferred for theatres by the members of the Architects' Council but with substantial reservations in case of smaller houses. Where this type of construction is used, however (in preference to masonry or other kinds of bearing walls) the Council is overwhelmingly in favor of making the canopy or marquee an integral part of the steel framework, rather than a separate unit to be hung on after the facade is completed.

A hanging ceiling is considered either necessary or desirable, in the majority opinion, but there is a very considerable minority view.

The steel frame type of construction, in which all weight is supported by the frame and exterior and interior walls are merely curtains or partitions, is favored by the Council above the bearing-wall type in which masonry, brick or other materials support the weight of the structure in addition to "curtain" functions. There was a minority vote only of one in favor of bearing walls in general. On the other hand the majority do approve bearing-wall construction for very small theatres, but with no agreement whatever as to what constitutes a small theatre. There were two votes for setting the limit at 500 seats, and one vote for each of the following: 600 seats, 750 seats, 800 to 900 seats, 1,000 seats, 1,500 seats, 2,000 seats; 36-foot width (regardless of capacity) and 60-foot width regardless of capacity.

One member prefers: "Bearing walls for 1-story structures, steel interior frames for balcony or stadium up to 1,500 seats —all-steel frames for larger theatres."

Another notes that space requirements are an important factor, and still another comments that in his section of the country building codes "in most cases require 12-inch masonry for the outside walls of theatres. Inasmuch as this is the case, we generally use such walls, with pilasters to support trusses and joists."

A large minority vote was cast for steel frames for all theatres whatsoever.

"The steel frame is still the most flexible to design and the least space consuming. There is little economy in bearing wall structures," one member of this minority commented.

"Definitely, steel frame for all theatres," added another.

"Steel frame and curtain walls, of course."

"Yes."

"Yes."

Canopy Construction

The canopy or marquee must either be fastened on after the facade is completed, or as an alternative method, the canopy can be built around projecting members of the framework which were added for that purpose and which constitute essential parts of the general steel skeleton, or are protruding steel members strongly embedded in a masonry wall. This alternative method is the overwhelming preference of the Council. No one opposed it directly; and only a very small minority thought that the choice of which method to use might depend on conditions of the job. Some members noted that not only the marquee but also the vertical name sign could advantageously be made an integral, protruding member of the general framework.

"Signs and marquees should be part of the structure, for economy, appearance, and to offer the best opportunities for eye appeal."

"By all means."

"Always make the marquee a member of the frame, never support it with rods or chains."

"In all cases, we design the marquee and vertical sign framing as an integral part of the structural system of the building. Where tie rods are used, it is always possible for the anchorage to work loose from the wall. High winds place a great strain on designs of the tie-rod type."

However, one member commented:

"The question of the marquee and the sign are part of the design. Some designs may need to stress the functional feature while others should not. The integral type of marquee is more dramatic. It is also definitely more expensive."

Hanging Ceiling

In general, the Council favors use of a handing ceiling, but there were some directly opposing views, while a number of members feel that the decision in this matter depends on local circumstances.

The majority, while favoring the hang-

(*Continued on Page E-28*)

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How to Get Best Results in Lighting the Theatre

A Specialist of Wide Experience Gives His Views On The Most Effective And Most Economical Arrangements For Every Part of the House

An Interview with Herbert Kliegl
of Kliegl Brothers

The theatre has many different lighting requirements; the lighting industry has many different devices and fixtures. Experience provides an effective guide in selecting the best device for each requirement.

The theatre's requirements involve considerations of economy linked with exploitation value, decorative appeal, audience comfort and safety, and satisfactory viewing conditions for watching a motion picture.

To solve the problems these requirements present the lighting industry offers incandescent, fluorescent, cold cathode, neon and slimline lights; and an unlimited variety of fixtures, dimmers and mounting and focusing devices.

The familiar incandescent lamp has many advantages in a large number of applications, but it has the drawbacks of needing more power for the same amount of light, and (in summer) of imposing an additional burden on the cooling apparatus.

Types of Lamps

The fluorescent lamp operates directly from an ordinary power line with the help of a "starter" and a "ballast" that are commonly built into the fluorescent fixture and constitute parts of it; the lamp is gas-filled and the inner surface of its tube is coated with a "phosphor." The starter and ballast cooperate to apply a momentary high voltage to the gas in the tube—an electric current is thus forced to flow through the gas. The ballast and starter then automatically switch themselves out of circuit, but the current through the gas, once started, continues to flow until the lamp switch is turned off. Because of this flow of current through the gas, the phosphor lining inside the tube is subjected to a steady bombardment of ionic and electronic energy, and responds by glowing with visible light. The color of the light emitted depends on the materials chosen for the phosphor. Ultra-violet or "black" light can be obtained in this way, by using lamps with suitable phosphors.

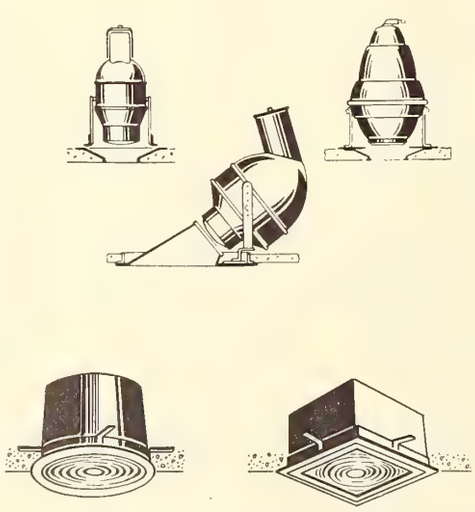
In the fluorescent lamp there are two small filaments, like incandescent filaments, at either end of the tube, and the current through the gas flows from one of these filaments to the other. The cold cathode, neon and slimline lamps are generally similar to the fluorescent types, but they do not have these filaments. The current through the gas flows between cold terminals, and therefore must be driven by much higher voltage. This emphatically does not mean higher power. Power—which is what the theatre pays for—is determined by multiplying the amount of voltage used by the amount of current flowing; the cold cathode lamps use much more voltage but proportionately less current, so that power costs are not higher than for fluorescent lamps, but actually somewhat lower.

The voltage needed to operate present types of cold cathode lamps is approximately 13,000 volts, obtained from an ordinary power line through a step-up transformer. The same is true of the neon lamp, which differs from the cold cathode only in the nature of the gas inside the tube. The slimline lamp operates at 700 volts.

Marquee Signs

The marquee sign needs effective illumination to assure that the attraction letters which advertise the theatre's wares will be easily read and attractive in appearance. Any type of lamp may be used behind the attraction boards for this purpose. Each has its own advantages and disadvantages in this application.

The incandescent lamp consumes more power; the tube types illuminate relatively large sections of the sign per tube so that failure of one tube darkens a much larger area of the advertisement; relative costs are best calculated for the individual theatre according to power rates in its community, number of hours the sign is kept illuminated and other factors that vary from one theatre to another. Climate is a further factor where cold cathode marquee lighting is contemplated, for these tubes lose some of their efficiency in very cold weather.



DOWNLIGHTS of three types are shown in the upper group; below are two types of lens fixtures.

Theatre Front

Lighting of the name sign and facade are matters of individual decorative pattern, and methods used range accordingly from floodlighting to specially-made scroll patterns of fluorescent, neon or slimline tubing.

Practically all theatres, however, need a very high level of illumination under the marquee, both to attract patrons and to provide easy seeing for them as they go up to buy their tickets. For this application Mr. Kliegl recommends downlighting—an arrangement of incandescent reflector fixtures deeply recessed in the marquee ceiling. This arrangement is efficient, since the recesed reflectors assure that no light will be lost in unwanted directions; therefore it offers a high level of illumination at an economical cost for power. It reduces unpleasant glare, since the light sources are invisible unless a person stands directly under a downlight and looks straight up. Such downlighting can be combined (for decorative effect) with cold cathode or other tubing mounted under the marquee ceiling. Tubing of any kind should not be used alone for undermarquee lighting, Mr. Kliegl believes, because a very large number of tubes would be needed to obtain the intensity of illumination that is usually required.

Tubing, however, is very desirable for lighting poster frames, and may be arranged either along the sides or at top and bottom, as the design of the frame requires. It is readily concealed, and in warm weather it does not heat up the interior of the poster frame as incandescents would.

Lobby and Foyer

For the lobby, slimlines are preferable for general illumination—they give more light, need less power, have the best life and the most attractive appearance. If they are properly installed, there is no glare from them. They are very flexible as to fixtures, and can be used in a great number of ways to meet very varied decorative requirements. And they give good results when used in coves.

However, there are points in any lobby that need somewhat more intense illumination than the desirable general level of intensity. The candy or popcorn stand may be one. Downlighting should be added at that location. It is desirable also to

(*Continued on Page* E-20)

A New Theatre-and-Restaurant Combination

Wometco's MIAMI Miami, Fla.



HUGE "wedding cake" facade ornament and name sign links the new Flagler Street Theatre with its associated Huyler restaurant.



AUDITORIUM, with beautiful contour curtain and thirty-foot screen, has picture nearly "straight in front" from every seat.

In this new Miami Theatre, located on that city's famous East Flagler Street, Wometco Circuit has tied in with the nationally known Huyler organization, providing for its patrons not only a theatre that is an outstandingly beautiful showplace, but also a three-story restaurant; and two additional, Huyler-operated, refreshment bars located respectively in the lobby and on the mezzanine. The restaurant can be entered either from the theatre or from the street.

Readers may be interested in comparing the theatre-restaurant combination here presented with the Boulevard Twins theatre-and-restaurant described in SHOWMEN'S for March 29th (Page E-30) and with Architect Hugh Gibbs' theatre-and-ice-cream-parlor depicted on Page E-22 of SHOWMEN'S for February 1st.

Its refreshment features, however, by no means exhaust the unusual facilities the Miami offers to its patrons. There is a "walkie-talkie" type of hearing aid that enables deafened patrons to occupy any seat in the house—they are not confined to "wired" seats. Its principle of operation is not radio, but electro-magnetic induction: a concealed loop of wire, carrying sound currents, runs throughout the entire theatre, and induces corresponding currents in the little battery-operated amplifier shown here in its "in-use" position on the patron's lap.

Still another, highly popular feature, is the "junior and senior" drinking fountain, which saves parents the usual inconvenience of having to lift the child to the fountain.

The Miami seats 1,860 on two floors. It was designed and built to conform to acoustic specifications drafted in advance by Vern O. Knudsen, California physicist.

The facade is terra cotta above the marquee, and Vermont granite below. The attraction board carries Adler cast aluminum 10-inch and 16-inch letters, finished in red face and black face, with silver bevels. Exterior doors are aluminum, bronze and glass; interior doors are covered with Formica.

A large lobby mural symbolically depicts the unity of the Americas—for the Miami has been designated "the showplace of the Americas" and will invite Latin-American notables. Spanish-speaking attendants are employed.

Kroehler Push-Back chairs are used in the body of the auditorium, and widely-spaced, ultra-luxurious American Seating Company chairs in the smoking loge. The air conditioning system utilizes 160 tons of refrigeration. Lighting, mostly indirect neon, is by Kliegl Brothers, and includes neon-illuminated stair rails.

Projection and sound equipment is Simplex, with Altec Voice of the Theatre Speakers and Hall Metro lamps operating at 100 amperes.



"WIRELESS" hearing aid, and Kroehler Push-Back chairs installed on orchestra floor.



INGENIOUS drinking device eliminates need for lifting children to the fountain.

G. E. Lamp Prices Readjusted

General Electric Company's Lamp Department has readjusted lamp prices, lowering some and increasing others. The average price of G. E. lamps, as of June 1st, remains five per cent under pre-war levels, and 90 per cent of all lamps sold by the company are unchanged in price or lowered.

However, G. E. will no longer absorb the five per cent Federal excise tax, as the company has been doing since 1941.

M. L. Sloan, Vice-President and Manager of the Lamp Department declares:

"The latest wave of wage increases has so raised our material and labor costs that the Lamp Department of the General Electric Company can no longer absorb the five per cent Federal excise tax on lamps that we have been absorbing since 1941. We sincerely regret that beginning June 1st, 1947, this tax will have to be paid by our customers.

'At this same time the Lamp Department is making price adjustments on certain lamps; some being decreased where continued high demand and resulting high volume makes this possible, and others being raised in price because of abnormally increased costs. However—the list prices of over 90 per cent of our lamps including those for home and industrial use remain unchanged or are lowered.

"Apart from the mentioned excise tax, the average prices of General Electric lamps will, on June 1st, be five per cent under our prewar prices."

Wehrenberg Gets Drive-in Okay

Fred Wehrenberg, President of the MPTOA and operator of a number of theatres in St. Louis and St. Louis County has been given the green light by the St. Louis County Planning Commission for his proposed 27-acre drive-in theatre at Baptist Hills Road and Lindbergh Drive. The application now goes to the St. Louis County Court.

Wehrenberg's is one of three new drive-in projects for the St. Louis area. The County Court has approved an application by Flexer Theatres, Inc., of Memphis, for a $100,000, 700-car project on a 15-acre plot. And Henry Halloway, a local operator, also has plans for a 700-car theatre, to be located on U. S. 40 west of the Gem Theatre, which Halloway now operates.

Dominion Sound Shifts Personnel

M. P. Murphy, assistant commercial manager of Northern Electric Company and vice-president of Amalgamated Electrical Corporation, has been elected President of Dominion Sound Equipments, Ltd. He replaces M. K. Pike, retired. D. E. Daniel has been appointed district manager in Winnipeg; W. F. Graham is now manager of the Calgary office and J. E. Tagg, manager at St. John, N.B. A. T. McCormick, formerly of Winnipeg, has been transferred to Montreal.

MANAGERS

Maintenance Check List

☐ JUNE 23.—Have you an efficient schedule for reducing outdoor and lobby lighting after box-office closes?

☐ JUNE 24.—Examine all balcony railings; have any loose standards or supports tightened at once for safety.

☐ JUNE 25.—Has your engineer checked the rating of electrical fuses and marked the panel boards accordingly to prevent over-fusing?

☐ JUNE 26.—Prepare flags and bunting for Independence Day. Many theatres spotlight a flag on the screen platform.

☐ JUNE 27.—Check the controls, pulleys and ropes on the asbestos fire curtain as an emergency precaution.

☐ JUNE 28.—Have you arranged good access to your roof from the exterior of the theatre to speed fire fighting in emergency?

☐ JUNE 29.—Is your candy reserve ample? Candy sales decline when show case has half-stocked appearance.

☐ JUNE 30.—Does cleaning crew always turn off work lights as soon as cleaning has been completed?

☐ JULY 1.—Check stair carpets regularly to make sure they are fastened and cannot possibly trip patrons.

☐ JULY 2.—Are lighting fixtures and coves cleaned regularly to prevent waste of electricity through accumulation of dirt?

☐ JULY 3.—All ready for holiday crowds? Check tidiness of floors, aisles, foyer, rest rooms, mezzanine.

☐ JULY 4.—Are candy stocks regularly rotated on counter and in store room to minimize spoilage by heat?

☐ JULY 5.—Keep box-office immaculately neat, free of lost-and-found articles, newspapers, magazines or other debris.

☐ JULY 6.—Check balance of sound and light between projectors; make sure both are accurately equalized.

☐ JULY 7.—Examine carpet for wear. Shift or reverse it as necessary to distribute wear evenly over carpeted area.

☐ JULY 8.—Are signal and phone between floor, office and projection room in perfect working order?

☐ JULY 9.—Do your arrangements for adjusting sound volume to changing size of audience work effectively?

☐ JULY 10.—Are picture and sound changeover smooth, completely invisible and inaudible to the patrons? If not, why not?

☐ JULY 11.—Pay overtime if necessary, but keep all employes drilled thoroughly in fire and emergency procedures.

☐ JULY 12.—Are your fire extinguishers examined and refilled on regular routine? ALL fire extinguishers?

☐ JULY 13.—If you use seat covers do you rotate them periodically to distribute wear evenly among all?

☐ JULY 14.—Does porter staff ALWAYS turn off automatic urinal and toilet flushing devices when cleaning is completed?

☐ JULY 15.—Examine roofs carefully for weaknesses that may lead to leaks under heavy summer thundershowers.

☐ JULY 16.—Is your cooling system regularly inspected, carefully maintained as to belts, motors, possible leaks?

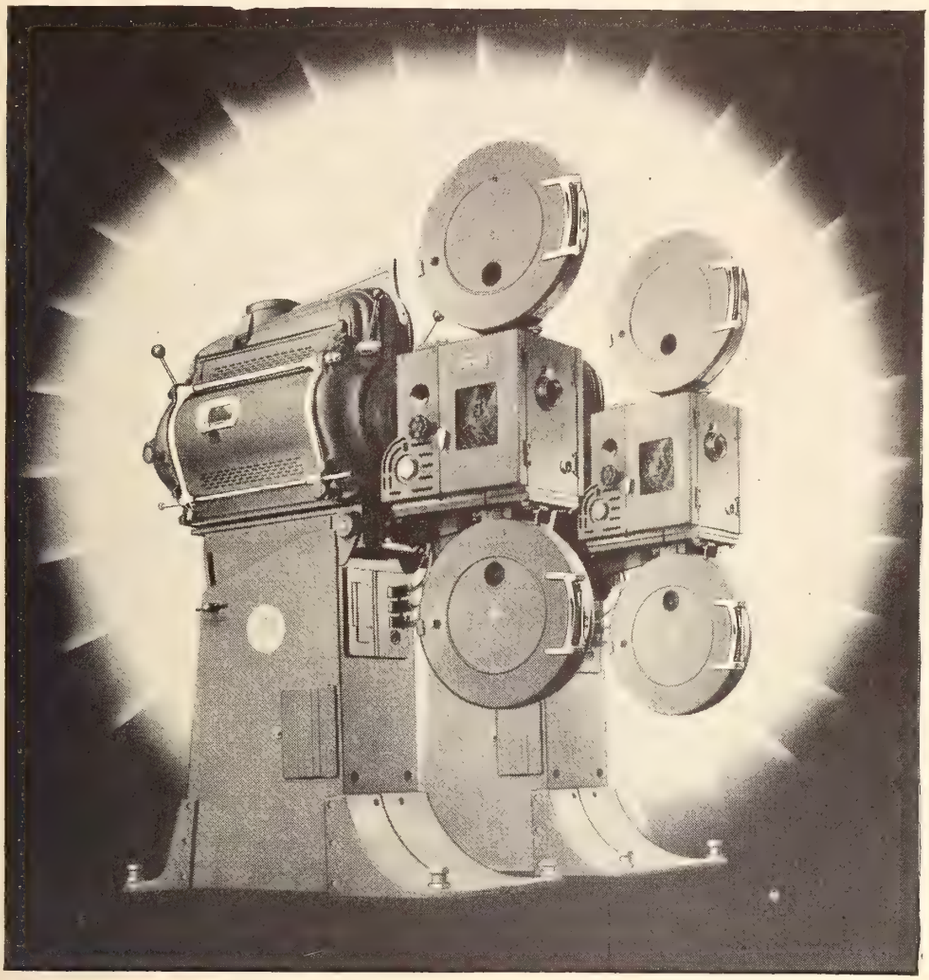
☐ JULY 17.—Are your extra keys kept locked up, properly tagged for ready identification when they are needed?

☐ JULY 18.—Check curtain motor, tracks and gear for signs of wear; examine condition of curtain grommets.

☐ JULY 19.—Have you had your translucent marquee letters washed recently? Don't let them lose glamor because of dust.

☐ JULY 20.—Your drinking fountain works overtime these hot days. Does it need attention or precautionary repairs?

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SMPE Readies Plans for Unprecedented Help to Motion Picture Exhibitor

Conference This October, With Eight Engineering Societies Assisting, Will Map New Scientific Aids for Practical Theatre Operation

This Fall, at the Hotel Pennsylvania, New York, the Society of Motion Picture Engineers will clear its decks, roll up its sleeves, and do a grade-A, ace job for the theatreman.

That will be on October 20th to 24th, the dates set for the Society's 62nd semi-annual convention and unprecedented Theatre Engineering Conference.

Members of STR's advisory councils, many of whom have in the past have been extremely active in the important work the Society has hitherto done for exhibitors, will have most vital roles in the new effort to be begun in October.

Eight of the country's leading engineering societies also will cooperate. The roster of the distinguished organizations that will help the SMPE do a job for the theatreman reads like a blue book of American science.

Procedure

The basic objective of the Theatre Engineering Conference will be to obtain information that today does not exist, and to build practical working standards upon it. James Frank, Jr., manager of National Theatre Supply's New York branch, who is largely responsible for the idea of the conference and chairman of its general committee, explains the objective this way:

"What is the most desirable level of auditorium illumination while the picture is on the screen? No one knows. What is the best ratio of screen width to viewing distance?—no one knows. The exhibition industry operates a two billion dollar investment, and no one in it can give a scientific answer to simple questions like these. There are hundreds of other questions like them. The SMPE is going to dig in and get a lot of answers."

This of course will not be the first grade-A job the Society has done for the exhibitor. Sound tracks produced on all makes of recorders can be played through the same theatre system because the Society set up standards for sound tracks back in 1928. Film made in all studios is made according to picture dimensions set up by the Society, and therefore can be projected on the same screen without changing the masking. A wide variety of other standards have been created to keep the industry's basic practices interchangeable and uniform—and uniform at the highest practicable level.

But at the Theatre Engineering Conference this Fall the SMPE will carry such work forward on a scale never before approached.

Theatre circuit construction, maintenance and projection experts, theatre architects, and manufacturers' engineers will be invited to attend. All members of all of STR's advisory councils are included in these invitations, and many of them will take leading parts in the proceedings.

Open forums will be held on 12 different aspects of practical theatre operation. These will be divided among nine separate sessions. At each forum a group of outstanding experts who are specialists on the particular matter under consideration will take the platform and present their respective views in Town Hall Meeting style. Open discussion will follow.

All present will be permitted and invited to take part in the discussions, with the help of microphones plentifully spotted around the floor. The theatre-operating public will be very welcome, and the views it presents will be considered particularly helpful.

After the conference is over, the record of everything said at these forums—every recommendation offered by anyone and the reasons advanced for it—will be in the hands of an appropriate engineering committee or sub-committee of the Society. These committees will then go to work on the facts and opinions thus garnered. They will make such further tests, experiments and calculations as seem to them to be needed in each case. They will then draw up recommendations and standards to help guide the industry as the Society has done in the past, but on an even greater scale.

Subject Matter

The enormous range of subject matter that will occupy the attention of the conference and the subsequent labors of the committees is indicated in the listing that follows. The nine conference sessions will take up and discuss these twelve aspects of theatre operation:

Theatre Construction—including conventional architecture, pre-fabricated construction, Quonset construction, and drive-ins.

Lighting—including screen illumination.

Acoustics—including noise isolation.

Viewing—including seat layouts and floor design.

Floor Coverings.

Safety.

Maintenance.

Marquee and Lobby Displays.

Decorating—including wall paper, special paints, and so on.

Ventilating—including air conditioning.

In all of these many matters, the conference discussions will inaugurate an organized process of probing for and finding scientific answers that at present do not exist.

Additionally, there will be three general sessions of the 62nd semi-annual convention, at which papers of technical interest and value will be read and discussed in the manner that has always been followed at the SMPE's conventions —with the exception that this Fall there will be special emphasis on papers relating to theatre operation in preference to those that may be concerned with studio or photographic practices.

Further to increase both the genuine value and the audience appeal of the convention and Engineering Conference, there will be an exhibit of scientific and practical ideas and equipment related to the theatre. This exhibit will be educational in nature, not in any sense a "trade show."

Equipment manufacturers will participate generously; their displays, however, will be designed not to advertise their wares in the ordinary commercial way, but to present new ideas or educational and useful points of view. Insofar as actual equipment, rather than educational displays, may be presented, the emphasis will be entirely on how it fits into the theatre and why, rather than on what it is.

Cooperating Societies

Eight leading American engineering societies will cooperate with the Theatre Engineering Conference.

At the Conference the practical-minded exhibitors who operate theatres directly, the construction, maintenance and projection and sound chiefs of theatre chains; practical, working projectionists, theatre architects and the engineers of equipment manufacturers will have a previously unheard-of opportunity to get together face to face. They will be able to discuss directly, among themselves, old and new problems of theatre operation, old and new ideas and products to meet those problems, and to exchange views more completely and on a wider scale than ever in the past.

The cooperation of other professional societies will add to these discussions the advice of highly specialized technicians in particular fields of science and engineering.

Represented at the conference, or cooperating with it in other ways, will be the:

Acoustical Society of America.

American Institute of Architects (Department of Education and Research).

American Society of Safety Engineers.

Illuminating Engineering Society.

Institute of Radio Engineers.

Optical Society of America.

Research Council of the Academy of Motion Picture Arts and Sciences.

Television Broadcasters Association, Inc.

Representing the Institute of Radio Engineers will be Dr. Alfred N. Goldsmith, who is also a Fellow and Past President of the SMPE, and has been very importantly responsible for the most significant of the SMPE's services to the exhibitor in the past.

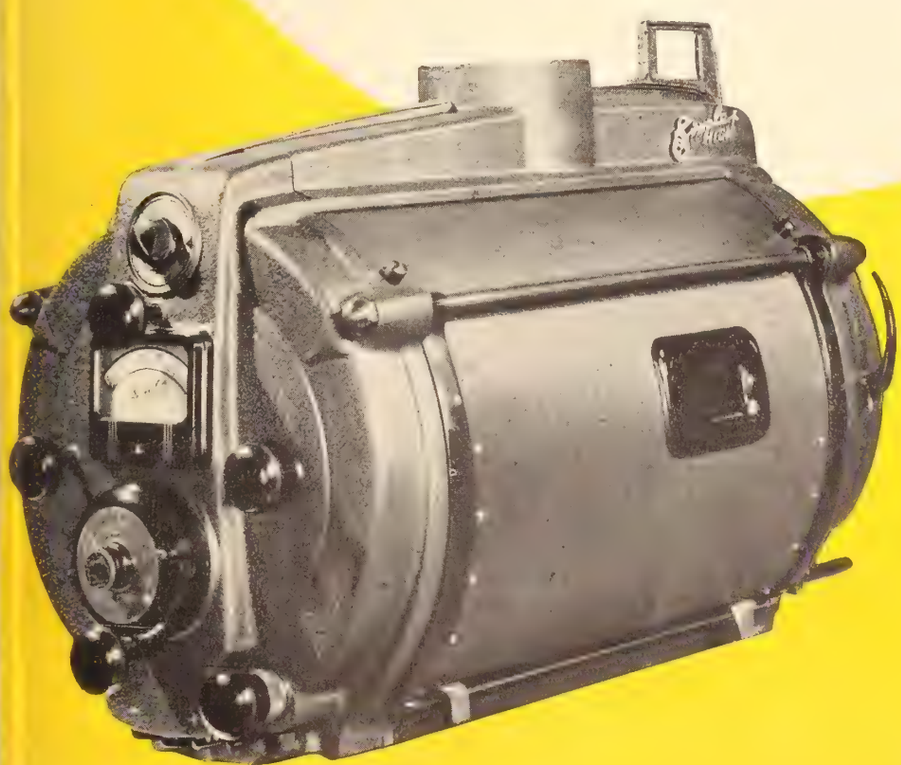
Loren Ryder, the Society's current President, will preside at the convention and at the Theatre Engineering Conference.

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"THERE'S A BRANCH NEAR YOU"

Washington Has Unique Attractions for Tesma Show Visitors

Choice of Washington, D. C., as the site of the 1947 Tesma-Tedpa convention and trade show offers all who will attend (and their families) an opportunity of visiting the country's greatest concentration of patriotic shrines, and its most unique and possibly most beautiful city.

"I'm taking my kids out of school to bring them along," one Tesma member declares, "because they'll find more American history in Washington in a week than they'll get in school in a year."

Wives of those who attend will find Washington one of the nation's first shopping centers; gourmets will find in its restaurants an incredible variety of menus, prepared to suit government officials from every part of the United States and diplomats of every country. The Washington Board of Trade, to which STR is indebted for much of the information that follows, states that a turbaned Hindu can walk into a Washington restaurant and be served to his satisfaction.

The joint convention of the Theatre Equipment Supply Manufacturers Association and the Theatre Equipment Dealers Protective Association is to be held at the Shoreham Hotel in the nation's capital on September 24th to 29th, inclusive. Roy Boomer, Tesma Secretary-Treasurer, announces that by early June the demand for hotel rooms for delegates and visitors had become so great that Tesma was forced to reserve 100 additional hotel rooms. The trade show is expected to be the most popular ever held by the joint organizations; and its location in Washington may be one of the factors contributing to this result.

As everyone knows, the city was consciously laid out by Major L'Enfant to be the most beautiful capital on earth. The Federal government has occasionally been lavish with appropriations, which were spent under the supervision of the National Commission of Fine Arts and the National Capital Park and Planning Commission. The outcome is mile after mile of tree-shaded streets lined with magnificent buildings designed by the most eminent architects, and ornamented by the first sculptors and artists.

Points of Interest

Tours are available day and night, for as many hours as the visitor cares to spend. A two-hour daylight sightseeing trip costs $2.50; for the same price the visitor can enjoy a sightseeing tour at night. There is a four-hour tour of the interior of public buildings. There is an all-day, "all-expense" tour that includes the city, Arlington Cemetery, Mount Vernon and Alexandria, Virginia. Mt. Vernon can also be visited via a sightseeing cruise along the Potomac River.

From the Capitol steps two avenues branch like a letter V. Pennsylvania Avenue slants to the right, running one mile to the White House. Maryland Avenue slants leftward to the Jefferson Memorial. Running straight up the center of the V is the Mall, with the Washington Monument in the middle distance and beyond it the reflecting pool, the cherry trees and the Lincoln Memorial. To its right, the Mall is bordered by Constitution Avenue and the newest of the great government buildings.

The Capitol is open daily and Sunday from 9:00 to 4:00. Guided tours are formed every fifteen minutes. Here the visitor's children can see the rooms in which Congress meets to legislate for the nation, and statues of famous native sons of the forty-eight states.

The White House is open to visitors from 10:00 to 12:00, every day except Sunday and Monday. Visitors can see the ground floor rooms, including the East Room; and if they take the trouble to obtain a guest card from their Congressman, can extend their visit to the Green Room, Blue Room, Red Room and State Dining Room.

Arlington National Cemetery, with its tomb of the Unknown Soldier, will be open in September from 6:00 A. M. to 6:00 P. M., daily and Sunday. Since all honorably discharged service men and women are entitled to be buried in the national cemetery, there are usually several military funerals each day. Change of guard at the tomb of the Unknown Soldier takes place every hour.

The cemetery occupies the grounds of the estate of Robert E. Lee and contains the Lee Mansion. The Confederate leader, having given his fortune as well as his talents to his cause, lost the mansion in 1863 because he could not pay his taxes. It will be open to the public in September daily and Sunday from 9:30 A. M. to 6:00 P. M., admission 12 cents.

Washington Monument is open daily and Sunday from 9:00 to 5:00. Admission 10 cents. A map-like view of the entire city and its surrounding country-side is obtained from the top of the 555-foot obelisk, which is now equipped with a modern, high speed elevator.

Lincoln Memorial is open daily and Sunday from 9:00 to 9:00, and the same is true of the *Jefferson Memorial*.

Other points of interest in the city, and hours they are open to the public, include the *Aquarium*, with many specimens of both game fish and rare fish, 9:00 to 4:30 every day;—*Botanic Gardens*, including a tropical jungle under an 80-foot roof of glass, which grows among other specimens the Egyptians papyrus from which the word "paper" is derived and the pitcher plant that catches and eats insects, 9:00 to 4:00 except Saturday 9:00 to noon;—the *Corcoran Gallery of Art*, various hours according to the day of week;—*Federal Bureau of Investigation* and its scientific crime laboratory, weekdays 9:30 to 4:00 with conducted tours starting every half hour and lasting one hour and a quarter;—*Folger Shakespeare Library*, 9:00 to 4:00 six days of the week, 2:00 to 7:00 on Sundays, closed Wednesdays;—*Ford's Theatre*, where Lincoln was shot, now a Lincoln museum, 9:00 to 9:00 daily and 12:30 to 9:00 Sundays;—*Franciscan Monastery*, conducted tours between 8:00 and 5:00 weekdays, 8:00 to 6:00 on Sundays;—*Library of Congress* 9:00 A. M. to 10:00 P. M. Monday through Friday, closing at 6:00 P. M. Saturday and open only from 2:00 to 10:00 Sunday;—*National Archives*, daily 8:45 to 5:15, Sunday 1:30 to 5:15;—*Naval Observatory*, whose telescopes and clocks set the time for the nation, 9:00 to 4:00, conducted tours at 10:00 and 2:00, Monday through Friday, admission Thursday evening from 8:00 to 10:00 P. M. by card obtainable from the Chief Clerk's office;—*Supreme Court*, 9:00 to 4:30 Monday through Friday, 9:00 to noon Saturday, conducted tours every fifteen minutes;—*Zoological Park*, daily, 9:00 to 7:00.

The foregoing of course no more than touches some of the points of interest. The resources Washington offers the tourist are almost inexhaustible. Even so prominent an attraction as the *Smithsonian Institution* has been omitted from the above list—which could be stretched out almost indefinitely.

Visitors to the Tesma convention and trade show can get further information from the D. C. Information Center, by phoning District 3535.

Surrounding Region

The environs of Washington are rich in American history. Only 11 miles distant, at Mt. Vernon, the visitor can see the way of life from which this country sprang, but which it cannot follow any more: — the self-contained community that produced within itself everything it needed except luxuries. Here are the spinning rooms where linen was made from home-grown flax, the brick kiln where bricks were made from native clay, the fishery, the mill that ground flour from wheat raised on Mt. Vernon's own acres, the fruit trees and vegetable garden, the smoke-house and smithy, the plantation's own school house and own tobacco patch.

And of course Washington's beautiful

(*Continued on Page* E-21)

Projection Room Needs Reserve Space and Facilities

Council Members Favor Excess Floor Space, Extra Wiring and Conduit, to Take Care of Future Needs Whether Foreseen or Not

Ample reserve floor space, and abundant reserve facilities in the way of wiring, conduit and so on, should be allowed in all projection room planning to take care of future needs for change or expansion, the Projection Advisory Council believes. At this month's meeting the members detailed the provisions they themselves make in this respect whenever they lay out a new projection room or remodel an old one.

They allow not only for changes which they expect the future may bring but, in addition, leave a margin for unknown developments that not even their expert knowledge can foresee. As one of them put it: "Who knows the future?" They follow the general principle that it is less expensive to build an oversize projection room in the first place than to try to enlarge it later; less expensive to run in oversize power lines at the start than to try to bring in additional lines through a finished building—and so on.

Floor Space

In the matter of floor space, the majority participating in this month's session now lay out their projection rooms with extra space intended for future installation of television equipment. The majority view was summed up by one member, who commented:

"We have no doubt that television will be available before a projection room built today reaches the end of its useful life."

There was a minority dissent on this point, however; one dissenter offering the opinion that: "We don't know anything about television as yet. We don't know whether the equipment will go into the projection room or the auditorium, and have no idea how much space it may need."

The majority also leave room on the projection room floor for stereophonic sound equipment.

Space (and ports) for a third projector are included by the majority in all new building and all remodeling. One member goes further than providing floor space for this purpose—he installs the third projector.

"Three projectors don't cost more than two," he explains, "they cost less. With three projectors, each machine gets 1/3rd less wear, and therefore lasts 1/3rd longer. To that extent costs are even, but when the insurance value of a third projector is taken into account, three of them become cheaper than two."

With respect to leaving additional floor space for future use of emergency amplifier channels, opinion at the meeting was evenly divided.

The majority plan projection room floor space for future installation of public address equipment. In theatres that have stages, the majority also provide space for additional spot or effect equipment, beyond that in use or planned at the time the projection room layout is made. And all members participating in this month's meeting, with only one exception, leave still further floor space for requirements unknown and unanticipated.

STR PROJECTION ADVISORY COUNCIL
PROJECTION • SOUND • TELEVISION

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G. CUTHBERT
Famous Players Canadian

C. A. DENTELBECK
Famous Players Canadian

HARRY J. GLENN
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IRL GORDON
Skirball Brothers Theatres

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RKO Theatres

A. C. INCE
Griffith Theatres

LESTER ISAAC
Loew's Incorporated

I. F. JACOBSEN
Balaban and Katz Corp.

NATHANIEL LAPKIN
Fabian Theatres

HARRY RUBIN
Paramount Pictures

LEONARD SATZ
Century Circuit

J. C. SKINNER
Interstate Circuit

In connection with the fact that majority leave extra floor space for future expansion of spot light and effect equipment, it is also interesting to note that the majority (in theatres that have stages) not only provide floor space for this use, but build in extra ports for it.

"Yes, and install glass and fire shutter, too," one Councilor added.

Another member goes even further than this in his provisions for the future; he anticipates that at some time the projection room may be manned by personnel unusually tall or unusually short; and he designs his viewing ports for men ranging in height from 5 feet to 6 feet 2 inches!—taking projection angle into account in these calculations for each theatre.

Wiring Facilities

The Councilors are unanimous on the desirability of running oversize power mains to the projection room — that is, putting in thicker wire than existing current demands indicate. The difference in cost between thicker and thinner wire is, in their view, altogether trivial compared with the expense that would be involved if at some future time a second power line had to be run in because the one installed was not able to meet new demands.

The majority prefer to use oversize electrical conduit. That is, if a conduit is needed to carry two pair of wires, they install one large enough to carry four pairs, more or less. Again, the cost of the increased material is trivial, whereas the cost of putting in a second conduit run, if additional connections are ever needed, could be very substantial. A further consideration, however, is the fact that it is easy to pull wires through oversize conduit with practically no chance of scraping their insulation; while if the fit is tight insulation may be damaged, creating future short circuits difficult to remedy.

The majority also install oversize switch and fuse boards. Then, if additional power circuits are added in the future to take care of new requirements, they can be connected to these boards without disturbing existing wiring.

A minority go even further than this: installing extra runs of unused and unneeded conduit for possible use in the future (it is cheaper to do this while the projection room is being built or re-built, than to do it afterward); and pulling extra, unused pairs of wires through their conduit for connections that may be called for at some later date.

In respect to these additional provisions in the way of extra wiring, extra conduit, oversize wiring and conduit, oversize switch and fuse boards, one member comments:

"We have found, in our experience, that every one of these precautions is needed sooner or later."

Why Arc Lamps Must Be Vented

STR's Projection Advisory Council is on record as unanimously in favor of providing the arc lamps with ventilating ducts to carry their fumes out of the projection room—whether the law requires it or not. (STR for March 1st 1947, Page E-20).

Further light on the compelling necessity for venting arc fumes outside the projection room reaches STR from F. A. Van Atta of the National Safety Council, who writes:

"The running of the carbons in air produces oxide of nitrogen, carbon dioxide and some carbon monoxide. The concentrations are such that the oxides of nitrogen are the most dangerous materials present.

"An investigation by R. W. Coltman of the National Carbon Company shows . . . that in an unventilated room of 1,000 cubic feet capacity with a high intensity arc the oxide of nitrogen would come up to 125 parts per million parts of air in 11 minutes. This amount of oxide of nitrogen is dangerous for an exposure of one-half hour to one hour."

Mr. Van Atta goes on to report findings of the Harvard School of Public Health which show that even with room ventilation at 545 cubic feet per minute, when there is no ventilation on the flue of the lamphouse "the concentration of oxide of nitrogen in the room went up to a maximum of 3.53 parts per million parts of air. . . . By attaching a flue to the lamphouse with a ventilation rate of 50 cubic feet of air per minute and taking 1,300 cubic feet per minute of ventilation from the room, oxides of nitrogen were kept too small to be measured.

"I think one is justified in saying," Mr. Van Atta concludes, "that if the lamp housing is equipped with a flue with a ventilation rate of 30 to 50 cubic feet per minute the health of the projectionist will be adequately protected from any poisoning by inhalation."

Wenzel Offers 25th Anniversary Folder

In recognition of their 25th anniversary, Wenzel Projector Company has brought out a four-page, three-color folder illustrating and describing the Wenzel Pro-4 mechanism. Photographs show both the complete unit and its more important components such as the intermittent movement, the rear shutter assembly, gears, gate and so on; while the accompanying text describes their outstanding mechanical features from the points of view of good operation, ruggedness and easy serviceability. The company, located at 2505 S. State Street, Chicago, will send a copy of the folder without obligation to anyone requesting it.

Wenzel Projector Company was founded by the late Mack Wenzel, himself a practical projectionist and member of Chicago's Local No. 110, for the manufacture of precision-made replacement parts; and has grown up through the years. Fred J. Wenzel, brother of the founder, is now President and General Manager.

PROJECTIONISTS

Maintenance Check List

☐ JUNE 23.—Are projection and sound optical surfaces CLEAN—mirrors free from defects of silvering?

☐ JUNE 24.—Check the non-synch equipment for quality, steadiness of operation, signs of wear. Lubricate non-synch motor.

☐ JUNE 25.—Try out the announcing mike for quality of sound and to prove the microphone circuit.

☐ JUNE 25.—Is projector vibration increasing? Check carefully for the cause and remedy it promptly.

☐ JUNE 27.—Test each loudspeaker unit INDIVIDUALLY for volume and quality of sound, and rattle-free operation.

☐ JUNE 28.—Check all volume controls. Correct or replace any that are not COMPLETELY noiseless in operation.

☐ JUNE 29.—Is the take-up action smooth and correct; are the belts or chains taut and not excessively worn?

☐ JUNE 30.—Are you keeping careful track of the condition in which all prints are received—reporting ALL defects?

☐ JULY 1.—Are buzzer and phone to floor and manager's office in perfect condition—thoroughly reliable for use?

☐ JULY 2.—Check readings of tube meters; replace tubes as necessary for quality of sound and reliable operation.

☐ JULY 3.—Is the rectifier cooling fan behaving normally?—rectifier operating at the proper temperature?

☐ JULY 4.—Is the sound track alignment the best possible for avoiding both sprocket hole and frame line noise?

☐ JULY 5.—Using a watch, check the starting time of both projector motors. Have they slowed down? Why?

☐ JULY 6.—Is your stock of spare parts COMPLETE? Have you enough carbons—for spots and effect machines as well as projectors?

☐ JULY 7.—Examine projector and soundhead gears; order replacements in advance if any are seriously worn.

☐ JULY 8.—Does your bulletin board contain ALL information a relief projectionist would need if called in unexpectedly?

☐ JULY 9.—Check all motor-generator bearings for cool operation; all commutators for freedom from sparking.

☐ JULY 10.—Check all oil cups, oil reservoirs, grease cups and other lubricating points. Clean and lubricate them as necessary.

☐ JULY 11.—Using a colored gelatine, carefully examine all tungar filaments while they are lit. Replace any tubes with serious filament sag.

☐ JULY 12.—Test fire shutters of projectors for reliability of operation; check the action of all port safety shutters.

☐ JULY 13.—Put the pre-focussed exciter lamps into operating position. Are they perfectly focussed, ready for instant use?

☐ JULY 14.—Check film guides, tension shoes, idlers, aperture plates, for signs of wear. Order replacements well in advance of need.

☐ JULY 15.—Examine the asbestos-covered leads to all lamphouses, including spots and effect machines. Do any need replacing?

☐ JULY 16.—Watch the screen carefully during showing of titles for even slight indications of travel ghost.

☐ JULY 17.—Examine carbon jaws in all lamphouses, including spot and effects machines. Sandpaper as needed to remove all roughness.

☐ JULY 18.—Listen to sound critically—any flutter or wows? Remove cause in projector mechanism or soundhead.

☐ JULY 19.—Examine all sprocket teeth for signs of wear or undercutting. Order replacements well in advance of need.

☐ JULY 20.—Using non-synch to eliminate projection room noise, test monitor speaker for quality of sound and noiseless operation.



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. . .

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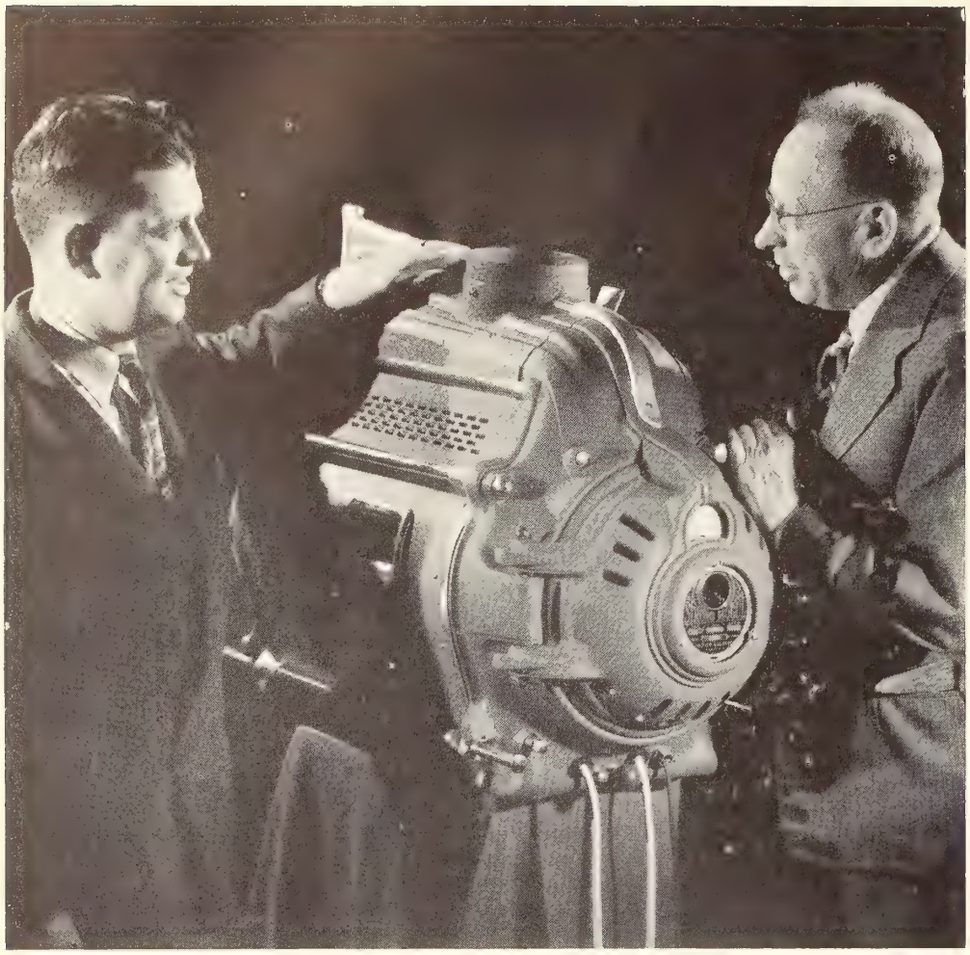
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New Strong 70-Ampere Lamp Challenges Comparison With Any, Including 140-Ampere Condenser Type



THE BRILLIANT PICTURE thrown on a screen 48 feet wide by this new 1947 Mogul lamp is the subject of the congratulations that Harry M. Strong (right) is receiving from Jim Dempsey, owner of the Telegraph Drive-In near Toledo, and first user of the lamp.

Challenging comparison with any high intensity lamphouse whatsoever, specifically including the ultra-powerful condenser types used in the largest theatres, the new model Strong Mogul reflector lamp, just announced by Strong Electric Corporation, projects 15,000 lumens with the shutter open and 60 per cent light distribution, the company declares.

"This is the maximum direct energy film will accept without damage," the company's announcement asserts. "Thus it is wasteful and futile to burn more than 70 amperes in any reflector lamp, or to burn twice that current in condenser lamps."

The new Mogul burns 70 amperes at 40 volts, utilizing an 8x7-mm. Suprex trim. Its first installation was in a drive-in theatre, the Telegraph, near Toledo, Ohio, for use with a screen 48 feet wide.

The 1947 Mogul is an improved version of the company's former model of the same name. Principal points of superiority consist in a complete re-design of the entire draft system of the lamphouse, an entirely new steady-rest, and improved negative and positive clutches.

The Strong organization states flatly that: "the ultimate has been attained in the Mogul, since any increase above 15,000 lumens would damage the film. Insignificant advantage is gained by the use of contraptions for cooling the gate with blasts of air or protecting glass heat filters, for they absorb about as much light as they do heat, and in addition they are too complicated and too expensive for typical theatre operations."

For supplying the new Mogul with current, Strong has developed a new line of 80-ampere rectifiers, comprising a three-phase, six-tube unit; and a four-tube, single-phase unit.

Building Cost Trend Now Downward, Expert Says

Tyler S. Rogers, President of the Producers Council, sees five factors operating to reduce construction costs in the immediate future, *National Architect* reports. Mr. Rogers' analysis was presented in an address before the annual convention of the American Institute of Architects, held recently in Grand Rapids, Michigan.

"The following factors are already operating to lower building costs," Mr. Rogers declared:

"First, a steadily increasing supply of materials is eliminating costly delays in construction.

"Secondly, competition is becoming kener in every branch of the industry.

"Third, the entire industry is regaining its prewar efficiency in the production, distribution, and on-site assembly of materials and equipment.

"Fourth, the productivity of labor is increasing gradually throughout the industry and further improvement can be expected as time passes.

"Fifth, improved building materials and cost reducing building techniques are coming into wider use."

Illuminating Engineering Society Honors G. E.'s Dr. Luckiesh

The Illuminating Engineering Society has just granted its highest honor—the I.E.S. Gold Medal—to Matthew Luckiesh, Director of the Lighting Research Laboratory, General Electric Lamp Division.

Presentation of the I.E.S. Medal, together with an official citation, will be made to Dr. Luckiesh during the National Technical Conference in New Orleans next September.

The Society's official publication, *Illuminating Engineering*, commenting on the award, declares:

"Dr. Luckiesh's outstanding achievements in furthering not one but all three — profession, art *and* knowledge — are acknowledged throughout the world. His researches in illumination and vision, and his concepts and establishment of the Science of Seeing, are considered among the great advances in lighting history.

"To list Dr. Luckiesh's works would be to compile a bibliography of lighting literature. In the 36 years of his researches, 23 books and literally hundreds of papers of which he has been the author or co-author, have presented the findings of his many studies on vision, many of them translated into various languages. Throughout his career he has with great energy and persistence developed new concepts, tested new approaches, and created new techniques of research and instruments of measurement. His work has, without question, expanded the knowledge of mankind in the realm of light, lighting and seeing. Similarly distinguished and fundamental has been his work in the technology of radiations below and beyond the visible—particularly in bactericidal and erythemal energy.

"More than 50 of his many papers on various subjects of research, experience or practice, have been published in the Transactions of the Illuminating Engineering Society, and *Illuminating Engineering*, exclusive of the many lectures and addresses he has made before I.E.S. Sections and Regional Conferences.

"He is a Fellow also of the A.I.E.E., and an active member of the American Association for the Advancement of Science, American Physical Society, Franklin Institute, Optical Society of America, American Academy of Optometry, and National Committee for Prevention of Blindness."



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Best Lighting Results

(*Continued from Page E-8*)

accent the ticket box, and the entrance to the foyer or theatre, with additional downlighting. Some poster signs, particularly those of the tripod type, should also have the benefit of additional downlighting.

Lighting requirements for the foyer depend on whether this is an entirely separate room, or whether it is the rear portion of the auditorium and in a sense part of the auditorium.

If the foyer is entirely outside the auditorium, the theatreman has great leeway in the way he wishes to light it. About the only general requirement is that the overall level of illumination should be less than that of the lobby, but more than that of the auditorium, so that patrons entering will proceed through regions of progressively lessening illumination. This will adjust their eyes gradually, and with the least discomfort, to the semi-darkness of the seating area:—similarly, on emerging their eyes will readjust by stages from the darkness of the auditorium to the extreme brightness under the marquee. Where this condition is met, it is a matter of indifference and decorative preference just how the foyer is lighted. Any type of lamp may be used; costs will be roughly the same for all types if used properly. A drinking fountain, however, or candy stand or popcorn stand or tripod attraction frame, should be downlighted. Blacklight decorations should not be used in brightly illuminated areas because the effect will be lost. Where such decorations are desirable, downlights are indicated for general illumination; they have little or no effect on blacklight ornament.

Where the foyer is inside the auditorium, it should be treated as part of the auditorium so far as lighting is concered.

Auditorium

For general auditorium illumination, dimmer-controlled downlighting is the best. Fluorescents and slimlines offer the objection that they cannot be dimmed. Cold cathode tubes can be dimmed down to forty per cent of their full value, but the difference between minimum and maximum values of light needed in the auditorium at different times is more than sixty per cent. Incandescents can be dimmed as desired.

The transformer type of dimmer is always to be preferred; resistor types waste power.

Although incandescents for auditorium illumination can be used in fixtures, downlights or coves, downlights are best. They offer minimum interference with the screen, and therefore permit using a higher general level of auditorium illumination. This makes for greater safety and greater patron comfort, and permits use of fewer aisle lights. (This advantage does not apply to balconies with stairs, where an ample installation of aisle lights is essential to safety regardless of what other illumination is used.)

Downlights in the auditorium ceiling should be spaced on centers equal to one-half the height from ceiling to floor; and their spacing therefore should vary in different parts of the house according to

(*Continued on Page E-21*)

Is YOUR House Safe?

Fresno, Calif.—Fire started by a short-circuit in the backstage speaker connections of Warner Brothers' Fresno Theatre destroyed curtains and drapes behind the asbestos curtain, and other stage fittings, causing a loss which Fire Marshall W. D. Speed estimates at from $25,000 to $30,000. The curtains that caught and spread the fire were about to undergo flameproofing; workers prepared to process them were actually in the theatre when the blaze anticipated them.

Lindenhurst, N. Y.—Loss estimated at between $40,000 and $60,000 was taken by Prudential Theatres Corp. when their Lindenhurst Theatre here was destroyed by fire. The blaze, of unknown origin, started in the rear of the theatre a few minutes after it had closed down for the night. Despite current construction costs, Prudential will build a new theatre immediately.

Winner, S. D.—A re-trial verdict of $8,500 has been returned against Roy C. Metzger, theatre owner and operator of Gregory, S. D., in connection with the death of James W. Hancer in a fire in Metzger's theatre. A previous jury had voted $7,500 to the estate of the deceased.

Newburgh, N. Y.—The Cameo Theatre lobby sustained severe water damage when a guest in the Hotel Newburgh next door fell asleep in bed with a cigarette, and the hotel's sprinkler system flooded neighboring buildings.

BEST LIGHTING RESULTS

(*Continued from Page E-21*)

variations in ceiling height. Lamping also depends on this factor; where the ceiling is not more than 20 feet above the floor, 200-watt incandescents may be used in the downlight fixtures; for heights up to 30 feet, use 300-watt lamps, for heights greater than 30 feet, 500-watt lamps.

Cove light or wall bracket circuits may be added to the auditorium for use during "breaks," or for general decorative effect.

Miscellaneous Needs

Stairs need to be illuminated more brightly than their surroundings, for the sake of safety. Lens fixtures (or downlights as second choice) should be used to focus illumination on the steps.

Lounges and rest rooms are preferably fitted with fixtures of a design and color scheme that will harmonize with their decorations and general appearance.

In exit lights, there is now a strong trend toward use of the stencil types that show the letters E-X-I-T only, and emit no light into the auditorium from any other portion of their surfaces.

Stage lighting is an entirely separate matter, subject to requirements that have no parallel elsewhere, and needing equipment that has no other place in the theatre. Stage lighting will be the subject of a separate article by Mr. Kliegl, to appear in these pages in the near future.

Tesma in Washington

(*Continued from Page E-14*)

home with its imported marble mantel, imported English stones for the floor of the porch, and the original Hepplewhite and Chippendale furniture used by George and Martha.

Many Civil War battlefields are close to Washington; a conducted tour of Gettysburg National Park is available for $5.75. A $6.50 tour takes in the famous Skyline Drive atop the Blue Ridge mountains and the Skyline caverns, and incidentally traverses the site of the Battle of Bull Run.

Annapolis also is close to Washington, and there is a 4½ tour that embraces the Naval Academy.

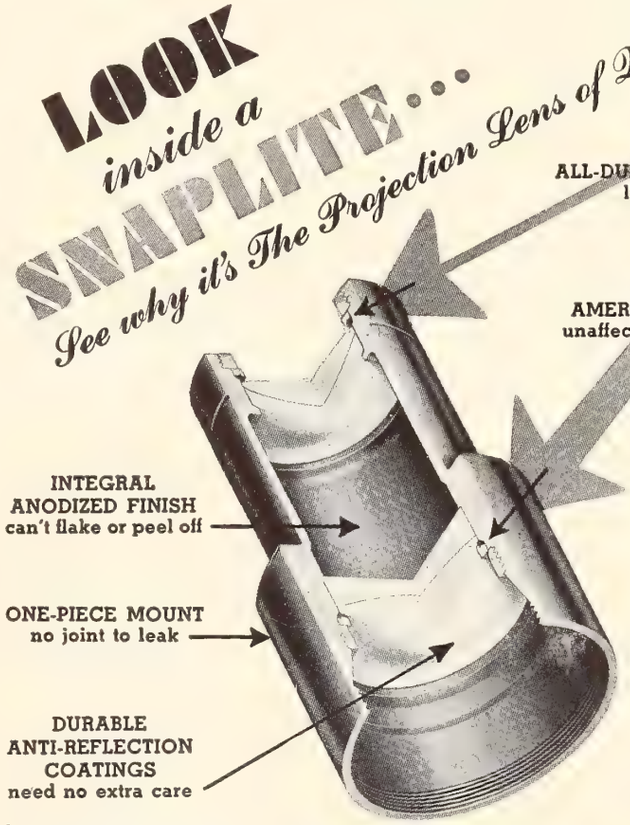
Delegates and visitors to the Tesma-Tedpa Washington convention, and their families, will never find time hanging heavy on their hands for lack of places to go or things to see.

Lane Named to Atlanta As Altec Manager

New Altec District Manager for Atlanta will be Lane J. Patton, who has been well known in that area since 1931, when he was superintendent of Erpi's Southern Division, with headquarters in Washington. Patton's experience with motion picture sound has been continuous since 1928, when he was transferred to Erpi from Western Electric's engineering department. Both in Erpi and in Altec, he has traveled extensively through the eastern and southern parts of the United States.

Peter Latchis, proprietor of the Newport House in Newport, N. H., plans to add a modern motion picture theatre to his hotel as soon as materials and labor become available.

LOOK inside a SNAPLITE...
See why it's The Projection Lens of Quality



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Each Snaplite lens is distinguished by its sleek black mounting. The black anodized finish is an integral part of the duralumin — can't chip, flake, or peel off!

Trouble-free performance is assured by the hermetically sealed construction of the Series II Snaplite. Its sleek black beauty typifies finer functional design—for the black anodized treatment, inside and out, is an integral part of the duralumin mount . . . it can't flake, chip, or peel off!

Enduring top performance is assured by the hermetically sealed mount, which excludes oil and moisture, and eliminates need for disassembly. Cleaning time is cut to a fraction—handling is minimized—danger of damage is sharply reduced. Light-weight duralumin mount cuts vibration to a minimum.

Brilliant pictures result from speed of f/2.0 in focal lengths from 3½" through 5". All optical surfaces are treated with durable anti-reflection coatings for still greater brilliance and contrast.



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Building Officials Study New Methods, Codes

New methods of construction, improved building codes and special problems relating to fires and other hazards will be among the subjects discussed by building inspectors from many sections of the country when they meet in the Drake Hotel, Chicago, June 30th to July 3rd.

A four-day lecture course will be the outstanding feature of the gathering. Nearly fifty specialists in various phases of construction and building-code work will address the assembled public officials.

Similar "schools" are to be held annually hereafter, according to Joseph P. Wolff, Commissioner of Buildings for the City of Detroit, who is serving as dean of the lecture course.

Pre-War Poster Paste Again Available

National Adhesive's cold water poster paste No. 18 is again available to the theatre trade, the company announces.

This paste comes in the form of a powder that is stirred into 20-25 parts of water to produce a clear solution that has the proper texture and slip for lining up poster sheets on display boards. It gives the same results winter or summer, needs no cooking equipment and minimizes waste. It has been unavailable since the beginning of the war, until now.

Altec Develops New Sound Test Film

Altec service inspections will benefit by a newly developed test film made up of a wide variety of constant-frequency, buzz track and flutter test sections, now being supplied to Altec field engineers. Developed in cooperation with the Academy Research Council, and printed on safety stock, the film helps the visiting service inspector find and correct very small troubles before they have a chance to grow into large ones.

W. B. LaChicotte Joins Eastern Amplifier Corp.

W. B. LaChicotte has joined the export division of Eastern Amplifier Corporation. A graduate of Cornell, LaChicotte has been associated with RCA as design engineer, project engineer and domestic sales engineer. He served with the Navy during the war as electronics officer and as instructor at Massachusetts Institute of Technology.

Three Lust Theatres Install Nu-Screen

Three Sidney Lust theatres in Maryland are installing the concave-convex Nu-Screen, Herman Gluckman, President of Nu-Screen Corporation, announces. They are the Cheverly and Hyattsville Theatres, in cities of the same names, and the Kaywood Theatre in Mt. Rainer.

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AUTOMATICKET never leaves the box office and is Service Guaranteed Forever. Your dealer always has new factory-sealed units for replacement in stock.

Register case will accommodate one to five units. Available in electrical and non-electrical models for 1 inch and 2 inch wide tickets.

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COMPLETE DRIVE-IN OUTFIT including heavy duty projectors, 200 watt output sound system with 8—6' reflex horns, high intensity arclamps and rectifiers. All standard equipment, rebuilt like new $4,375.00.
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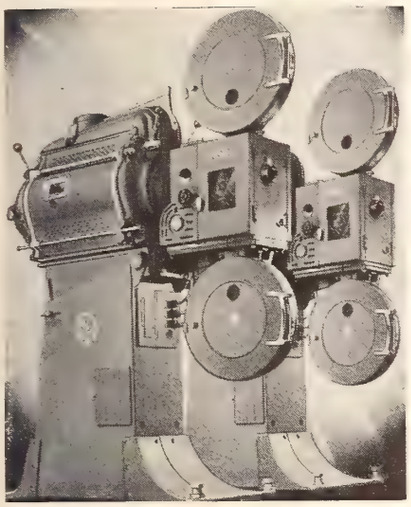
New Ideal Theatre Chairs
JOE HORNSTEIN has it!

New Mirrophonic Sound
JOE HORNSTEIN has it!

DeVry Announces New Projection and Sound Equipment

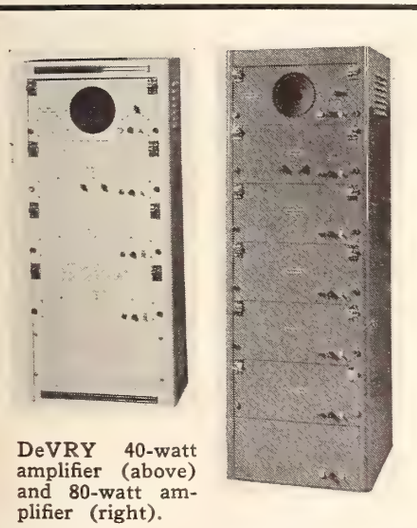
Official debut of the very latest DeVry projection and sound equipment is announced by the manufacturer. The new projectors, pedestals and amplifiers (here pictured) are now on display by supply dealers throughout the country, DeVry Corporation reveals.

The new pedestal is altogether a sturdier and more flexible device than its predecessor. It has four point leveling, an improved and more rugged elevating mechanism and a training mechanism that allows the projector to be swung from side to side for screen alignment. Selenium-type rectifiers for the 1-ampere exciter lamps are mounted inside this pedestal. All wiring runs through it, and three plug connectors carry all wiring to the projector-soundhead assembly, permitting its easy removal for servicing.



NEW DeVry Projector-Soundheads and Pedestals.

Removal and replacement of projector and soundhead are further facilitated by the fact that in the DeVry design the two are a single unit, engineered as such, and inherently self-aligned. Improvements incorporated in this latest soundhead-mechanism include a barrel-type rotary shutter located between the light source and the film. There is also a wholly new rotary stabilizer and stabilizing mechanism that reduces flutter to a rated value, the manufacturer states, far superior to Academy requirements, and inaudible to the human ear. With this mechanism, both sound and projection changeover are automatic and simultaneous, the control switches being located at the top of the projector, behind and to left of the upper magazine and directly above the motor.



DeVRY 40-watt amplifier (above) and 80-watt amplifier (right).

The newly-announced DeVry amplifiers include the Models 12030 and 12016 here shown. The former—a four-channel unit—incorporates switching to permit use of 20, 40, 60 or 80 watts output as desired; the latter is dual-channel affords choice between 20 and 40 watts output; all at not more than 2 per cent distortion and a frequency range flat within 2 db from 40 to 10,000 cycles. Other DeVry systems incorporate single channel units up to 250 watts output.

Altec Voice of the Speaker units are standard equipment for theatre sound systems; and the DeVry in-car speakers (STR for September, 1946, Page E-10) for drive-in systems.

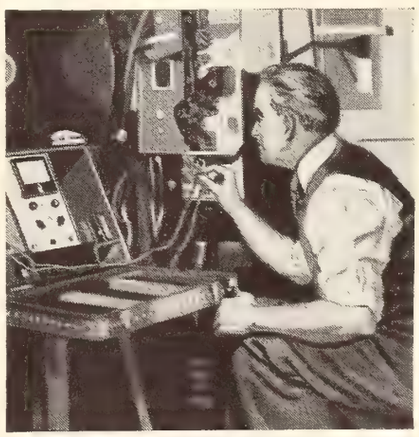
Advantages claimed for the equipment by the manufacturer include (in the case of combination projector-soundhead unit) absolute simplification, permanent alignment and elimination of superfluous parts. For the amplifiers, among other features, wiring and mounting so designed that any unit can be removed for servicing in a matter of seconds. The new pedestal is designed to mount all types of arc lamps.



These grim faces may be your patrons, glaring at your booth—



And this you, when bad-sound refunds wreck a smash-hit run.



RCA Service helps prevent such breakdowns—keeps your sound clear and strong



—your box-office traffic healthy and going the right way.

Smash the Sound-Trouble Bugaboo!

When you buy RCA Service, your sound gets regular check-ups by a skilled technician, with modern instruments to put the finger on danger spots. Your sound and projection get all parts needed for tip-top operation. You get prompt help in an emergency. Stop worrying that sound troubles will hit you where they really hurt. Join the thousands who find RCA Service smashes the sound trouble bugaboo. It will cost you but a few admissions per day.

RCA SERVICE COMPANY INC.
RADIO CORPORATION of AMERICA
CAMDEN, N.J.

Westrex Vice President Now Touring the World

E. S. Gregg, vice-president of Westrex Corporation, foreign motion picture equipment and service subsidiary of Western Electric Company, has arrived in England on the first leg of a three-month tour of the world. He will inspect many Westrex offices, and will attend the meeting of the International Chamber of Commerce at Montreux, Switzerland.

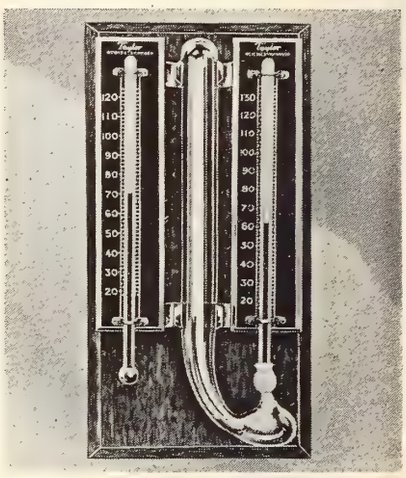
Charles Williams, formerly City Manager for East Texas Theatres, Inc., and James Rountree, who has had a wide range of business and selling experience in the Lone Star State, have bought interests in Associated Industries Company, Texas DeVry distributors. David T. Haines will remain general manager of the organization.



NEW PROJECTOR FACTORY of Blue Seal Cine Devices, Inc., at 5-45 49th Avenue, Long Island City, New York. The machine shop is on the lower level, offices and assembly sections on the upper floor. J. Burgi Contner, President, states that the new factory has been equipped with the finest of machine tools.

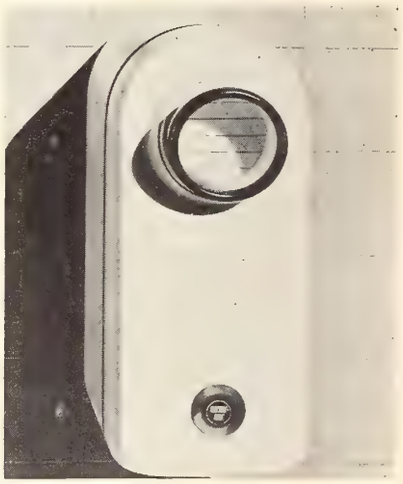
Equipment

For Those Sticky Days



The simple wet-and-dry bulb thermometer here shown, a product of Taylor Instrument Companies, protects the audience; it enables the manager to determine the relative humidity in the theatre at all times through a procedure so simple any employe can follow it. The bulb of the right-hand thermometer is kept moist by a reservoir of water and a wick. Evaporation from the wick cools that instrument, lowering its temperature reading; but humidity retards evaporation and reduces the cooling effect. Hence, the difference between the two thermometer readings depends on the humidity of the air; by reading both instruments and consulting a simple chart furnished with them, any employe can maintain contant, accurate watch over comfort conditions in the theatre.

Electric Towel



NEW wall-type dryer, which, according to its manufacturer, dries hands faster than previous similar devices, has been put on the market by Electric-Aire Engineering Corportation. Among many features claimed for the new dryer is quiet operation and durability. Recessed and wall-surface-mounted models are available.

FOREST RECTIFIERS

The New and Highly Improved 6-Tube Rectifier

SINGLE-TYPE 75-V-6 and TWIN TYPE 75-V-12. Embodying the advanced knowledge gained from building rectifiers for radar and other highly scientific projects where perfection of performance and reliability are of paramount importance. Designed for all theatres using Suprex or Simplified High Intensity Projection. Built-in remote control relays with provisions for operating spotlights. 40 to 75 amperes DC current, 3-phase rectification.

Also: LD-60 and LD-30 Bulb Type Rectifiers, SUPER MCS Rectifiers, Rectifying Tubes, Sound Screens

FOREST ARC LAMPS

The New Electronic Control Projection Lamp

The superiority of the Forest ELECTRONIC CONTROL Arc lamp has become the talk of the industry! It features a completely new and faultless method of feeding positive and negative carbons by ELECTRONIC CONTROL, assuring arc control of precision accuracy, maintaining the exact focal point necessary for producing maximum light intensity at all times without constant watching and adjusting. No carbon feed motor—no gears—no clutches—no cams—no gadgets—no fast moving parts! Nothing to get out of order.

LARGE LAMP, 14" reflector. 1 KILOWATT, 10¼" reflector.
LOW INTENSITY, 10¼" reflector.

FOREST MFG. CORP. 60 PARK PL., NEWARK, N. J.

"Voice of Theatre Speakers"
JOE HORNSTEIN has it!

Buy Savings Bonds

AVOID ARC POWER FAILURES!
Install a
Robin-Imperial STEDYPOWER
J. E. ROBIN, INC. • 330 W. 42nd St. • New York City

The F & Y Building Service is the outstanding agency in Theatre Design and Construction in Ohio and surrounding territory.

THE F & Y BUILDING SERVICE
328 East Town St., Columbus 15, Ohio
"The Buildings We Build Build Our Business"

Show Case

Cigarette Vendor



ELECTRICALLY operated cigarette machine here shown, product of C-Eight Laboratories of Newark, New Jersey, dispenses any of eight popular brands when patron inserts the proper coins and touches a button. It needs only connection to any ordinary power line. The machine, known as Electro, is attractively decorated in a high-tone finish to suit it to the most lavishly ornamented theatre lounge or auditorium.

Ballantyne in Hollywood



STARS Bill Lundigan and Janet Blair, engaged in making Embassy Productions' The Fabulous Dorseys, are checking playback of their efforts. The playback unit incorporates a standard Ballantyne Company Royal Soundmaster soundhead, as regularly supplied with that company's theatre sound systems; a number of those units have been installed in picture studios, according to Projection Equipment and Maintenance Company, Ballantyne dealer in Los Angeles.

A Projectionist Writes to the Council

Projection Advisory Council
Showmen's Trade Review
1501 Broadway
New York, N. Y.

Gentlemen:

As this is seemingly a year of tributes then let us pay a tribute to one of the forgotten men of the theatre—THE PROJECTIONIST.

He is the man who, hour after hour, day after day, is confined in his own world high above the heads of the public, using his every effort to bring joy to those below.

It is by his skill that the public can see, upon the silver screen, the wondrous works of our Hollywood producers. He knows that by using his best effort he is bringing tears and laughter, sorrow and joy, to the eyes and hearts of those below him.

Sometimes his plight is not an easy one. He may have to use out-dated equipment. His lamps and projectors may be of the oldest type, but he still carries on. He knows that he is being rewarded, not in words or slaps on the back, but by the silent pleasure of the many moviegoers the world over who, if it were not for him, would not be able to enjoy the wonders of Hollywood and the great abilities of its talented people.

Should not fair tribute be paid to the many projectionists the world over—"the forgotten men of the theatre"?

Very truly yours
George E. Tabor, Projectionist
Haven Theatre
New Haven, Ind.

"TACTFUL SANITATION" IN THEATRE HOUSEKEEPING







FORT-A-CIDE

"MULTI-PURPOSE" ODORLESS ANTI-INFECTIVE AND BACTERIAL DEODORANT

DISINFECTS AS IT DEODORIZES. LEAVES NO FRIGHTENING OR EMBARRASSING ODOR.

"IT'S ODORLESS"

NON-DAMAGING ON FINE SURFACES, FABRIC AND COLOR

Mix One Part "Fort-A-Cide" Solution with Ten Parts Plain Water. Use in Sprayer on malodorous and infected plumbing. Leaves microscopic inhibiting residue on surfaces after evaporation of water.

EFFECTIVE IN HOSPITAL AND PUBLIC LABORATORY TESTS ON "SCALP RINGWORM," TUBERCULOSIS, STAPHYLOCOCCUS, STREPTOCOCCUS, DYSENTERIC—TYPHOID AND VENEREAL GERMS—ALL COMMON IN PUBLIC RESTROOMS AND AUDITORIUMS.

Ideal for vomit eradication on seats and carpets, bacterial accumulations in air-conditioning systems that cause foul odors, "Stink Bombs." Add few ounces to pail of soap water. Performs dual action on floor and mop. Compatible with and reduces amount of soap. Contains detergents and penetrants.



ECONOMICAL: ONE CASE OF 4 GALLONS MAKES 40 GALLONS "ON CONTACT" 1:10 DILUTION



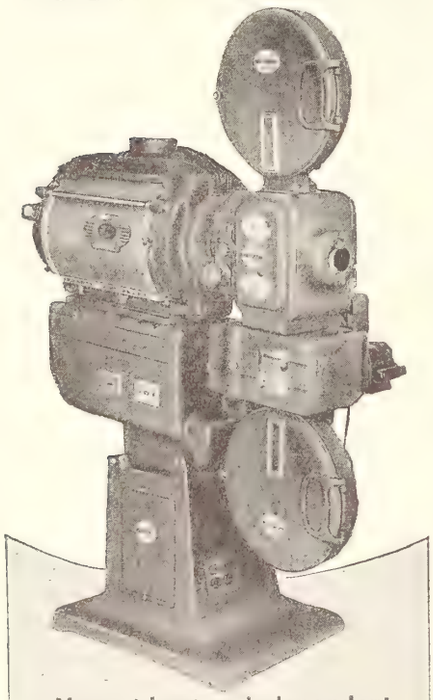
ORDER FROM YOUR SUPPLY DEALER OR CIRCUIT

Fort-A-Cide Corporation, 160 E. Illinois St., Chicago 11, Ill.
FREE—SEND ME YOUR 4-PAGE COLORED ILLUSTRATED FOLDER SHOWING HOW TO USE "FORT-A-CIDE."

Name of Theatre.....Address .....
City .....State .....

A DEMONSTRATION WILL CONVINCE YOU THAT MOTIOGRAPH Gives You More!

The Great New MOTIOGRAPH "AA" PROJECTOR and MOTIOGRAPH SOUND SYSTEMS



Now at leading Independent Theatre Supply Dealers.

MOTIOGRAPH, INC.
CHICAGO, ILL.

Export Department:
FRAZAR & HANSEN, LTD.
301 Clay St. • San Francisco 11, Calif.

PRODUCING THE BETTER PROJECTORS FOR OVER 50 YEARS

Gulistan Wilton Theatre Carpet
JOE HORNSTEIN has it!

EQUIPMENT LITERATURE BUREAU

Listings for June 21, 1947

NO OBLIGATION of any kind attaches to sending for any or all of the items of literature described below. Simply check off the appropriate numbers in the accompanying box, fill in your name and address (and the name of your theatre) and mail the coupon to SHOWMEN'S Trade Review. All requests for literature receive prompt attention. We also do our best to obtain for readers information they may desire about any other items of theatre equipment whatsoever. Simply drop us a note stating what information is wanted.

ACOUSTIC PLASTIC. Sound-absorbing, plastic that can be applied to new or old wall or ceiling surfaces with a trowel, and that can be painted with water emulsion paint without reduction of efficiency, is described and pictured in a booklet brought out by Universal Zonolite Insulation Company. The booklet states absorption coefficients in figures, and includes instructions for mixing and application. (#1).

AIR DIFFUSER. The results that be be obtained from any air conditioning system depend on the use of diffusers to distribute the conditioned air effectively (but without drafts). Air Devices, Inc., have brought out a six-page, two-color bulletin describing their "Agitair" diffusers, which are custom-built to suit any area whatever, regular or irregular in shape; and diffuse conditioned air in one, two, three or four directions, as required. How the Agitair device is constructed to achieve these results, and the different types available, will be found set forth pictorially and in descriptive text in this six-page folder, which is worth a few minutes of any theatreman's attention. (#2).

BLACK LIGHT EFFECTS. A two-color booklet issued by Black Light Products illustrates the remarkable ornamental results that can be obtained by use of fluorescent materials and ultra-violet lamps; lists the Company's flourescent pigments, lacquers and solutions, and pictures lamps and accessories for illuminating them. A price list is included. (#3).

CONSTRUCTION HAND BOOK. Highly useful construction and maintenance data are given in a 100-page booklet issued by A. C. Horn Company, including tables of information relating to concrete work, brick work, painting, mensuration, waterproofing and so on. Additionally, the booklet describes the Horn Company's construction and maintenance materials and gives detailed instructions for using them; it will constitute a very handy addition to any manager's collection of important reference material. (#4).

EFFECT SLIDES AND SONG SLIDES are illustrated and listed in a folder and catalogue of National Studios. Effect slides present pictorial designs appropriate to national holidays; the song slide catalog covers 802 different songs. Advance notice slides, advertising, patriotic and typewriter slides are also listed, as well as unbreakable brass date slides to be projected with advance notices. (#5).

FLOOR COVERING. A linoleum-like floor covering, originally designed for U. S. Navy battleships, which is fire-resistant, unmarred by lit cigarette or cigar butts, unaffected by heat and humidity, water and alkali resistant, and built to withstand extremely heavy traffic, has been made available to civilian users by its manufacturer, Congoleum-Nairn, Inc. Known as Nairn Marine Deck Covering, the new material is expected to prove valuable in many parts of the theatre—including the projection room, where its fire-resisting qualities should meet the requirements of local regulating authorities. A four-page, four-color booklet illustrates and describes this product in detail: it is yours for the asking. (#6).

METAL FURNISHINGS. Crowd control ropes and posts, wall plates, push bars, door grips, sand urns, stair and ticket office railings and decorative grilles are described in detail in an illustrated four-page pamphlet issued by Hupp Metal Works Company. Glancing through these pictures should give many a theatreman a few interesting, novel ideas for his own house. (#7).

PROJECTION LENSES. The Kollmorgen Super-Snaplite and Snaplite lenses (f/1.9 and f/2.0 respectively) are described in detail in a two-color, six-page brochure issued by Kollmorgen Optical Corporation. Their internal construction is effectively illustrated by cut-away photographs. These lenses are coated for greater efficiency, and hermetically sealed in one-piece mounts. Also illustrated and described is the Kollmorgen Series 1 Snaplites, designed for good projection at low cost. Included in the brochure is a list of the fittings for use of any Kollmorgen lens with any of twenty-three models of American made projectors; and new a lens table, for determining the focal length necessary for every projection distance, printed in two colors and unusually clear and easy to use. (#8).

PROJECTION RECTIFIER—6-PHASE. McColpin-Christie Corporation of Los Angeles has published a four-page, fully-illustrated folder describing the "C&C" six-phase, full wave rectifiers. By doubling the number of impulses per second, the six-phase rectifier reduces ripples and disturbing harmonics permitting projection of more brilliant and steadier light from a.c. power. (#9).

RUBBER MATS of many colors, designs and kinds are described in a 16-page brochure by Lorraine Manufacturing Company. Illustrations show the effectively attractive appearance of the varied designs available. The text explains their construction and the sizes and thicknesses in which they are furnished. Rubber matting stair treads, and a cleaning liquid for rubber matting are also described. (#10).

SCREEN. The revolutionary concave-convex, Fibreglass surface Nu-Screen is described in two bulletins issued by the Nu-Screen Corporation. The curved surface is said to eliminate viewing distortion otherwise present in seats located at a sharp angle to the screen; also to eliminate keystoning. Sound, and illusion of the three dimensions, are said to be improved; and it is noted that the glass surface, being washable, an immune to chemical change, should last indefinitely, making the screen a permanent fixture. (#11).

TICKET MACHINE. A well-illustrated, three-color, four-page folder of General Register Corporation sets forth the functional and structural details of that company's new hand-operated "Automaticket." Since this device is as fast as the electrical ticket issuers, but costs less and is less expensive to service, its makers expect that in time it may replace electrical machines entirely. This folder is therefore of interest to all who contemplate present or future purchase of ticket-issuing equipment. (#12).

UNIFORMS AND ADVERTISING VALENCES are described in two brochures by Hollywood Advertising Company. The booklet devoted to uniforms pictures styles for ushers and usherettes, includes samples of the fabrics, and quotes prices. The three-color folder devoted to fabric valences pictures a large variety of these convenient devices for outdoor advertising, and also quotes prices. (#13).

VACUUM CLEANING. Effective cleaning of theatre screens, drapes, ornamental surfaces and stairways, and in-place shampooing of theatre carpets, are illustrated and explained in a four-page folder by National Super Service, Inc. The bulletin sets forth both the best methods of using the Super vacuum cleaner, and the technical details of the cleaner itself. It should be of interest to anyone concerned with the practical problems of theatre housekeeping. (#14).

Request for Literature

Equipment Literature Bureau
Showmen's Trade Review 6/21/47
1501 Broadway, New York 18, N. Y.

I am interested in the equipment data mentioned in the Literature Bureau column. Please have the booklets checked below sent to me immediately:

1 ☐	4 ☐	7 ☐	10 ☐
2 ☐	5 ☐	8 ☐	11 ☐
3 ☐	6 ☐	9 ☐	12 ☐
13 ☐		14 ☐	

Name .....
(Print Name and Address)
Theatre .....
Address .....
.....
City .....
State .....

ADVERTISERS

REPRESENTED IN THIS ISSUE

PAGE

Altec Service Corp. E-22
250 W. 57th St., New York, N. Y.

American Seating Co. E-20
9th and Broadway, Grand Rapids 2, Mich. Sales Manager: J. M. VerMeulen. Domestic Sales: Direct and through National Theatre Supply. Foreign Sales: Direct and through National Theatre Supply.

Black Light Products E-20
67 E. Lake St., Chicago 1, Ill. President: J. Cornell Richardson.

DeVry Corp. E-11
1111 Armitage Ave., Chicago 14, Ill. Sales Manager: H. B. Engel. Domestic Sales: Through independent supply dealers. Foreign Sales: Through authorized distributors.

F & Y Building Service E-24
328 E. Town St., Columbus 15, O.

Forest Mfg. Corp. E-24
60 Park Place, Newark, N. J. President and Sales Manager: J. K. Elderkin. Domestic Sales: Through all dealers. Foreign Sales: Through appointed dealers and export outlets.

Fort-A-Cide Corp. E-25
160 E. Illinois St., Chicago 11, Ill. President: Charles P. Hughes.

General Register Corp. E-22
36-20 33rd St., Long Island City 1, N. Y. Sales Manager: W. C. Stober. Domestic Sales: Through supply dealers. Foreign Sales: Through export dealers.

Hornstein, Joe, Inc. E-22, E-24, E-26
630 9th Ave., New York, N. Y.

Hotel & Theatre Carpet Co. E-22
25 W. 32nd St., New York, N. Y.

Ideal Seating Co. E-4
521 Ann St., Grand Rapids, Mich.

International Projector Corp. ..... Back Cover

Kollmorgen Optical Corp. E-21
2 Franklin Ave., Brooklyn 11, N. Y. Sales Manager: J. A. Fetherston. Domestic Sales: Through independent and RCA dealers and National Theatre Supply. Foreign Sales: Through National Theatre Supply Export.

Kroehler Mfg. Co. E-2
Naperville, Ill.

McColpin-Christie Corp. E-29
4922 S. Figueroa St., Los Angeles 37, Calif. Sales Manager: E. E. Hughes. Domestic Sales: Through National Theatre Supply. Foreign Sales: Through National Theatre Supply.

Motiograph, Inc. E-26
4431 W. Lake St., Chicago, Ill.

National Carbon Co. E-17
30 E. 42nd St., New York 17, N. Y.

National Studios E-22
145 W. 45th St., New York 19, N. Y.

National Super Service Co., Inc. E-28
1951 N. 13th St., Toledo 2, O.

National Theatre Supply E-13, E-20
92 Gold St., New York, N. Y.

Novelty Scenic Studios, Inc. E-30
32-34 W. 60th St., New York 23, N. Y. President and Sales Manager: A. I. Kessler. Domestic Sales: Direct and through dealers. Foreign Sales: Direct and through dealers.

Pro-Tex Reel Band Co. E-30
Film Bldg., Cleveland 14, O. Sales Manager: Samuel P. Farber.

RCA Service Corp. E-23
Front and Cooper Sts., Camden, N. J.

Robin, J. E., Inc. E-24
330 W. 42nd St., New York 18, N. Y. President: Emil A. Kern. Domestic and Foreign Sales: Through independent dealers.

S.O.S. Cinema Supply Corp. E-22
303 W. 42nd St., New York 18, N. Y. Vice-President and Sales Manager: O. Lightstone. Domestic Sales: Direct. Through dealers in certain territories. Foreign Sales: Direct. Through exclusive dealers in certain countries.

Strong Elec. Corp. E-3, E-30
87 City Park Ave., Toledo 2, O. Sales Manager: Harold E. Brown. Domestic Sales: Through independent supply dealers. Foreign Sales: Through Strong Elec. Corp. Export Dept., 92 Gold St., New York, N. Y.

U. S. Air Conditioning Corp. E-27
Como Ave., S. E. at 33rd St., Minneapolis, Minn. Sales Manager: W. H. Crystal. Domestic Sales: Through independent dealers. Foreign Sales: Through independent dealers.

Vallen, Inc. E-28
Akron, O. President: E. J. Vallen. Domestic Sales: Through dealers. Foreign Sales: Through RCA International Division, 745 5th Ave., New York 22, N. Y.

Wagner Sign Service, Inc. E-19
216-218 S. Hoyne Ave., Chicago 12, Ill. President and Sales Manager: E. Wagner. Domestic and Foreign Sales: Direct at list only, and through designated supply companies and marquee manufacturers.

Weber Machine Corp. E-20
Rochester 6, N. Y.

Wenzel Projector Co. E-29
2505-19 S. State St., Chicago 16, Ill. Sales Manager: C. J. Williams. Domestic and Foreign Sales: Through independent dealers.

While every precaution is taken to insure accuracy, we cannot guarantee against the possibility of an occasional change or omission in the preparation of this index.

Cosmetic Remover

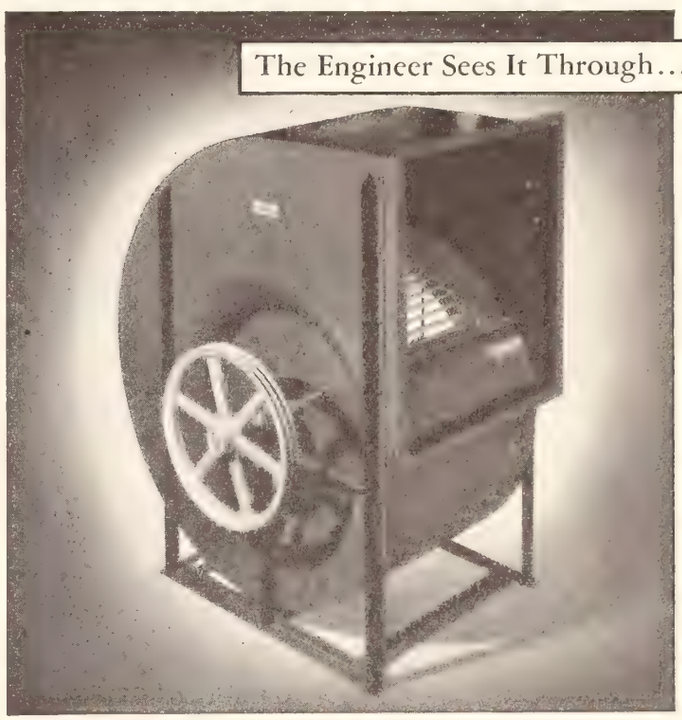


A CLEANSER for taking lipstick, leg makeup and other cosmetic stains from any kind of upholstery or fabric, the cosmetic stain remover here shown is said to be easy to use, and to remove the most deeply seated cosmetic stains without spotting or leaving any damage. It is known as Selene Cosmetic and Stain Remover. The makers, Selene Products, Inc. of Philadelphia, recommend it for use on theatre upholstery.

New DeVry Distributor Helps Design Drive-Ins

All essential data, plans, blueprints, and construction crews necessary for building a drive-in theatre are furnished by Sheldon Theatre Company, Dayton, Ohio, newly organized firm and authorized distributor of DeVry theatre equipment for the state of Ohio. Head of the new supply company is Stewart Sheldon, specialist in drive-in theatres, who was formerly in charge of DeVry equipment sales for The Dayton Film, Inc.

Please don't hesitate to ask SHOWMEN'S TRADE REVIEW for any information you may want about the theatre structure, its equipment or furnishings.



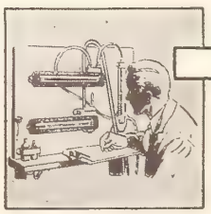
Blowers···built to serve and serve!

Heavy gauge steel, hydraulic riveting, and feather-sensitive balance all help to make good, long-lasting blowers. But the factor that makes usAIRco blowers *exceptionally* long-lived and trouble-free cannot be seen in the frame, the cone, the blades, the backplate, or the bearings. That factor is *engineering follow-through.*

In specifying usAIRco blowers, you buy much, much more than merely fine machinery. You get shrewd, expert knowledge of air-movement. You have as working partners men who know the job and will help you see it through. Call us in on your next blower installation, and see what this means!

UNITED STATES AIR CONDITIONING CORPORATION
Minneapolis 14, Minnesota

Factory Representatives in Principal Cities



TESTED.....AND PROVED

Before any usAIRco blower goes to the shipping dock it must pass every test established by usAIRco design engineers. You can depend on usAIRco blowers to meet your needs with extra margins of performance.



Plus

Cooperative Engineering Counsel

Available to your air conditioning, heating or ventilating problems is the advice and counsel of the engineering staff of usAIRco. With a background of nearly twenty-five years, it is one of the most experienced in the industry. We invite you to use it freely and fully.

Theatre Advisory Council on Lighting Economies

(*Continued from Page E-5*)

of interesting suggestions were offered on this point also:

"Neon lighting is more economical in lamp and maintenance cost as well as current cost. Install it wherever practicable."

"Use incandescents with a slightly higher voltage rating than the line rating. They will give somewhat less light, but will last much longer."

"Our electrical engineer carefully checks the various types and makes of lamps we use with respect to original cost, length of life and expense of maintenance. We select our lamps accordingly."

"Inventory control is another point. Pilfering by employes can sometimes become a sizeable item."

"Vibration knocks out lamps. Either do something about vibration where lamps are located, or locate them where there is less vibration."

As to the cost of servicing the lighting arrangements—changing lamps, keeping them and their fixtures clean, and so on, the members in general found this matter one of minor importance and had few definite suggestions concerning it. One Councilor finds some advantage, in some situations only, in contracting for maintenance service instead of entrusting it to the theatre's employes.

DON'T BLOW THAT DIRT AROUND

Summer brings ventilating and air conditioning into your operation in a big way. A Specialized Super Theatre Cleaner will keep floors, walls, furnishings clean — a first requisite to sanitary circulation of air. Why not try a Super 5 days free? Your wholesaler will arrange it. or write





- Cleans your screen, clears soundholes.
- Cleans walls, drapes, all high places.
- Cleans upholstered furniture, drapes, fabrics.
- Cleans all floor surfaces, stairways.
- Picks up everything—even popcorn.

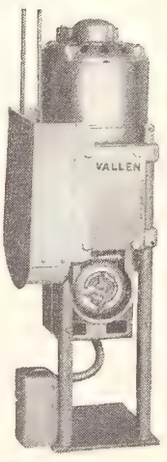
National Super Service Company, Inc.
1951 N. 13th St., Toledo 2, Ohio
NATIONAL SUPER SERVICE CO. OF CANADA
Toronto, Ont. Vancouver, B. C.

11 Vallen

Vallen equipment has 'Built-In' values, because Vallen builds the products Vallen sells; because each unit is tested under actual working conditions; because Vallen guarantees you satisfactory, trouble-free performance.

Floating Control . . .

Here is a simplified, efficient unit priced within the means of all. Entire unit 'floats' on cable operating the curtain and adjusts itself to takeup as much as 12 inches. Positive timing mechanism assures curtain stop at limit of travel. Silent gear reduction is built into motor head. Overload protector prevents the silent type motor from ever burning up.



AKRON OHIO

Architects Advise

(*Continued from Page E-7*)

ing ceiling, give various reasons for their preference.

"We have used nothing else for the past ten years. Cat-walks above the hanging ceiling make it possible to get at all ceiling wiring."

"Building codes call for metal lath and plaster ceilings, and we find it more economical to hang them instead of providing ceiling joists. Where light troughs, recesses or drops are desired, these also can be accomplished much easier with a hung ceiling.

"The ceiling should be level, the roof can't be because it must have drainage, so some suspended work is required."

"An attic is desirable in all theatres."

"It is basically necessary."

Among those who felt otherwise, one said:

"Whether or not to use a hanging ceiling is a question of design."

"It need not be used except when necessary to obtain functional acoustical requirements."

"It is not necessary for architectural reasons; it may be desirable if furred space is needed for ducts, wiring, etc."

"Or where trusses are used."

"It depends on the size of the theatre."

"Yes, a hanging ceiling may be desirable in the larger ones."

NEXT MONTH the Architects Advisory Council will discuss choice of materials for insulation, fireproofing, electrical wiring plumbing and heating.

Ruffin Amusement Company have reopened and re-modeled their Rex Theatre, Hickman, Kentucky, to take care of the patronage of the organization's Ritz Theatre in the same town, which was destroyed by fire. A new theatre will be built as soon as possible, the Rex being of limited seating capacity.

Office of the Housing Expediter in Washington has granted approval to Louis Arru of Louisville, Kentucky, for construction of a 520-car, 10-acre drive-in. The project is to cost $50,000, less projection and sound equipment.

I. H. Taylor and Max Goodman are having plans drawn for a new house in Sykesville, Maryland, as the result of a 3-to-1 referendum victory by local proponents of Sunday showings.

Following refusal of CPA to grant permission for a new theatre in Lynchburg, Virginia, Frank Richardson has sent a 500-name petition to the Office of Temporary Controls in Richmond.

C. V. Caver and Phil Isley have begun construction of a new 1,000-seat theatre and parking lot at Dallas, Texas.

Theatres Realty Corp. of Atlanta, has submitted plans to municipal authorities for a new 1,508 seat house in that city.

Fort MacArthur, at San Pedro, California, is readying a new service theatre.

Howard Jaggers plans to erect an 1,000 seat theatre in Altus, Oklahoma.

Useful Products

FIRE-ARRESTING STEEL INSULATION 0.006" thick, for mounting in walls has been developed by American Flange and Manufacturing Co. The material acts on the principle of reflection, returning heat to its source and preventing it spreading through a wall. It is said to reflect about 95 per cent of all radiant heat; and in addition to its fire-arresting qualities to save about 25 per cent of fuel costs in winter and to reduce inside temperatures 10° F. in summer. The insulation is supplied in sheets of 38-gauge steel, measuring 24"x32" each, and weighing ¼ lb. per square foot. Five sheets can be cut simultaneously, because of the extreme thinness of the material; and it is estimated that a carpenter should be able to install 800 sq. ft. per day.

HAND AND AUTOMATIC FIRE CONTROL, by means of fragile bottles filled with carbon tetrachloride, has been made available by Autofyrstop Co. In hand operation, the bottles may be thrown at or crashed against the base of the fire, or their contents released by breaking a special tip; in automatic action, bottles are mounted on a thermostatically actuated "smasher" mechanism that breaks them, and showers the liquid over the fire area, in response to significant increases in temperature.

SPRINKLER SYSTEMS THAT SOUND ALARM because of change in the water pressure in the pipes when even a single sprinkler goes off are obtainable from Globe Automatic Sprinkler Co. The pressure change causes some of the water to be diverted to operate an electrical switch, which in turn can sound either a general or local alarm. The standard installation includes in addition a mechanical gong which is operated by the flow of the diverted water.

FLAME-PROOF LUMBER, vacuum-impregnated with flameproofing salts, has been further developed by American Lumber and Treating Co. of Chicago. On exposure of the material to flame, the salts form a viscous coating, shutting off oxygen from the wood, which thereafter neither provides fuel for the fire nor a flammable surface over which fire can spread.

FIRE PROTECTION AND THERMAL INSULATION are provided by a self-bonding, asbestos base plastering material marketed by Brooks Green Co. of Boston under the name of Clap-Seal. It adheres without mechanical binding to any non-oily surface. Finishing plaster, porous papers or paints of the rubber-oil-asphalt or rubber base types can be applied over this base.

FIRE EXTINGUISHER weighing only 53 ounces has been brought out by America-La France-Foamite Corp. of Elmira, New York. It is operated by a quick-acting squeeze type valve releasing carbon dioxide, an extinguishing agent that is odorless, non-corrosive, a non-conductor of electricity and not subject to freezing in any climate.

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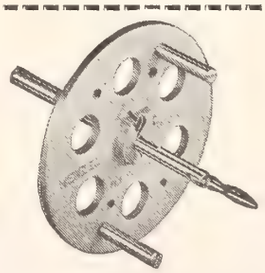
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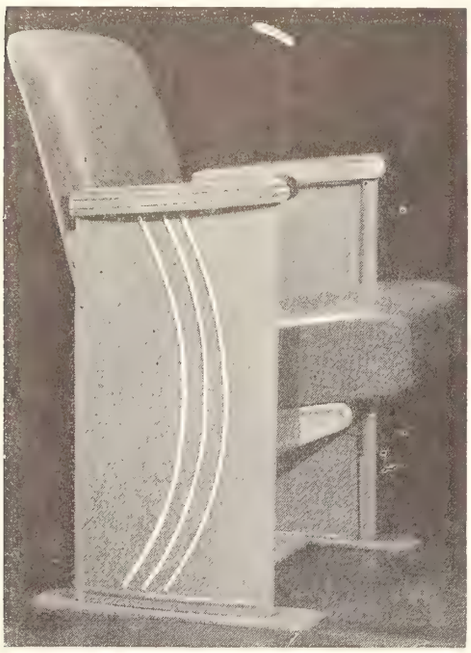
The Bull-Dog AR-15—engineered by Wenzel to eliminate key breakage on all types of Shafts for winding film. Also for use in the Lower Magazines to more evenly distribute the pull strain. For automatic and hand rewinds too. When ordering give model number or make of shaft, together with shaft diameter.

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Griggs Factory Working Overtime To Meet Chair Demand

Increased availability of steel for making theatre chairs has put Griggs Equipment Company's factory on double-shift production with 10 hours of overtime in each of the two shifts, C. V. Griggs, factory manager, announces.



GRIGGS Model 16 MBW Steel-and-Plastic Theatre Chair, leader of the company's line of modern theatre seating. Standards are of improved, double wall costruction.

Steel backs, bottoms and standards are featured in the leader of the Griggs line, the 16 MBW theatre chair. The steel standards have recently been improved with double wall construction which eliminates not only corners that might prove a hazard to patrons, clothing but also dust pockets which formerly made cleaning more difficult. The hinge of the Griggs' 16 MBW is of the double stop, ball bearing type that has given reliable service in hundreds of theatres; and the covering materials are all of the superior new postwar plastics. Spring units vary from nine to sixteen per chair, scientifically arranged for utmost comfort.

Griggs is also developing a new chair expected to be ready for the theatre-owning public within the next few months. This chair, not yet named, will have sponge rubber seat and back cushions, full metal backs and streamline seat pans.

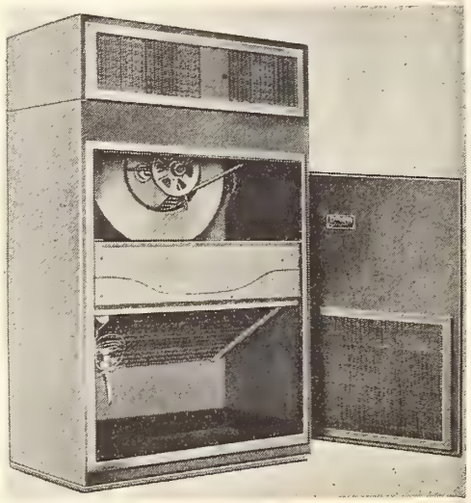
New Kind of Popcorn Has Smoke-Like Flavor

A new kind of popcorn with a crisp, smoked flavor has been developed by Dell Food Specialties Co. and is being marketed under the name Smokorn. Carl DeWeese, formerly of Curtis Candy Company, has taken charge of marketing the new popcorn. He is currently alloting territory to distributors.

Air Conditioning In Economical Units

Economical air conditioning can be achieved by the smaller theatre through the use of unit packages of equipment which, being factory assembled, eliminate the costs involved when an air conditioning system is tailored to the theatre and installed and connected as a series of separate components.

Among unit conditioners suited to smaller theatres are the 3-ton, 5-ton and 7-ton "packages" for controlling temperature and humidity manufactured by Typhoon Air Conditioning Company. Two or more may be used simultaneously, according to the size of area to be treated. They may be used with or without distributing duct systems. Floor space required is only 42 inches wide and 23 inches deep. Water and electrical connections can be made by any competent mechanic in a few hours, the manufacturer states, and removing the equipment is equally easy when a theatre's lease expires or when a circuit wishes to shift apparatus from one of its houses to another. The complete unit will pass through a standard size door.



A PACKAGE for automatic control of temperature and humidity, utilizing remotely located compressor installation, this Typhoon air conditioning unit, here shown with front cover removed, has adjustable deflecting grille for both vertical and horizontal control of distribution of the conditioned air. It is finished in rich mahogany crackle baked enamel. For more compact installation, it can be mounted on a stand with the compressor directly underneath it.

Air outlets can be arranged for installing the unit against a wall, in which case conditioned air is discharged from the front only. Or the unit, which is 88 inches tall, may be placed against a partition such as a standee, and air discharged through the grilles at the top from both front and rear, with suitable adjustment of the vertical and horizontal deflecting vanes to prevent drafts. Or the unit can be installed at a remote point and the top grille replaced by connection to a duct system.

Temperature and humidity are automatically regulated, and distributed air is filtered. For winter conditioning, a tempering coil and humidifier can be added.



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PRO-TEX REEL BAND CO., 200 Film Bldg., Cleveland, O.

Studio Roundup

(*Continued from Page 33*)

"Love at First Sight" has acquired Ernest Truex and Creighton Hale.

Carlos Barbe, handsome Uruguayan Consul to Los Angeles, forsook politics long enough to sign with Michael Curtiz Productions for a brief role opposite Janis Paige in "Romance in High C," Technicolor musical now before the lenses. The film also will feature the Page Cavanaugh trio and mark Doris Day's singing debut on celluloid, as well as bring back the great Negro dancer, Avon Long.

Alan Hale was signed to portray an East Side political boss in "Ever the Beginning," a U. S. Pictures production. Cast also includes Akim Tamiroff, Benny Baker, Ian Wolfe and Sidney Blackmer, who will enact the part of Teddy Roosevelt.

'Mating' Gets Under Way

"The Mating of Millie McGonigle" is now shooting in full array for Columbia, with Glenn Ford ending a squabble with the studio during which he refused to take the role assigned him. Ford finally capitulated when faced with suspension and competes with Willard Parker for Evelyn Keyes in the romantic comedy. Parker will be seen as a Hollywood wolf who is Miss Keyes' across-the-hall apartment house neighbor. Henry Levin is directing for Producer Casey Robinson.

"I Love Trouble," which is the new title for "Double Take," acquired Karen X. (X-quisite) Gaylord, last of the many Cover Girls whose faces illuminated national covers. She plays a siren in Cornell's independently produced film for Columbia release. S. Sylan Simon, who produces and directs the picture, lent his home last week for pool sequences.

Gene Autry started his second for Columbia release, "The Strawberry Roan," on June 19. He sings four songs in the picture, which began on a Sedona, Arizona location.

Jerry Thomas is film editor of "When a Girl's Beautiful," which was ended this week. Also finished was the Sam Katzman serial, "The Sea Hound."

'Macbeth' for Republic

Republic, which has gained its fame and fortune as a cowboy studio, reversed its field completely this week to start "Macbeth." Orson Welles is producing, directing and starring in the film adaptation of the great Shakespearean drama. Jeanette Nolan plays Lady Macbeth, making her screen debut. Edgar Barrier does Banquo, Erskine Sanford portrays Duncan and Roddy McDowall plays Malcolm.

"The Fabulous Texan" company moved to North Texas, near the Guadulupe Mountains, with Ruth Donnelly replacing Una Merkel in the cast. "Under Colorado Skies," a Trucolor musical western, starts June 23, with Monte Hale and Adrian Booth co-starred. Mel Tucker is associate producer and Lesley Selander directs. Featured are Foy Willing and his Riders of the Purple Sage.

'Texas Manhunt' Completed

"Texas Manhunt," which was last named "A Texas Story," has been completed at Eagle-Lion and is being edited. This leaves "Adventures of Casanova" going in Mexico.

E-L signed Mary Mead, beautiful blonde singer, who formerly performed on "Duffy's Tavern" air show. Arthur Lubin, veteran director, was inked to handle the megaphone chores on the forthcoming "Clementine."

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BH SILENCED STUDIO SINGLE SYSTEM CAMERA with galvanometer; rackover; 1000′ magazine; 6 lenses and vertical viewfinder, $4250.00; Cinemart Hollywood Recording outfit complete, $2250.00; Eyemo Turret 3 lensee; rackover; magazine; freehead tripod; motor, etc. $1395.00; Eyemo Bombspotter Cameras $119.50 less lens; WE Dynamic Microphones, $39.50; New Bell & Howell 16-mm. Sound Printers, $3250.00; 2000W Studio Spots, $67.50; New Mitchell 24V Motors, $295.00; New 35-mm. Film Phonographs, $795.00. Send for latest stocklist. S.O.S. Cinema Supply Corp., 449 W. 42nd St., New York, N. Y.

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FEATURE Booking GUIDE

TITLE INDEX

Listed in the following index are titles of features (exclusive of western series releases) with name of the distributor following the title. For data as to running time, stars, etc., refer to title under distributor company listings.

A

Title	Company
Abie's Irish Rose	UA
A Boy, a Girl, and a Dog	FC
Accomplice	PRC
Adventure for Two	Misc.
Adventures of Black Bart	Univ.
Adventures of Don Coyotes	UA
Adventures of Casanova	EL
Adventuress	EL
Affairs of Geraldine	Rep.
A Guy Named Joe Palooka	Mono.
A Lady Surrenders	Univ.
Albuquerque	Para.
Alexander's Ragtime Band	20th-Fox
Alias A Gentleman	MGM
A Likely Story	RKO
Alias Mr. Twilight	Col.
A Miracle Can Happen	UA
Angel and the Badman	Rep.
Adventuress, The	Eagle-Lion
Angel and Sinner	Misc.
Angel on My Shoulder	UA
Anna and the King of Siam	20th-Fox
Apache Rose	Rep.
Arch of Triumph	Ent.
Arnelo Affair	MGM
Assigned to Treasury	Col.
As You Desire Me	MGM
Atlantis	UA
A Yank in Rome	Misc.

B

Bachelor and the Bobby-Soxer	RKO
Bachelor's Daughters	UA
Backfire	Rep.
Backlash	20th-Fox
Banjo	RKO
Barber of Seville	Misc.
Battle for Music	Misc.
Beast With Five Fingers	WB
Beat the Band	RKO
Beauty and the Bandit	Mono.
Bedelia	EL
Before Him All Rome Trembled	Misc.
Beginning of the End	MGM
Bellman, The	Misc.
Bells of San Angelo	Rep.
Bells of San Fernando	SGP
Below the Deadline	Mono.
Best Years of Our Lives	RKO
Betty Co-Ed	Col.
Beware	Astor
Beware of Pity	Misc.
Beyond Tomorrow	Astor
Big Clock, The	Para.
Big Sleep	WB
Big Town	Para.
Big Town After Dark	Para.
Big Town Scandal	Para.
Bill and Coo	Rep.
Birds and the Bees, The	MGM
Birth of a Star	Astor
Bishop's Wife, The	RKO
Black Angel	Univ.
Black Beautv	20th-Fox
Black Gold	Allied
Blackmail	Rep.
Blaze of Noon	Para.
Blind Spot	Col.
Blonde Alibi	Univ.
Blondie Knows Best	Col.
Blonde for a Day	PRC
Blondie in the Dough	Col.
Blondie's Big Moment	Col.
Blondie's Holiday	Col.
Blue Skies	Para.
Bob, Son of Battle	20th-Fox
Body and Soul	UA
Bohemian Girl	FC
Boomerang	20th-Fox
Boston Blackie and the Law	Col.
Born to Kill	RKO
Born to Speed	PRC
Bowery, The	20th-Fox
Boys' Ranch	MGM
Brasher Doubloon	20th-Fox
Brief Encounter	Univ.
Bringing Up Father	Mono.
Broadway Limited	Favorite
Brute Force	Univ.
Brute Man	PRC
Buckaroo From Powder River	Col.
Buck Privates Come Home	Univ.
Buffalo Bill Rides Again	SGP
Bulldog Rrummond at Bay	Col.

Features and western series pictures are listed alphabetically by title under name of distributor. (Consult TITLE INDEX *for distributor of pictures known only by title.) Numerals at left of titles indicate* PRODUCTION OR BLOCK NUMBER, *(SP in this column indicates Special release sold separately), those at extreme right give publication date of Advance Data; a; or Box-Office Slant: b. Asterisk following title indicates color photography with adjoining letter giving name of type of color thus: *T: Technicolor, *C: Cinecolor, *M: Magnacolor, *U: Trucolor, *V: Vitacolor. Audience Classification is indicated by letters following titles: A—Adult; F—Family. Letters and combinations thereof in parenthesis indicate type of story in accordance with following key:*

(B) Biographical	(C) Comedy
(D) Drama	(Doc) Documentary
(G) Gangster	(M) Musical
(H) Horror	(W) Western
(My) Mystery	(Wa) War

ALLIED ARTISTS

Prod. No.			Run Time Mins.	Rel. Date	See Issue of
	CURRENT				
1	It Happened on Fifth Avenue (C)F	Gale Storm-Don DeFore	115	4/19/47	b2/8/47
	COMING				
	Black Gold	A. Quinn-K. deMille-E. Knox		8/1/47	
	Gangster, The	Belita-B. Sullivan-J. Lorring		9/1/47	
	Hunted, The	Belita-P. Foster			
	Song of My Heart	Frank Sundstrom-Audrey Long		Nov. '47	a4/26/47

ASTOR PICTURES

	Beware (M)F	Louis Jordan-Frank Wilson	55		b6/22/46
Sp.	Birth of a Star	Danny Kaye	38		New Release
Sp.	Caldonia	Louis Jordan & Band	28		New Release
	Flying Deuces, The	Stan Laurel-Oliver Hardy		10/10/46	Reissue
	Gentleman From Arizona	John King-Joan Barclay	70½		Reissue
	Her Enlisted Man (CD)	Barbara Stanwyck-Robt. Young	70		Reissued
	I Cover the Waterfront (D)	Claudette Colbert	80		Reissued
	Jimmy Steps Out	J. Stewart-P. Goddard	89		Release
	Let 'em Have It (G)	Bruce Cabot-Virginia Bruce	70		Reissued
	Little Men	Oakie-Francis-Bancroft	83		Release
	Second Chorus	Fred Astaire-Paulette Goddard		11/18/46	Re-release
	Silver Devil (D)F	H. Gibson-Stephin Fetchit	62		Remake
	Sky Devils (C-D)	Spencer Tracy	88		Reissued
	Thunder in the City	Edw. G. Robinson	81		Reissued

COLUMBIA — Current 1945-46

	It's Great to Be Young (M-C)F	L. Brooks-R. Stanton-J. Donnell	68	9/12/46	b11/23/46
	Shadowed	Anita Louise-Robert Scott	70	9/26/46	
	CURRENT 1946-'47				
828	Alias Mr. Twilight (D)A	Michael Duane-Trudy Marshall	69	12/19/46	b12/28/46
824	Betty Co-Ed (C)F	J. Porter-W. Mason-S. Mills	71	11/28/46	b11/23/46
	Blind Spot (My)A	Chester Morris-Constance Dowling	73	2/6/47	a11/2/46
807	Blondie's Big Moment (C)F	P. Singleton-A. Lake-A. Louise	69	1/9/47	b12/14/46
	Blondie's Holiday (C)F	Arthur Lake-Penny Singleton	67	4/10/47	b3/1/47
806	Blondie Knows Best (C)F	Penny Singleton-Arthur Lake	70	10/17/46	b9/21/46
822	Boston Blackie and the Law (My)F	Chester Morris-Trudy Marshall	69	12/12/46	b11/16/46
	Cigarette Girl (C)A	L. Brooks-J. Lloyd-J. Barton	67	2/13/47	b2/15/47
816	Crime Doctor's Man Hunt (My)F	Warner Baxter-Ellen Drew	60	10/24/46	b9/21/46
830	Dead Reckoning (D)A	Humphrey Bogart-Lizabeth Scott	99	Feb. '47	b1/4/47
	For the Love of Rusty	T. Donaldson-T. Powers-A. Doran	69	5/1/47	
	Framed (D)A	Glenn Ford-Janis Carter	82	April '47	b3/8/47
	Guilt of Janet Ames, The (D)A	Rosalind Russell-Melvyn Douglas	83	April '47	b3/8/47
	Johnny O'Clock (D)A	Dick Powell-Evelyn Keyes	86	Mar. '47	b1/4/47
	Jolson Story, The *T (D-M)F	L. Parks-E. Keyes-W. Demarest	128	Jan. '47	b9/21/46
	King of the Wild Horses (D)F	Preston Foster-Gail Patrick	79	3/27/47	b3/29/47
823	Lone Wolf in Mexico (My)A	Gerald Mohr-Eric Blore-Sheila Ryan	70	1/16/47	b12/28/46
	Millie's Daughter (D)F	Gladys George-Paul Campbell	71	3/20/47	b2/15/47
832	Mr. District Attorney (My)A	Dennis O'Keefe-M. Chapman	81	Feb. '47	b12/28/46
829	Return of Monte Cristo (D)F	L. Hayward-G. Macready-U. O'Connor	91	Dec. '46	b11/23/46
818	Secret of the Whistler (My)A	Richard Dix-Leslie Brooks	65	11/7/46	b11/2/46
804	Singin' in the Corn (C-M)F	Judy Canova-Allen Jenkins	66	12/26/46	b11/16/46
805	So Dark the Night (D)A	Stephen Geray-Micheline Cheirel	71	10/10/46	b9/14/46
	The Thirteenth Hour (My)A	Richard Dix-Karen Morley	65	3/6/47	b2/15/47
	COMING				
	Assigned to Treasury	Dick Powell-Maylia			
	Blondie in the Dough	P. Singleton-A. Lake-L. Simms			
	Bulldog Drummond at Bay (My)A	Ron Randell-Anita Louise	70	5/15/47	b4/19/47
	Bulldog Drummond Strikes Back	Ron Randell-Gloria Henry			
	Corpse, Came C.O.D., The	G. Brent-J. Blondell-A. Jergens	68	5/31/47	
	Down to Earth *T	Rita Hayworth-Larry Parks			a7/13/46
	Girl from Shanghai, The	Rita Hayworth-Orson Welles			a4/12/47
	Gunfighters, The *C (W)F	Randolph Scott-Dorothy Hart	87		b6/14/47
	Her Husband's Affairs (C-D)	F. Tone-L. Ball-E. E. Horton			a5/24/47
	I Love Trouble	F. Tone-J. Blair-J. Carter			
	It Had to Be You	Ginger Rogers-Cornel Wilde			
	Keeper of the Bees (D)	Gloria Henry-Michael Duane		7/10/47	a6/7/47
	Key Witness	John Beal-Trudy Marshall			
	Lady from Shanghai, The	Rita Hayworth-Orson Welles			a4/12/47
	Last of the Redmen	J. Hall-M. O'Shea-E. Ankers			
	Little Miss Broadway	Jean Porter-John Sheldon	69	6/19/47	
	Lone Wolf in London	Gerald Mohr-Nancy Saunders			
	Man from Colorado, The (D)	Glen Ford-Ellen Drew-Wm. Holden			a5/24/47
	Mating of Millie McGonigle, The	G. Ford-E. Keyes			
	Millerson Case, The (M)F	Warner Baxter-N. Saunders	72	5/29/47	a5/24/47
	Pacific Adventure	Ron Randell-Muriel Steinbeck	80	July '47	
	Prince of Thieves	Jon Hall-Patricia Morrison-A. Jergens			
	Relentless *T	R. Young-M. Chapman-W. Parker			a1/11/47
	Smoky River Serenade	P. Campbell-R. Terry-Hoosier Hot Shots			
	Son of Rusty	T. Donaldson-T. Powers-A. Doran			
	Sport of Kings	Gloria Henry-Paul Campbell	68	6/26/47	
	Sweet Genevieve	Jean Porter-Jimmy Lydon			
	Swordsman, The	Larry Parks-Ellen Drew-G. Macready			a1/4/47
	The Last Round-Up	Gene Autry-Jean Heather			
	Two Blondes and a Redhead (C-D)	Jean Porter-Jimmy Lloyd			a6/14/47
	When a Girl's Beautiful	A. Jergens-M. Platt-S. Dunne			

COLUMBIA (Continued)

Prod. No.			Run Time Mins.	Rel. Date	See Issue of
	Westerns (Current)				
863	Fighting Frontiersman (W-M)F	Charles Starrett-Smiley Burnette	61	12/19/46	b11/9/46
	Law of the Canyon	Charles Starrett-Smiley Burnette	55	4/24/47	
	Lone Hand Texan, The (W-M)F	Charles Starrett-Smiley Burnette	54	3/6/47	b3/1/47
854	Lone Star Moonlight	K. Curtis-J. Barton-G. Kibbee	67	12/12/46	
	Over the Sante Fe Trail (W-M)F	Ken Curtis-Jenifer Holt	63	2/13/47	b2/15/47
	South of the Chisholm Trail (W)F	Charles Starrett-Smiley Burnette	58	1/30/47	b2/1/47
862	Terror Trail (W)F	Charles Starrett-Smiley Burnette	55	11/21/46	b11/2/46
	Westerns (Coming)				
	Buckaroo From Powder River	Charles Starrett-Smiley Burnette			
	Last Days of Boot Hill	Charles Starrett-Smiley Burnette			
	Law of the Canyon	Charles Starrett-Smiley Burnette	55	4/24/47	
	Prairie Raiders	Charles Starrett-Smiley Burnette	54	5/29/47	
	Riders of the Lone Star	Charles Starrett-Smiley Burnette			
	Stranger From Ponca City	Charles Starrett-Smiley Burnette	56	7/3/47	
	Swing the Western Way	J. Leonard-M. Dugan-Hoosier Hot Shots	66	6/26/47	

EAGLE-LION

	CURRENT				
	The Adventuress (Reviewed in London under title "I See A Dark Stranger")	Deborah Kerr-Trevor Howard	93	3/17/47	7/13/46
	It's a Joke, Son (C)F	Kenny Delmar-Una Merkel	62	1/25/47	b1/25/47
	Bedelia (D)A	Margaret Lockwood-Ian Hunter	90	2/1/47	b6/3/46
	Lost Honeymoon (C)A	Franchot Tone-A. Richards-T. Conway	71	3/29/47	b3/15/47
	COMING				
	Adventures of Casanova	A. deCordova-L. Bremer- T. Bey			
	Caravan	Stewart Granger-Jean Kent			
	Green for Danger My)A	Sally Gray-Trevor Howard	91	Rank	b12/14/46
	Love From a Stranger	J. Hodiak-S. Sidney-A. Richards			
	Out of the Blue	G. Brent-V. Mayo-T. Bey			
	Red Stallion	T. Donaldson-R. Paige-J. Dowell			
	Repeat Performance (D)A	Joan Leslie-L. Hayward-R. Basehart	93		b5/24/47
	Texas Manhunt	J. Johnston-J. Craid-L. Bari			

FAVORITE FILMS CORP.

	Broadway Limited	Dennis O'Keefe-V. McLaglen	74	1/1/47	Reissue
	Captain Caution (D)A	V. Mature-A. Ladd-L. Carrillo	86	8/1/46	Reissue
	Captain Fury (D)A	B. Aherne-V. McLaglen-P. Lukas	88	8/1/46	Reissue
	Daring Desperadoes	I. Lupino-L. Carrillo-N. Martini		May '47	Reissue
	Housekeeper's Daughter (C)A	J. Bennett-V. Mature-A. Menjou	79	10/1/46	Reissue
	Of Mice and Men (D)A	B. Meredith-Betty Field-L. Chaney, Jr.	105	12/1/46	Reissue
	One Million B. C. (D)A	V. Mature-C. Landis-L. Chaney, Jr.	79	10/1/46	Reissue
	Road Show	C. Landis-J. Hubbard-A. Menjou	86	Mar. '47	Reissue
	Sea Bandits	D. Morgan-Steffi Duna		May '47	Reissue
	There Goes My Heart	Frederic March-Virginia Bruce	82	Mar. '47	Reissue
	Topper Takes Trip	C. Bennett-R. Young-A. Mowbray	79	Feb. '47	Reissue
	Topper Returns	O'Keefe-Landis-Blondell-Young	87	Feb. '47	Reissue

FILM CLASSICS

	CURRENT				
	A Boy, a Girl, and a Dog (D)F	Jerry Hunter-Sharyn Moffett	88		b8/3/46
	Devil to Pay	R. Colman-L. Young-M. Loy	74		
	Dodsworth (D)A	Walter Huston-Hary Astor	101	8/1/46	
	North Star	Anne Baxter-Dana Andrews	109		
	Palmy Days	Eddie Cantor-George Raft	80		
	Return of the Scarlet Pimpernel	B. Barnes-J. Mason-S. Stewart	81		
	Scarlet Pimpernel, The	Merle Oberon-Leslie Howard	98		
	Stella Dallas	J. Boles-R. Stanwyck-A. Shirley	107		
	The Patient Vanishes (My)A	James Mason-Mary Clark-M. Vyner	78		b5/31/47
	The Thief of Bagdad	Sabu-Conrad Veidt-June Duprez	109		
	Unholy Garden	R. Colman-Fay Wray	77		
	Westerner, The	G. Cooper-D. Davenport-W. Brennan	102		
	Woman Chases Man	Miriam Hopkins-Joel McCrea	70		

METRO-GOLDWYN-MAYER

Group No.					
	CURRENT				
	Beginning Or the End, The (D)F	B. Donlevy-R. Walker-G. Tearle	112	Mar. '47	b2/22/47
	Gallant Bess *C (D)F	Marshall Thompson-Jim Davis	99	Jan. '47	b9/7/46
	Great Waltz, The (M)F	L. Rainer-F. Gravet-M. Korjus	110	May	Reissue
	Holiday in Mexico *T (M)F	W. Pidgeon-I. Massey-J. Powell	127	Sept.	b7/27/46
	It Happened at the Inn	Fernand Ledoux-Maurice Rollin	103	April '47	b9/21/46
	Lady in the Lake (My)A	Robert Montgomery-Audrey Totter	103	Jan. '47	b11/30/46
	Little Mister Jim (C)F	James Craig-Frances Gifford	92	April '47	b6/8/46
	Love Laughs at Andy Hardy (C)F	M. Rooney-B. Granville-D. Ford	93	Feb.	b12/7/46
	Mighty McGurk, The (C)F	Wallace Beery-Aline McMahon	85	Jan. '47	b11/23/46
	My Brother Talks to Horses (C-D)F	Butch Jenkins-Peter Lawford	93	Jan. '47	b11/30/46
	No Leave, No Love (CM)F	V. Johnson-P Kirkwood-K. Wynn	119	Oct.	b8/31/46
	Rage in Heaven	Ingrid Bergman-Robert Montgomery	84	Oct.	Reissue
	Sea of Grass (D)A	K. Hepburn-S. Tracy-M. Douglas	131	April	b2/15/47
	Secret Heart, The (D)A	C. Colbert-W. Pidgeon-J. Allyson	97	Dec.	b11/30/46
	Show-Off, The (C)F	R. Skelton-Marilyn Maxwell	83	Dec.	b8/17/46
	Till the Clouds Roll By *T (M)F	J. Garland-R. Walker-F. Sinatra	135	Jan. '47	b11/15/46
	Undercover Maisie (C)A	Ann Sothern-Barry Nelson	90	May	b3/8/47
	Undercurrent (D)A	K. Hepburn-A. Taylor	115	Nov.	b10/5/46
	Yearling, The *T (D)F	G. Peck-J. Wyman-C. Jarman	128	May	b11/30/46
	COMING				
	Alias A Gentleman	Wallace Beery-Gladys George			
	As You Desire Me	G. Garson-Richard Hart			a9/7/46
	Arnelo Affair, The (D)A	John Hodiak-Frances Gifford	87		b2/15, 47
	Birds and the Bees, The *T	J. MacDonald-J. Iturbi-J. Powell			a3/1/47
	Captains Courageous	Spencer Tracy-Mickey Rooney			Reissue
	Cass Timberlane	Spencer Tracy-Lana Turner			
	Cynthia (C-D)F	E. Taylor-G. Murphy-M. Astor	98	July '47	b5/17/47
	Dark Delusion (D)F	L. Barrymore-J. Craig-L. Bremer	90	June '47	b4/12/47
	Fiesta *T (D-M)F	Esther Williams-John Carroll	101	July '47	m6/14/47
	Good News	J. Allyson-P. Lawford-J. McCracken			
	Green Dolphin Street	Lana Turner-Van Heflin			a2/1/47
	High Barbaree (D)F	Van Johnson-June Allyson	91		b3/15/47
	Hucksters, The	C. Gable-D. Kerr-A. Menjou		Aug. '47	
	If Winter Comes	W. Pidgeon-D. Kerr-A. Lansbury			
	It Happened in Brooklyn (C-M)F	F. Sinatra-K. Grayson	103		a9/21/46

Title	*Company*
Bulldog Rrummond Strikes Back	Col.
Burning Cross, The	SGP
Bury Me, Dead	PRC
Bush Pilot	SGP

C

Calcutta	Para.
Caldonia	Astor
Calendar Girl	Rep.
California	Para.
Canyon Passage	Univ.
Captain from Castile	20th-Fox
Captain Caution	Favorite
Captain Fury	Favorite
Captains Courageous	MGM
Captive Heart	Univ.
Caravan	EL
Carmen	Misc.
Carnegie Hall	UA
Carnival	Misc.
Carnival in Costa Rica	20th-Fox
Case of the Baby Sitter	SGP
Cass Timberlane	MGM
Cat Creeps	Univ.
Centennial Summer	20th-Fox
Chase, The	UA
Cheyenne	WB
Child of Divorce	RKO
Cigarette Girl	Col.
Clandestine	Misc.
Claudia and David	20th-Fox
Cloak and Dagger	WB
Cockeyed Miracle	MGM
Code of the West	RKO
Copacabana	UA
Corpse Came C. O. D., The	Col.
Corsican Brothers	PRC
Courage of Lassie	MGM
Courtneys of Curzon Street	Misc.
Crack Up	RKO
Crime Doctor's Man Hunt	Col.
Criminal Court	RKO
Crimson Key, The	20th-Fox
Crossfire	RKO
Cross My Heart	Para.
Cry Wolf	WB
Cuban Pete	Univ.
Curly	UA
Cynthia	MGM

D

Daisy Kenyon	20th-Fox
Danger Street	Para.
Danger Woman	Univ.
Dangerous Millions	20th-Fox
Dangerous Money	Mono.
Dangerous Venture	UA
Dark Delusion	MGM
Dark Horse	Univ.
Dark Mirror	Univ.
Dark Passage	WB
Daring Desperadoes	Favorite
Dead Reckoning	Col.
Dear Ruth	Para.
Deception	WB
Deep Valley	WB
Desert Fury	Para.
Destry Rides Again	Univ.
Desperate	RKO
Devil's Hand	Misc.
Devil on Wheels	PRC
Devils Playground	UA
Devil Thumbs a Ride	RKO
Devil to Pay	FC
Dick Tracy's Dilemma	RKO
Dick Tracy vs. the Gruesome Gang	RKO
Dick Tracy Versus Cueball	RKO
Dillinger	Mono.
Dishonored Lady	UA
Dodsworth	FC
Don Ricardo Returns	PRC
Down Missouri Way	PRC
Down to Earth	Col.
Dragnet	SG
Dream Girl	Para.
Driftwood	Rep.
Duel in the Sun	Selznick

E

Earl Carroll's Sketchbook	Rep.
Easy Come, Easy Go	Para.
Easy to Wed	MGM
Egg and I	Univ.
Emperor Waltz, The	Para.
Escape Me Never	WB
Ever the Beginning	WB
Exile, The	Univ.
Exposed	Rep.

F

Fabulous Dorseys	UA
Fabulous Joe	UA
Fabulous Suzanne	Rep.
Fabulous Texan, The	Rep.
Faithful in My Fashion	MGM
Falcon's Adventure	RKO
Fall Guy	Mono.
Fangs of the Wild	Astor
Fanny By Gaslight	UA
Farmer's Daughter	RKO
Fear in the Night	Para.
Fiesta	MGM
Fighting Father Dunne	RKO
Flame, The	Rep.
Flying Dueces	Astor
Fool's Gold	UA
For the Love of Mary	U-I
For the Love of Rusty	Col.
Forever Amber	20th-Fox
Foxes of Harrow, The	20th-Fox

Title	Company
Framed	Col.
From This Day Forward	RKO
Front Page Scandal	Mono.
Fun and Fancy Free	RKO
Fun on a Weekend	UA
Fugitive	RKO
G	
Gallant Bess	MGM
Gangster, The	Allied
Gas House Kids	PRC
Gas House Kids in Hollywood	PRC
Gas House Kids Go West	PRC
Genius at Work	RKO
Gentleman from Arizona	Astor
Gentlemen's Agreement	20th-Fox
Ghost and Mrs. Muir	20th-Fox
Ghost Goes Wild	Rep.
G. I. War Brides	Rep.
Ginger	Mono.
God's Country	SGP
Golden Earrings	Para.
Good News	MGM
Great Expectations	Univ.
Great Waltz	MGM
Green Dolphin Street	MGM
Green Fingers	Misc.
Green for Danger	E-L
Green Grass of Wyoming	20th-Fox
Green Years	MGM
Guilt of Janet Ames	Col.
Guilty	Mono.
Gunfighters	Col.
H	
Hard Boiled Mahoney	Mono.
Hat Box Mystery	SG
Heartaches	PRC
Heart of Arizona	SGP
Heaven Only Knows	UA
Heldorado	Rep.
Henry the Fifth	UA
Her Adventurous Night	Univ
Her Enlisted Man	Astor
Her Husband's Affairs	Col.
Her Sister's Secret	PRC
Here Comes Trouble	UA
High Barbaree	MGM
High Conquest	Mono.
High School Hero	Mono.
High Tide	Mono.
Hit Parade of 1947	Rep.
Holiday in Mexico	MGM
Hollywood Barn Dance	SG
Home in Oklahoma	Rep.
Homestretch	20th-Fox
Home Sweet Homicide	20th-Fox
Honeymoon	RKO
Hoppy's Holiday	UA
Housekeeper's Daughter	Favorite
How Dear to My Heart	RKO
Hucksters, The	MGM
Hue and Cry	Misc.
Humoresque	WB
Hungry Hill	Misc.
Hunted, The	Allied
I	
I Cover Big Town	Para.
I Cover the Waterfront	Astor
If I'm Lucky	20th-Fox
If Winter Comes	MGM
If You Knew Susie	RKO
I Know Where I'm Going	Univ.
I Love Trouble	Col.
Imagination	Univ.
Imperfect Lady	Para.
In Old Sacramento	Rep.
Indian Summer	RKO
Inner Circle	Rep.
International Lady	PRC
Intrigue	UA
Invisible Informer	Rep.
Invisible Wall, The	20th-Fox
I Remember Mama	RKO
I Stole a Million	Univ.
It Had to Be You	Col.
It Happened at the Inn	MGM
It Happened in Brooklyn	MGM
It Happened on Fifth Avenue	Allied
It's a Joke, Son	EL
It's a Wonderful Life	RKO
It's Great to Be Young	Col.
I'll Be Yours	Univ.
Ivan the Terrible	Misc.
I've Always Loved You	Rep.
Ivy	Univ.
I Walk Alone	Para.
I Wonder Who's Kissing Her Now	20th-Fox
J	
Jewels of Brandenburg	20th-Fox
Jimmy Steps Out	Astor
Johnny Frenchman	Univ.
Johnny O'Clock	Col.
Jolson Story	Col.
Journey Together	Misc.
Jungle Flight	Para.
Jungle Princess	Para.
K	
Keeper of the Bees	Col.
Key Witness	Col.
Kid Millions	FC
Killer at Large	PRC
Killer-Dill	SGP
Killer McCoy	MGM
Kilroy Was Here	Mono.
King of the Wild Horses	Col.
Kings Row	WB
Kit Carson	PRC

METRO-GOLDWYN-MAYER (Continued)

Prod. No.			Run Time Mins.	Rel. Date	See Issue of
	COMING				
	Killer McCoy	M. Rooney-E. Taylor-B. Donlevy			
	Living in a Big Way (C-D)F	Gene Kelly-Marie MacDonald	104	June '47	b5/31/47
	Merton of the Movies	Red Skelton-Virginia O'Brien			a9/21/46
	On an Island With You *T	E. Williams-P. Lawford			
	Piccadilly Incident (D)A	Anne Neagle-Michael Wilding	100		b8/31/46
	Pirate, The *T	J. Garland-G. Kelly-W. Slezak			
	Romance of Rosy Ridge, The	V. Johnson-T. Mitchell-J. Leigh	105	Aug. '47	a9/21/46
	Song of Love	K. Hepburn-P. Henreid-R. Walker			a2/1/47
	Song of the Thin Man	William Powell-Myrna Loy			
	Summer Holiday *T	Mickey Rooney-Gloria DeHaven			a9/7/46
	Tenth Avenue Angel	M. O'Brien-G. Murphy-P. Thaxter			a9/21/46
	The Kissing Bandit *T	Frank Sinatra-Kathryn Grayson			
	This Time For Keeps *T	F. Williams-L. Melchior			a9/7/46
	Unfinished Dance, The *T	Cyd Charisse-Margaret O'Brien			a9/7/46
	Virtuous	V. Johnson-J. Allyson			

MONOGRAM

	CURRENT 1945-1946				
531	Beauty and the Bandit (A-D)F	Gilbert Roland-Ramsay Ames	71	11/9/46	b1/13/47
520	Below the Deadline (D)A	Warren Douglas-Ramsay Ames	65	8/3/46	b10/5/46
517	High School Hero (C)F	F. Stewart-June Preisser	69	9/7/46	b8/24/46
525	Missing Lady (My)F	Kane Richmond-Barbara Reed	59	8/17/46	b1/11/47
512	Spookbusters (CD)F	Leo Gorcey-The Bowery Boys	68	8/24/46	b8/24/46
	CURRENT 1946-'47				
604	Bringing Up Father (C)F	Joe Yule-Renie Riano	68	11/23/46	b10/19/46
603	Dangerous Money (My)F	Sidney Toler-Victor Sen Yung	66	10/12/46	b10/12/46
613	Fall Guy (My)A	Cliff Penn-Teala Loring	64	3/15/47	b3/8/47
609	Ginger	Frank Albertson-Barbara Reed	67	1/4/47	a9/28/46
614	Guilty, The (My)A	Bonita Granville-Don Castle	71	3/22/47	b3/22/47
616	Hard Boiled Mahoney	L. Gorcey-Bowery Boys	63	5/10/47	a3/22/47
620	High Conquest (D)A	A. Lee-G. Roland-W. Douglas	83	6/21/47	b3/15/47
608	Mr. Hex (CD)F	L. Gorcey-H. Hall	63	12/7/46	b12/14/46
610	Riding the California Trail	Gilbert Roland-Teala Loring	61	1/11/47	a10/26/46
618	Sarge Goes to College (C)F	A. Hale, Jr.-F. Stewart-J. Preisser	63	5/17/47	b5/10/47
699	Suspense (D)A	Belita-Barry Sullivan-E. Pallette	101	6/5/46	b3/20/46
606	Sweetheart of Sigma Chi (M)F	Elyse Knox-P. Regan-P. Brito	75	12/21/46	b11/30/46
607	Trap, The (My)F	Sidney Toler-Victor Sen Yung	69	11/30/46	b1/11/47
611	Vacation Days (D-M)F	F. Stewart-J. Preisser	66	1/25/47	b4/5/47
615	Violence (D)A	Nancy Coleman-M. O'Shea	72	4/12/47	b4/12/47
	COMING				
	A Guy Named Joe Palooka	Joe Kirkwood, Jr.-Elyse Knox		8/16/47	
	Dillinger	Lawrence Tierney-Anne Jeffreys			Reissue
	High Tide	Lee Tracy-D. Castle-A. Shaw			a5/31/47
	Hunted, The (My)	Belita, Preston Foster			a6/14/47
621	Kilroy Was Here	J. Cooper-J. Coogan-W. McKay	68	7/15/47	a5/31/47
	Louisiana	Jimmie Davis-Margaret Lindsay			a5/31/47
	Mutiny in the Big House	Charles Bickford-Barton McLane			Reissue
622	Newshounds	Bowery Boys-Leo Gorcey	68	7/12/47	
617	Queen of the Yukon	Charles Bickford-Irene Rich		5/31/47	Reissue
	Robin Hood of Monterey	Gilbert Roland-Evelyn Brent		7/26/47	
619	Wolf Call	John Carroll-Movita	62	6/7/47	Reissue
	Westerns (Current)				
671	Land of the Lawless (W)F	J. M. Brown-R. Hatton-J. Harrison	59	4/15/47	b5/31/47
564	Raiders of the South (W-M)F	J. H. Brown-Raymond Hatton	85	1/18/47	b2/22/47
683	Rainbow Over the Rockies (W-M)F	J. Wakely-"Lasses" White	56	2/6/47	b3/1/47
612	Silver Stallion	David Sharpe-Leroy Mason	59	12/14/46	Reissue
684	Six Gun Serenade	Jimmy Wakely-"Lasses" White	55	4/5/47	
681	Song of the Sierras (M-W)F	J. Wakely-"Lasses" White	56	12/28/46	b1/25/47
676	Trailing Danger	J. M. Brown-R. Hatton	58	3/29/47	
675	Valley of Fear (W)F	J. M. Brown-R. Hatton	57	2/15/47	b4/19/47
	Westerns (Coming)				
677	Code of the Saddle	J. M. Brown-R. Hatton	53	6/25/47	
	Flashing Guns	J. Brown-R. Hatton			
672	Law Comes to Gunsight, The	J. M. Brown-R. Hatton	56	5/24/47	
682	Song of the Wasteland	J. Wakely-"Lasses" White	58	6/31/47	

PARAMOUNT

Block No.					
	Current 1945-46				
	Jungle Princess, The	Dorothy Lamour-Ray Milland	84	9/1/46	Reissue
6	Monsier Beaucaire (C)F	Bob Hope-Joan Caulfield	93	8/30/46	b5/18/46
	Plainsman, The	Gary Cooper-Jean Arthur	113	9/1/46	Reissue
6	Searching Wind, The (D)A	R. Young-A. Richards-S. Sidney	105	8/9/46	b5/11/46
6	Strange Love of Martha Ivers, The (D)A	B. Stanwyck-V. Heflin-L. Scott	116	9/13/46	b3/16/46
6	Swamp Fire (D)A	Johnny Weissmuller-Viriginia Grey	69	9/6/46	b5/11/46
	CURRENT 1946-'47				
	Blaze of Noon (D)A	A. Baxter-W. Holden-S. Tufts	90	5/2/47	b3/8/47
	Blue Skies *T (M)F	Bing Crosby-F. Astaire	104	12/27/46	b9/23/46
	Calcutta (My)A	A. Ladd-G. Russell-W. Bendix	83	5/10/47	b3/19/47
	California *T (WD)	Ray Milliland-B. Stanwyck	93	2/21/47	b12/21/47
	Cross My Heart (C-M)F	Betty Hutton-Sonny Tufts	83	1/10/47	b11/23/46
	Dear Ruth (C)A	J. Caulfield-W. Holden-E. Arnold	95	7/18/47	b5/31/47
	Easy Come, Easy Go (C)F	D. Lynn-S. Tufts-Virginia Field	78	3/7/47	b2/8/47
	Fear in The Night (D)A	DeForest Kelley-Kay Scott	72	4/18/47	b2/22/47
	Imperfect Lady (D)A	R. Milland-T. Wright-V. Field	97	4/25/47	b3/15/47
	Ladies Man (C-M)F	Eddie Bracken-Virginia Field	90	2/7/47	b1/11/47
	My Favorite Brunette	Bop Hope-Dorothy Lamour	87	4/4/47	a8/24/46
	Pefect Marriage, The (C-D)A	L. Young-D. Niven-V. Field	87	1/24/47	b11/23/46
	Seven Were Saved	Richard Denning-Catharine Craig	73	3/28/47	a5/25/46
	Suddenly It's Spring (C)A	F. MacMurray-P. Goddard	87	3/21/47	b2/15/47
	Two Years Before the Mast (D)A	Donlevy-Ladd-Bendix	98	11/22/46	b8/24/46
	COMING				
	Albuquerque	Randolph Scott-Barbara Britton			a3/15/47
	Big Clock, The (M)	R. Milland-M. O'Sullivan-C. Laughton			a5/17/47
	Big Town	Philip Reed-Hillary Brooke	60	5/23/47	a2/9/47
	Big Town After Dark	Philip Reed-Hillary Brooke			
	Big Town Scandal	Phillip Reed-Hillary Brooke			
	Danger Street (My)A	J. Withers-R. Lowery	66	6/20/47	b3/1/47

PARAMOUNT (Continued)

COMING		Run Time Mins.	Rel. Date	See Issue of
Desert Fury *T	Lizabeth Scott-John Hodiak	95	8/15/47	
Dream Girl (C-D)	B. Hutton-M. Carey-V. Field			a6/7/47
Emperor Waltz, The *T	Bing Crosby-Joan Fontaine			a7/13/46
Golden Earrings	Marlene Dietrich-Ray Milland			a9/28/46
I Cover Big Town (My)A	Philip Reed-Hilary Brooke	63		b3/1/47
I Walk Alone	B. Lancaster-Kirk Douglas			a3/1/47
Jungle Flight (D)F	Robert Lowery-Ann Savage	60		b3/1/47
Perils of Pauline *T (CS)F	B. Hutton-J. Lund	92	7/4/47	b5/31/47
Road to Rio	B. Crosby-B. Hope-D. Lamour			a2/1/47
Saigon	Alan Ladd-Veronica Lake-Douglas Dick			a1/4/47
Shaggy *C	B. Joyce-G. Nokes-R. Shayne			
Trouble With Women, The (C)A	T. Wright-B. Donlevy-R. Milland	80	6/27/47	b5/24/47
Unconquered *T	Gary Cooper-Paulette Goddard			a9/28/46
Variety Girl	Mary Hatcher-DeForest Kelley			a11/23/46
Welcome Stranger (CD)F	B. Crosby-B. Fitzgerald	106		b5/3/47
Where There's Life	B. Hope-S. Hasso-W. Bendix			a5/25/46
Whispering Smith *T	A. Ladd-R. Preston-B. Marshall			a6/14/47
Wild Harvest	A. Ladd-D. Lamour-R. Preston			a11/2/46

PRC

CURRENT 1945-1946

Accomplice (My)A	Richard Arlen-Veda Ann Borg	68	9/29/46	b9/28/46
Big Fix, The (D)A	Noreen Nash-Shelia Ryan	61	4/19/47	b5/10/47
Blonde for a Day (C)F	H. Beaumont-Kathryn Adams	67	8/29/46	b8/3/46
Born to Speed (D)F	Johnny Sands-Terry Austin	65	1/12/47	b1/25/47
Down Missouri Way (M)F	Martha O'Driscoll-William Wright	74	8/15/46	b7/13/46
Her Sister's Secret (D)A	N. Coleman-P. Reed-M. Lindsay	83	9/23/46	b9/14/46
Secrets of a Sorority Girl (D)A	Mary Ware-Rick Vallin	58	8/1/46	b8/24/46
Strange Holiday (D)F	Claude Rains-Martin Kosleck	57	9/2/46	b10/27/45

CURRENT 1946-'47

Brute Man, The (H)A	Tom Neal-Jane Adams	58	10/1/46	b10/26/46
Devil on Wheels, The (D)F	D. Hickman-J. Ford-J. Cardwell	67	3/2/47	b1/25/46
Don Ricardo Returns	Isabelita-Fred Coby		11/5/46	a9/21/46
Gas House Kids Go West	C. Williams-J. Shelton-A. Switzer		10/28/46	
Kit Carson	D. Andrews-L. Bari-J. Hall	97	3/22/47	
Lady Chaser	Ann Savage-Robert Lowery	60	11/25/46	
Last of the Mohicans	R. Scott-B. Barnes-H. Wilcoxen	94	3/22/47	Reissue
Lighthouse	J. Lang-D. Castle-J. Litel	64	1/10/47	a10/19/46
Philo Vance Returns (My)F	W. Wright-R. Ames-I. Adrian	64	4/14/47	b4/26/47
Philo Vance's Gamble (My)A	Alan Curtis-Frank Jenks-Terry Austin.	60	4/12/47	b4/26/47
Philo Vance Secret Mission	Alan Curtis-Sheila Ryan		3/20/47	
Return of Rin-Tin-Tin *V	D. Woods-B. Blake-C. Drake		2/20/47	
Three on a Ticket (My)F	Hugh Beaumont-Cheryl Walker	64	4/5/47	b4/5/47
Untamed Fury (D)A	Mikel Conrad-Gaylord Pendleton	61	3/22/47	b3/29/47
Wild West *C (W)F	Eddie Dean-Roscoe Ates	73	12/1/46	b11/30/46

COMING

Bury Me Dead (My)	M. Daniels-G. McClure-C. O'Donnell			a6/7/47
Corsican Brothers	D. Fairbanks Jr.-Tamiroff-Warrick	111	5/24/47	Reissue
Gas House Kids in Hollywood	Alfalfa Switzer-Gas House Kids			
Heartaches	H. Ryan-C. Wills		6/28/47	
International Lady	G. Brent-I. Massey-B. Rathbone	102	5/24/47	Reissue
Killer at Large (My)A	Anabel Shaw-Robert Lowery	63	5/31/47	b6/14/47
Man Wanted	Anabel Shaw-Robert Lowery			
Philo Vance's Peril	W. Wright-L. Balasco-R. Ames			b1/25/47
Silent Voice	Sheila Ryan-Edward Norris			a4/26/47
Stepchild (D)A	B. Joyce-D. Woods	70	6/7/47	b6/14/47
Tomorrow You Die	J. Ireland-S. Ryan-H. Beaumont			
Too Many Winners (M-My)	H. Beaumont-T. Marshall-R. Dunn	60		b6/7/47

Westerns (Current)

Code of the Plains	Buster Crabbe-Al St. John	36	4/26/47	Reissue
Frontier Fighters	B. Crabbe-Al St. John-M. Manners	41	4/26/47	Reissue
Law of the Lash (W)F	Al LaRue-Al St. John	53	2/28/47	b3/1/47
Panhandle Trail	Buster Crabbe-Al St. John	40	4/26/47	Reissue
Prairie Rustlers (W)F	Buster Crabbe-Al St. John	54	11/7/45	b8/10/46
Raiders of Red Rock	B. Crabbe-Al St. John	38	4/26/47	
Range Beyond the Blue (W-M)F	Eddie Dean	53	3/17/47	
Shootin' Irons	Jim Newhill-Tex O'Brien	40	4/26/47	Reissue
Thundergap Outlaws	Tex O'Brien-Jim Newhill	38	4/26/47	Reissue
Wild Country (W)F	Eddie Dean	55	1/17/47	b2/1/47
Wild West	E. Dean-A. Ates	59	12/1/46	

Westerns (Coming)

Black Hills	Eddie Dean-Roscoe Ates			
Border Feud (W)F	Lash LaRue-Al St. John	53	5/10/47	b5/24/47
Ghost Town Renegades	Lash LaRue-Fuzzy St. John-J. Holt			
Gun Fighter	Lash LaRue-Al St. John-Mary Scott			a12/18/46
Pioneer Justice	Lash LaRue-Fuzzy St. John-J. Holt		6/28/47	
Return of the Lash	Lash LaRue-Al St. John			
Shadow Valley	Eddie Dean-Roscoe Ates			

RKO-RADIO

Block No.	CURRENT 1946-'47		Trade Shown	
5	A Likely Story (C)F	Bill Williams-Barbara Hale	88	May b4/19/47
5	Banjo (C-D)F	S. Moffet-J. White-W. Reed	67	May b4/19/47
4	Beat the Band (M)F	Frances Langford-Gene Krupa	67	Feb. b3/1/47
Sp.	Best Years of Our Lives, The (D)A	D. Andrews-M. Loy-F. March	172	Dec. b11/23/46
5	Born to Kill (D)A	C. Trevor-L. Tierney-W. Slezak	91	April b4/19/47
2	Child of Divorce (D)A	Sharyn Moffett-Regis Toomey	62	Oct. b10/19/46
4	Code of the West	James Warren-John Laurenz	57	Feb. a8/10/46
3	Crack-Up (D)A	P. O'Brien-C. Trevor-H. Marshall	93	June b6/15/46
2	Criminal Court (My)A	T. Conway-M. O'Driscoll	62	Aug. b8/10/46
6	Desperate (G)A	Steve Brodie-Audrey Long	73	b5/17/47

Title	Company
L	
Ladies Man	Para.
Lady from Shanghai, The	Col.
Lady in the Lake	MGM
Lady Chaser	PRC
Last Crooked Mile	Rep.
Last of the Mohicans	PRC
Last of the Redmen	Col.
Late George Apley	20th-Fox
Laughing Lady	Misc.
Let 'Em Have It	Astor
Les Miserables	20th-Fox
Les Miserables	Misc.
Life With Father	WB
Lighthouse	PRC
Little Iodine	UA
Little Men	Astor
Little Miss Broadway	Col.
Little Mister Jim	MGM
Living in a Big Way	MGM
Locket, The	RKO
Lone Wolf in London	Col.
Lone Wolf in Mexico	Col.
Long Night	RKO
Lost Honeymoon	EL
Lost Moment's, The	Univ.
Louisiana	Mono.
Love and Learn	WB
Love at First Sight	WB
Love from a Stranger	EL
Love Laughs at Andy Hardy	MGM
Love on the Dole	Misc.
Lured	UA
M	
Macomber Affair	UA
Magic Bow	Univ.
Magic Town	RKO
Magnificent Doll	Univ.
Magnificent Obsession	Univ.
Magnificent Rogue	Rep.
Man About Town	RKO
Man from Colorado, The	Col.
Man from Morocco	Misc.
Man Wanted	PRC
Man Within, The	Misc.
Marauders, The	UA
Margie	20th-Fox
Mary Hagen	WB
Mating of Millie McGonigle	Col.
Meet Me at Dawn	20th-Fox
Memory of Love	RKO
Men of Two Worlds	Misc.
Merton of the Movies	MGM
Michigan Kid	Univ.
Mighty McGurk, The	MGM
Millerson Case, The	Col.
Millie's Daughter	Col.
Miracle on 34th St.	20th-Fox
Missing Lady	Mono.
Mr. Ace	UA
Mr. District Attorney	Col.
Mr. Hex	Mono.
Monsieur Beaucaire	Para.
Monsieur Verdoux	UA
Moss Rose	20th-Fox
Mourning Becomes Electra	RKO
Mother Wore Tights	20th-Fox
Mutiny in the Big House	Mono.
My Brother Talks to Horses	MGM
My Dog Shep	SGP
My Darling Clementine	20th-Fox
My Favorite Brunette	Para.
My Heart Goes Crazy	Univ.
My Wild Irish Rose	WB
N	
Never Say Goodbye	WB
New Orleans	UA
Newshounds	Mono.
Nicholas Nickelby	Misc.
Nightmare Alley	20th-Fox
Night Unto Night	WB
Nobody Lives Forever	WB
Nocturne	RKO
No Leave, No Love	MGM
Nora Prentiss	WB
North of the Border	SGP
North Star	FC
Northwest Outpost	Rep.
Notorious	RKO
Notorious Gentleman	Univ.
Notorious Lone Wolf	Col.
O	
Odd Man Out	Univ.
Of Mice and Men	Favorite
Off to Buffalo	20th-Fox
Oh Say Can You Sing	Univ.
On an Island With You	MGM
One Hundred Men And A Girl	Univ.
One Million B.C.	Favorite
One Romantic Night	Astor
On the Old Spanish Trail	Rep.
Other Love	UA
Out California Way	Rep.
Out of the Blue	EL
Out of the Past	RKO
P	
Pacific Adventure	Colo.
Palmy Days	FC
Paradine Case	Selznick
Partners of the Plains	SGP
Perfect Marriage	Para.
Perils of Pauline	Para.
Philo Vance's Gamble	PRC
Philo Vance Returns	PRC

Title	Company
Philo Vance's Peril	PRC
Philo Vance's Secret Mission	PRC
Piccadilly Incident	MGM
Pilgrim Lady	Rep.
Pirates, The	MGM
Pirates of Monterey	Univ.
Plainsman	Para.
Plainsman and the Lady	Rep.
Portrait of Jennie	SRO
Possessed	WB
Prince of Thieves	Col.
Prison Story	RKO
Private Affairs of Bel Ami	UA
Pursued	WB

Q

Queen of the Amazons	SGP
Queen of the Yukon	Mono.

R

Rage in Heaven	MGM
Raider	Misc.
Ramrod	UA
Razor's Edge	20th-Fox
Red House	UA
Red Pony, The	Rep.
Red Stallion	EL
Relentless	Col.
Renegade Girl	SGP
Repeat Performance	EL
Resistance	Misc.
Return of Monte Cristo	Col.
Return of Rin-Tin-Tin	PRC
Return of the Badmen	RKO
Return of the Scarlet Pimpernel	FC
Ride the Pink Horse	Univ.
Riding the California Trail	Mono.
Riff-Raff	RKO
Road to Rio	Para.
Road Show	Favorite
Robin Hood of Monterey	Mono.
Roll on Texas Moon	Rep.
Romance in High C	WB
Romance of Rosy Ridge, The	MGM
Root of All Evil	Misc.
Roses Are Red	20th-Fox
Rupert of Hentzau	SRO
Rustlers Valley	SGP
Runaround	Univ.

S

Saigon	Para.
San Demetrio, London	20th-Fox
San Quentin	RKO
St. Francis of Assisi	Misc.
Sarge Goes to College	Mono.
Scared to Death	SGP
Scarface	Astor
Scarlet Pimpernel, The	FC
School for Danger	Misc.
School for Secrets	Misc.
Scudda Hoo, Scudda Hay	20th-Fox
Sea Bandits	Favorite
Sea Hawk, The	WB
Sea of Grass	MGM
Sea Wolf, The	WB
Searching Wind	Para.
Second Chance	20th-Fox
Second Chorus	Astor
Secret Beyond the Door, The	U-I
Secret Heart, The	MGM
Secret Life of Walter Mitty	RKO
Secrets of Sorority Girl	PRC
Secrets of the Whistler	Col.
Senator Was Indiscreet	U-I
Seven Keys to Baldpate	RKO
Seven Were Saved	Para.
Shadow of a Woman	WB
Shadowed	Col.
Shadows Over Chinatown	Mono.
Shaggy	Para.
Shocking Miss Pilgrim	20th-Fox
Show-Off	MGM
Shoot to Kill	Screen Guild
Silent Voice	PRC
Silver Devil	Astor
Silver River	WB
Sinbad the Sailor	RKO
Singapore	Univ.
Singin' In the Corn	Col.
Sin of Harold Diddlebock	UA
Sky Devils	Astor
Slave Girl	Univ.
Sleep, My Love	UA
Smash-Up	Univ.
Smoky River Serenade	Col.
So Dark the Night	Col.
So in Love	SRO
Something in the Wind	Univ.
Son of Rusty	Col.
Song of Love	MGM
Song of My Heart	Allied
Song of Scheherazade	Univ.
Song of the South	RKO
Song of the Thin Man	MGM
So Well Remembered	RKO
Spoilers of the North	Rep.
Spook Busters	Mono.
Sport of Kings	Col.
Springtime in the Sierras	Rep.
Stanrway to Heaven	Univ.
Stallion Road	WB
Stampede	UA
Stanley & Livingcston	20th-Fox
Stella Dallas	FC
Step-Child	PRC
Stork Bites Man	UA
Story of the Pope, The	Misc.
Strange Holiday	PRC
Strange Journey	20th-Fox
Strange Love of Martha Ivers	Para.
Strange Woman	UA
Stranger, The	RKO
Suddenly It's Spring	Para

RKO-RADIO (Continued)

CURRENT 1946-'47

Block No.			Run Time Mins.	Trade Shown	See Issue of
4	Devil Thumbs a Ride, The (D)A	Lawrence Tierney-N. Leslie	62	Feb.	b3/1/47
6	Dick Tracy's Dilemma (M)A	Ralph Byrd-Kay Christopher	60	June	b5/17/47
3	Dick Tracy vs. Cueball (D)F	Morgan Conway-Anne Jeffreys	62	Dec.	b11/9/46
3	Falcon's Adventure (D)F	Tom Conway-Madge Meredith	61	Dec.	b12/14/46
4	Farmer's Daughter, The (C-D)A	L. Young-J. Cotten-E. Barrymore	97	Feb.	b2/22/47
4	From This Day Forward (D)A	J. Fontaine-M. Stevens-A. Judge	95	Mar.	b3/2/46
2	Genius at Work (C)F	A. Carney-W. Brown-A. Jeffreys	61	July	b8/3/46
5	Honeymoon (C)F	S. Temple-F. Tone-G. Madison	74	June	b5/19/47
Sp.	It's a Wonderful Life (D)	J. Stewart-D. Reed-L. Barrymore	128	Dec.	b12/21/46
3	Locket, The (D)	Laraine Day-B. Aherne	86	Dec.	b12/21/46
Sp.	Long Night, The (D)A	Henry Fonda-Barbara Bel Geddes	96	May	b5/31/47
2	Nocturne (D)A	George Raft-Lynn Bari	85	Oct.	b10/19/46
Sp.	Notorious (My-D)A	Cary Grant-Ingrid Bergman	101	July	b7/27/46
3	San Quentin (D)A	L. Tierney-M. Carr-B. MacLane	66	Dec.	b12/7/46
Sp.	Sinbad the Sailor T (F)F	D. Fairbanks, Jr.-M. O'Hara	117	Jan.	b1/18/47
Sp.	Song of the South *T (D-M)F	Luana Patten-Bobby Driscoll	95	Nov.	b11/2/46
Sp.	Stranger, The (D)F	Ed. G. Robinson-L. Young-O. Welles	95	June	b6/25/46
5	Tarzan and the Huntress (D)F	J. Weismuller-B. Joyce	70	April	a3/22/47
6	They Won't Believe Me (D)A	Robert Young-Susan Hayward	95		b5/17/47
6	Thunder Mountain (W)F	T. Holt-R. Martin-M. Hyer	60		b5/17/47
4	Trail Street (W)F	R. Scott-R. Ryan-A. Jeffreys	83	Mar.	a3/1/47
3	Vacation in Reno (C)F	Jack Haley-Anne Jeffreys	60	Oct.	b10/12/46
6	Woman on the Beach, The (D)A	J. Bennett-R. Ryan-C. Bickford	71		b5/17/47

COMING

	Bachelor and the Bobby-Soxer (C)F	G. Grant-M. Ley-S. Temple	95		b6/7/47
Sp.	Bishop's Wife, The	G. Grant-T. Wright-D. Niven			
	Crossfire	R. Young-R. Mitchum-G. Grahame			
	Dick Tracy vs. the Gruesome Gang	R. Byrd-B. Karloff-A. Gwynne			
	Fighting Father Dunne	P. O'Brien-M. Dell-D. Hickman			
Sp.	Fun and Fancy Free	E. Bergen-D. Shore			
	Fugitive, The	Henry Fonda-Dolores Del Rio			
	How Dear to My Heart *T	Luana Patten-Bobby Driscoll			
	If You Knew Susie	E. Cantor-J. Davis-A. Joslyn			
	Indian Summer	A. Knox-A. Sothern-G. Tobias			
	I Remember Mama	I. Dunne-B. Bel Geddes-O. Homolka			
Sp.	Magic Town	James Stewart-Jane Wyman			
	Man About Town	Maurice Chevalier			
	Memory of Love	D. Andrews-M. Oberon-E. Barrymore			
Sp.	Mourning Becomes Electra	R. Russell-K. Paxinou-R. Massey			
	Out of the Past	Robert Mitchum-Jane Greer			a2/1/47
	Return of the Badmen	Randolph Scott-Jacqueline White			
	Riff-Raff (My)A	Pat O'Brien-Anne Jeffries	80		b6/7/47
	That's Life *T	D. Kaye-V. Mayo			
	Secret Life of Walter Mitty, The *T	D. Kaye-V. Mayo-F. Bainter			a9/7/46
	Seven Keys to Baldpate (M)A	Phillip Terry-Jacqueline White	68		b6/7/47
	So Well Remembered	M. Scott-J. Mills			
	Tycoon *T	John Wayne-Laraine Day			
	Under the Tonto Rim (W)F	T. Holt-N. Leslie-R. Martin	61		b6/7/47

REPUBLIC

Current 1945-46

Prod. No.					
520	Earl Carroll Sketchbook (M)F	C. Moore-W. Marshall	90	8/22/46	b8/17/46
528	G. I. War Brides (C)F	Anna Lee-James Ellison	69	8/12/46	b8/10/46
543	Heldorado (WM)F	Roy Rogers-Dale Evans-"Gabby" Hayes	70	12/15/46	b12/23/46
5542	Home in Oklahoma (W-M)F	R. Rogers-G. Hayes-D. Evans	72	11/8/46	b11/2/46
526	Inner Circle (My)F	Adele Mara-William Frawley	65	8/7/46	b12/7/46
529	Invisible Informer (My)A	Linda Sterling-William Henry	57	8/19/46	b8/24/46
527	Last Crooked Mile, The (My)A	D. Barry-A. Savage-T. Powers	67	8/9/46	b8/17/46
5503	Out California Way *U (WM)F	Monte Hale-Adrian Booth	67	12/5/46	b12/14/46
532	Plainsman and the Lady (W)F	W. Elliott-V. Ralston-G. Patrick	82	11/15/46	b11/9/46
542	Roll on Texas Moon (W-M)F	R. Rodgers-G. Hayes-Dale Evans	68	9/12/46	b9/14/46
533	That Brennan Girl (D)A	James Dunn-Mona Freeman	95	12/23/46	b11/16/46
541	Under Nevada Skies (W)F	R. Rogers-Dale Evans	69	8/26/46	b8/31/46

CURRENT 1946-'47

603	Affairs of Geraldine (C-D)F	Jane Withers-Jimmy Lydon	68	11/18/46	b10/26/46
608	Angel and the Badman (W)F	J. Wayne-G. Russell-I. Rich	100	2/15/46	b2/15/46
641	Apache Rose *U (W-M)F	Roy Rogers-Dale Evans	75	2/15/46	b3/22/47
642	Belles of San Angelo *U (W)	R. Rogers-D. Evans	71	5/15/47	b5/24/47
607	Calendar Girl (M)F	J. Frazee-W. Marshall	88	1/31/47	b2/8/47
604	Fabulous Suzanne (C)	Barbara Britton-Rudy Vallee	71	12/15/46	b12/21/46
605	Ghost Goes Wild, The (C)F	James Ellison-Anne Gwynne	66	3/8/47	b4/5/47
610	Hit Parade of 1947 (M)	E. Albert-C. Moore-J. Edwards	90	3/22/47	b5/3/47
601	I've Always Loved You *T (DM)F	Catherine McLeod-Philip Dorn	117	12/2/46	b8/31/46
606	Magnificent Rogue, The (C-D)A	L. Robert-W. Douglas	74	2/15/47	b11/23/46
602	Pilgrim Lady, The (C-D)A	Warren Douglas-Lynne Roberts	67	1/22/46	b1/25/47
612	Spoilers of the North (D)A	Paul Kelly-Evelyn Ankers	66	4/24/47	b5/10/47
611	Yankee Fakir (C)F	D. Frawley-J. Woodbury-C. Bevans	71	4/1/47	b4/12/47

COMING

	Backfire	A. Dekker-L. Stirling-C. Drake			
	Bill and Coo	George Burton's Birds			
	Blackmail	W. Marshall-A. Mara-S. Bachelor			
	Driftwood	Wood-Brennan-Warrick-Jagger			
	Exposed	Adele Mara-Robert Scott			
	Flame, The	John Carroll-Vera Ralston			
615	Northwest Outpost (O)F	Nelson Eddy-Ilona Massey	91	6/25/47	b5/10/47
	On the Old Spanish Trail *U	R. Rogers-T. Guizar-J. Frazee			
	Red Pony, The *T	M. Loy-R. Mitchum-L. Calhern			
	Fabulous Texan, The	W. Elliott-J. Carroll-C. McLeod			
644	Springtime in the Sierras *U	R. Rogers-J. Frazee-A. Devine	75	7/15/47	
609	That's My Gal *U (M)A	L. Roberts-D. Barry	66	5/15/47	b5/31/47
613	That's My Man (D)A	D. Ameche-C. McLeod	99	6/1/47	b4/12/47
	The Trespasser (D)	J. Martin-W. Douglas			a5/24/47
616	Web of Danger	A. Mara-B. Kennedy	58	6/10/47	a11/16/46
614	Winter Wonderland (C-R)A	L. Roberts-C. Drake	71	5/17/47	b5/31/47
	Wyoming	B. Elliott-V. Ralston			a3/8/47

Westerns (Current)

553	Cherokee Flash (W)F	Sunset Carson-Linda Stirling	55	12/13/46	a3/2/46
664	Homesteaders of Paradise Valley (W)F	Allan Lane-Bobby Blake	58	4/1/47	b4/12/47
5504	Last Frontier Uprising *U (W-M)F	Monte Hale-Adrian Booth	65	2/1/47	b4/12/47
558	Rio Grande Raiders	Sunset Carson-Linda Stirling	56	9/9/46	
661	Santa Fe Uprising (W)F	Allan Lane-Bobby Blake	57	11/15/46	b4/28/47

REPUBLIC (Continued)

Prod. No.			Run Time Mins.	Rel. Date	See Issue of
	COMING				
681	**Sioux City Sue (W)F**	Gene Autry-Lynne Roberts	69	11/21/46	b11/30/46
662	**Stagecoach to Denver (W)F**	Allan Lane-Bobby Blake	56	12/23/46	b1/4/47
682	**Trail to San Antone (W)F**	Gene Autry-Peggy Stewart	57	1/25/47	b2/1/47
683	**Twilight on the Rio Grande (W)F**	G. Autry-S. Holloway-Cass County Boys	71	4/1/47	b4/19/47
663	**Vigilantes of Boomtown (W)F**	Allan Lane-Bobby Blake	56	2/15/47	b2/15/47
	Westerns (Coming)				
	Along the Oregon Trail *U	Monte Hale-Adrian Booth			
	Marshall of Cripple Creek	Allan Lane-Bobby Blake			
	Oregon Trail Scouts (W)F	Allan Lane-Bobby Blake	58	5/15/47	b5/24/47
	Robin Hood of Texas	Gene Autry-Lynn Roberts-Adele Mara			
666	Rustlers of Devil's Canyon	Allan Lane-Bobby Blake	58	7/1/47	
684	**Saddle Pals**	G. Autry-L. Roberts	72	6/15/47	
	Wild Frontier, The	Allan Lane-Jack Holt			

SCREEN GUILD PRODUCTIONS

	CURRENT				
HC12	Bar 20 Justice	Wm. Boyd-R. Hayden-G. Hayes	65	7/19/47	Reissue
4614	Bells of San Fernando (D)F	Donald Woods-Gloria Warren	69	4/5/47	b4/5/47
4613	Buffalo Bill Rides Again (W)F	Richard Arlen-Jennifer Holt	66	4/19/47	b4/5/47
4616	Bush Pilot	R. Hudson-J. LaRue-A. Willis	60	6/7/47	
HC10	Cassidy of Bar 20	Wm. Boyd-H. Clark-R. Hayden	59	5/10/47	Reissue
HC11	Heart of Arizona	Wm. Boyd-G. Hayes-R. Hayden	68	6/14/47	Reissue
4609	**My Dog Shep**	Flame (dog)-Tom Neal	60	12/1/46	
4610	**North of the Border**	R. Hayden-I. Cooper	46	10/1/46	a8/24/46
HC09	Partners of the Plains	Wm. Boyd-H. Clark-R. Hayden	71	4/26/47	Reissue
4611	**Queen of the Amazons (D)A**	Patricia Morison-Robert Lowery	62	1/15/47	b3/29/47
4612	**Renegade Girl (D)F**	Alan Curtis-Ann Savage-Jack Holt	65	12/25/46	b3/29/47
HC07	Rustlers Valley	Wm. Boyd-G. Hayes-R. Hayden	60	3/15/47	Reissue
4608	Scared to Death *C	B. Lugosi-J. Compton	65	5/3/47	
4615	Shoot to Kill (D)A	R. Wade-E. MacDonald-S. Walters	60	5/17/47	b4/12/47
HC08	**Texas Trail**	Wm. Boyd-R. Hayden-G. Hayes	59	4/12/47	Reissue
	COMING				
	Burning Cross, The	Hank Daniels-Virginia Patton			
	Case of the Baby Sitter, The	Tom Neal-A. Jenkins-P. Blake	40	7/26/47	
4621	Dragnet	M. Brian-H. Wilcoxon	71	8/16/47	
	Hat Box Mystery	T. Neale-A. Jenkins-V. Sale	40	7/12/47	
	Hollywood Barn Dance (C-D)F	E. Tubb-L. Talbott-H. Boyce	72	6/21/47	b6/7/47
	Killer Dill (CD)A	Anne Gwynne-Frank Albertson	71	8/2/47	b5/17/47

SELZNICK RELEASING ORGANIZATION

	CURRENT				
	Duel in the Sun *T (WD)A	J. Jones-G. Peck-J. Cotten	138	4/17/47	b1/4/47
	COMING				
	Paradine Case, The	G. Peck-A. Todd-C. Laughton			
	Portrait of Jennie	J. Jones-J. Cotten			
	Rupert of Hentzau	Louis Jourdan-Valli			
	So in Love	Shirley Temple			

20TH-FOX

	CURRENT 1946-'47				
620	**Behind Green Lights (D)A**	Carole Landis-William Gargan	64	Feb.	b1/19/46
636	**Black Beauty (D)F**	Mona Freeman-Richard Denning	74	Sept.	b7/20/46
642	**Bowery, The**	Wallace Beery-Jackie Cooper	84	Oct.	Re-release
637	**Claudia and David (D)F**	Dorothy McGuire-Robert Young	78	Sept.	b7/27/46
648	**Dangerous Millions (D)F**	Kent Taylor-Dona Drake	69	Dec.	b12/7/46
640	**Home Sweet Homicide (MyC)F**	P. Ann Garner-R. Scott	90	Oct.	b7/20/46
638	**If I'm Lucky (M)F**	V. Blaine-P. Como-H. James	78	Sept.	b8/31/46
646	**Margie *T (C-D)F**	Jeanne Crain-Alan Young	93	Nov	b10/19/46
645	**My Darling Clementine (W-D)F**	H. Fonda-L. Darnell-V. Mature	97	Nov	b10/12/46
641	**Sun Valley Serenade**	Sonja Henie-John Payne	86	Sept.	Re-release
639	**Three Little Girls in Blue *T (M)F**	Haver-Blaine-G. Montgomery	90	Oct.	b9/7/46
649	**Wake Up and Dream *T (M)F**	John Payne-June Haver	92	Dec.	b11/30/46
644	**Wanted for Murder (D)A**	Eric Portman-Dulcie Gray	91	Nov.	b4/13/46
	CURRENT 1947-'48				
709	**Alexander's Ragtime Band**	T. Power-A. Faye-D. Ameche	106	Mar.	Re-release
711	**Backlash (My)A**	R. Travis-J. Rogers-L. Blake	66	Mar.	b3/22/47
706	**Boomerang (D)A**	Dana Andrews-Jane Wyatt	88	Feb.	b1/25/47
707	**Brasher Doubloon, The (My)A**	G. Montgomery-Nancy Guild	72	Feb.	b2/8/47
710	Carnival in Costa Rica *T (M)F	D. Haymes-C. Holm-C. Romero	96	April	b3/29/47
715	Ghost and Mrs. Muir, The (D)A	G. Tierney-R. Harrison-G. Sanders	104	May	b5/24/47
713	Homestretch, The *T (D)A	Maureen O'Hara-Cornel Wilde	99	May	b4/26/47
716	**Jewels of Brandenburg (D)A**	Richard Travis-Micheline Cheirel	64	May	b4/12/47
712	Late George Apley, The (D)A	Ronald Colman-Peggy Cummins	98	April	b2/3/47
704	**Les Miserables**	Fredric March-Chas. Laughton	109	Jan.	Re-release
718	Miracle on 34th St. (C)F	J. Payne-M. O'Hara	96	June	b5/10/47
701	**Razor's Edge, The (D)A**	T. Power-G. Tierney-J. Payne	146	Jan.	b11/23/46
714	San Demetrio, London (D)A	W. Fitzgerald-A. Young-R. Michael	76	April	b4/4/47
703	**Shocking Miss Pilgrim *T**	Betty Grable-Dick Haymes	85	Jan.	b1/4/47
705	**Stanley & Livingstone**	Spencer Tracy-Richard Green	101	Jan.	Re-release
708	**Strange Journey (D)F**	Paul Kelly-Osa Massen	67	Feb.	b9/14/46
702	**13 Rue Madeleine (D)**	Jams Cagney-Annabella	95	Jan.	b12/21/46
	COMING				
720	Bob, Son of Battle *T (D)F	P. A. Garner-L. McCallister	103	July	b6/7/47
	Captain from Castile *T	T. Power-J. Peters-C. Romero			
722	Crimson Key, The	Kent Taylor-Doris Dowling	76	July	
	Daisy Kenyon	J. Crawford-D. Andrews-H. Fonda			
	Forever Amber *T	L. Darnell-C. Wilde-G. Sanders			
	Foxes of Harrow, The	R. Harrison-M. O'Hara-R. Haydn			
	Gentlemen's Agreement	G. Peck-D. McGuire-J. Garfield			
	Green Grass of Wyoming *T	P. Cummins-R. Arthur-C. Coburn			
	Invisible Wall, The	Don Castle-Virginia Christine			
	I Wonder Who's Kissing Her Now *T (M)F	June Haver-Mark Stevens	104		b6/14/47
721	Meet Me At Dawn (C-D)F	William Eythe-Hazel Court	99	July	
717	Moss Rose (M-D)A	V. Mature-P. Cummings-E. Barrymore	82	June	b5/24/47
	Mother Wore Tights *T	B. Grable-D. Dailey-P. A. Garner			a11/16/46
	Nightmare Alley	T. Power-J. Blondell-Helen Walker			
	Off to Buffalo *T	N. Guild-D. Daily-C. Winninger			a6/14/47
	Roses Are Red	Don Castle-Peggy Knudsen			
	Scudda Hoo, Scudda Hay *T	J. Haver-L. McCallister-A. Revere			a5/17/47
	Second Chance	K. Taylor-Louise Currie-D. Hoey			
719	Western Union	Robert Young-Randolph Scott	95	June	Re-release

Title	*Company*
Susie Steps Out	UA
Summer Holiday	MGM
Sun Valley Serenade	20th-Fox
Suspense	Mono.
Swell Guy	Univ.
Sweet Genevieve	Col.
Sweetheart of Sigma Chi	Mono.
Swiss Family Robinson	Astor
Swordsman	Col.
T	
Tap Roots	Univ.
Tarzan and the Huntress	RKO
Temptation	Univ.
Temptation Harbour	Misc.
Tenth Avenue Angel	MGM
Texas Manhunt	E-L
Texas Trail	SGP
That Brennan Girl	Rep.
That's Life	RKO
That's My Gal	Rep.
That's My Man	Rep.
That Way with Women	WB
The Kising Bandit	MGM
The Man I Love	WB
There Goes My Heart	Favorite
The Last Round-Up	Col.
The Patient Vanishes	FC
The Time, the Place & the Girl	WB
They Made Me a Killer	Para.
They Passed This Way	UA
They Won't Believe Me	RKO
Thief of Bagdad	FC
Thieves' Holiday	UA
13 Rue Madeleine	20th-Fox
Thirteenth Hour	Col.
This Happy Breed	Univ.
This Time for Keeps	MGM
Three Little Girls in Blue	20th-Fox
Three on a Ticket	PRC
Thunder in the City	Astor
Thunder Mountain	RKO
Till the Clouds Roll By	MGM
Time of Your Life	UA
Time Out of Mind	Univ.
Tom Brown's Schooldays	Astor
Tomorrow You Die	PRC
Too Many Winners	PRC
Topper Returns	Favorite
Topper Takes a Trip	Favorite
Torment	Misc.
Trail Street	RKO
Trap, The	Mono.
Treasure of the Sierra Madre	WB
Trespasser, The	Rep.
Trouble With Women	Para.
Two Blondes and a Redhead	Col.
Two Guys From Texas	WB
Two Mrs. Carrols	WB
Two Years Before the Mast	Para.
Tycoon	RKO
U	
Unconquered	Para.
Undercover Maisie	MGM
Undercurrent	MGM
Under Nevada Skies	Rep.
Under the Tonto Rim	RKO
Unexpected Guest	UA
Unfaithful	WB
Unfinished Dance	MGM
Unholy Garden	FC
Unsuspected, The	Warner Bros.
Untamed Fury	PRC
V	
Vacation Days	Mono.
Vacation in Reno	RKO
Variety Girl	Para.
Vendetta	UA
Verdict	WB
Vigiliantes Return	Univ.
Violence	Mono.
Virtuous	MGM
Voice of the Turtle	WB
W	
Wake Up and Dream	20th-Fox
Wallflower	Warner Bros.
Wanted for Murder	20th-Fox
Web, The	Univ.
Web of Danger	Rep.
Welcome Stranger	Para.
Welldigger's Daughter	Misc.
Westerner, The	FC
Western Union	20th-Fox
When a Girl's Beautiful	Col.
Where There's Life	Para.
While the Sun Shines	Misc.
Whiplash	WB
Whispering Smith	Para.
White Cradle Inn	Misc.
Who Killed Doc Robin	UA
Wicked Lady	Univ.
Wild Bill Hickok Rides	WB
Wild Harvest	Para.
Wild West	PRC
Winter Wonderland	Rep.
Wistful Widow of Wagon Gap	U-I
Wolf Call	Mono.
Woman Chases Man	FC
Woman in White	WB
Woman on the Beach	RKO
Wyoming	Rep.
Y	
Yankee Fakir	Rep.
Yearling, The	MGM
Years Between	Univ.
You Can't Cheat an Honest Man	Univ.

TITLE CHANGES

"A Texas Story" (Eagle-Lion) now TEXAS MANHUNT

"It's Moider" (PRC) now GAS HOUSE KIDS IN HOLLYWOOD

NEW PICTURES STARTED LAST WEEK

COLUMBIA

The Mating of Millie McGonigle—Principals: Glenn Ford, Evelyn Keyes. Director, Henry Levin.

MONOGRAM

Flashing Guns—Principals: Johnny Mack Brown, Raymond Hatton. Director, Lambert Hillyer.

RKO

That's Life—Technicolor—Principals: Danny Kaye, Virginia Mayo. Director, Howard Hawks.

REPUBLIC

The Fabulous Texan—Principals: William Elliott, John Carroll, Catherine McLeod. Director, Edward Ludwig.

20TH-FOX

Daisy Kenyon—Principals: Joan Crawford, Dana Andrews, Henry Fonda. Director, Otto Preminger.

UNITED ARTISTS

Coward's Castle—Principals: William Boyd, Andy Clyde, Rand Brooks. Director, George Archainbaud.

UNIVERSAL-INTERNATIONAL

The Senator Was Indiscreet—Principals: William Powell, Ella Raines, Peter Lind Hayes. Director, George S. Kaufman.

ADVANCE DATA

On Forthcoming Product

BLONDIE IN THE DOUGH (Col.) *Comedy. Principals*: Penny Singleton, Arthur Lake, Hugh Herbert. *Director*, Abby Berlin. *Plot*: Blondie gets mixed up with the President of a Biscuit Company. He is a daily visitor to her kitchen where they bake cookies together. In the meantime Dagwood, out of a job and studying to be a radio engineer, has constructed a sending set in his shop. Blondie gets in trouble when her voice, talking from this shop, is cut into the Biscuit Company program; but she comes out on top, trading the biscuit recipe for a new contract for Dagwood.

TOMORROW YOU DIE (PRC) *Mystery. Principals*: John Ireland, Sheila Ryan, Hugh Beaumont. *Director*, Anton Mann. *Plot*: A policeman is killed attempting to thwart a hold-up. One of the gangsters is captured and just before he dies he incriminates the young brother of a detective's girl friend. The sleuth is positive the kid is innocent when he uncovers evidence that a notorious gunman is mixed up in the killing. However, his girl, working on her own, blunders in and is seized as hostage. Through a clever ruse she breaks away and the detective captures the killer after a gun battle.

SWEET GENEVIEVE (Col.) *Comedy. Principals*: Jean Porter, Jimmy Lydon. *Director*, Arthur Dreifuss. *Plot*: The various crises at a high school are resolved when the star basketball player, her name cleared at the last minute, resumes her place on the team and wins the game; gambling racketeers are caught in their own net; the students get a hard lesson in the dangers inherent in the imprudent use of hot rods, following a serious accident; and a doctor and his assistant perfect their fuel formula.

UNITED ARTISTS

Prod. No.	CURRENT 1946-'47		Run Time Mins.	Rel. Date	See Issue of
	Abie's Irish Rose (C)F	Joanne Dru-Michael Chekhov	96	12/27/46	b11/30/46
	Adventures of Don Coyote *C (W)F	F. Rafferty-M. Cramer	66	5/9/47	b5/3/47
	Carnegie Hall (D-M)A	M. Hunt-W. Prince-M. O'Driscoll	134		b3/1/47
	Chase, The (D)A	Robert Cummings-Michele Morgan	85	11/22/46	b10/19/46
	Devil's Playground, The (W)F	William Boyd-Andy Clyde	65	11/15/46	b9/21/46
	Fabulous Dorseys, The (M)F	T. Dorsey-J. Dorsey-J. Blair	87	2/21/47	b3/1/47
	Fool's Gold (W)F	William Boyd-Andy Clyde	65	1/31/47	b10/12/46
	Little Iodine (C)F	Jo Ann Marlowe-Marc Cramer	57	10/11/46	b9/14/46
	Macomber Affair, The (D)A	Gregory Peck-Joan Bennett	90	3/21/47	b1/25/47
	New Orleans (D-M)A	A. deCordova-D. Patrick	90	4/16/47	b5/3/47
	Private Affairs of Bel Ami, The (D)A	George Sanders-Angela Lansbury	115	3/7/47	b3/1/47
	Ramrod (W-D)A	J. McCrea-V. Lake-D. DeFore	94	5/2/47	b3/1/47
	Red House, The (My)A	Ed. G. Robinson-L. McCallister	98	2/7/47	b2/8/47
	Sin of Harold Diddlebock, The	H. Lloyd-R. Walburn-J. Conlin	89	4/4/47	a2/9/46
	Strange Woman, The (D)A	H. Lamarr-G. Sanders-L. Hayward	100	10/25/46	b11/2/46
	Susie Steps Out (C-D)F	David Bruce-Cleatus Caldwell	65	12/13/46	b11/23/46
	Unexpected Guest, The (W)F	Wm. Boyd-Andy Clyde	60	3/28/47	b12/14/46

COMING

	Atlantis	Maria Montez-Jean Pierre Aumont			a4/5/47
	A Miracle Can Happen	James Stewart-Henry Fonda			
	Arch of Triumph (D)	I. Bergman-C. Boyer			a5/3/47
	Body and Soul	John Garfield-Lillie Palmer			
	Christmas Eve	G. Raft-G. Brent-R. Scott-J. Blondell			a3/29/47
	Copacabana (M-C)F	C. Miranda-A. Russell-G. Marx	92	5/30/47	b5/24/47
	Coward's Castle	W. Boyd-A. Clyde			
	Curly *C	Frances Rafferty-Larry Olsen			a5/25/46
	Dangerous Venture (W)F	A. Clyde-W. Boyd-B. Alexander	59	5/23/47	a2/22/47
	Dishonored Lady (D)A	H. Lamarr-D. O'Keefe-J. Loder	89	5/19/47	b4/26/47
	Fabulous Joe	Walter Abel-Margot Grahame			
	Fanny By Gaslight	James Mason-Phyllis Calvert			
	Fun on a Weekend (C)A	Priscilla Lane-Eddie Bracken	93	5/15/47	b4/12/47
	Heaven Only Knows	Robert Cummings-Brian Donlevy			a1/4/47
	Henry the Fifth (D)F *T	L. Olivier-R. Asherson	134		b4/27/46
	Here Comes Trouble	William Tracy-Patti Morgan			a8/24/46
	Hoppy's Holiday (W)F	W. Boyd-Mary Ware	60	7/18/47	b5/10/47
	Intrigue	G. Raft-J. Havoc-D. Seymour			
	Lured (D)	G. Saunders-L. Ball	96	7/25/47	a5/10/47
	Marauders, The	W. Boyd-R. Brooks-A. Clyde			
	Monsieur Verdoux (C-D)A	Charles Chaplin-Martha Raye	123		b4/19/47
	Other Love, The (D)A	Barbara Stanwyck-David Niven	96		b4/5/47
	Sleep, My Love	C. Colbert-R. Cummings-D. Ameche			
	Stampede	John Wayne-Walter Brennan			
	Stork Bites Man	Jackie Cooper-Gene Roberts	74	6/21/47	a2/15/47
	Time of Your Life	J. Cagney-Wm. Bendix-J. Cagney			
	Vendetta (D)	Hillary Brooke-Faith Domergue			a5/10/47
	Without Honor	William Boyd-Andy Clyde			
	Who Killed Doc Robin?	E. Janssen-L. Olsen-D. Belding			a5/31/47

UNIVERSAL-INTERNATIONAL

	Brief Encounter (D)A	Celia Johnson-Trevor Howard	86		b5/3/47
612	**Buck Privates Come Home (C)F**	Bud Abbott-Lou Costello	77	April	b3/15/47
	Captive Heart, The (D)A	Michael Redgrave-Mervyn Johns	87		b4/13/45
601	Dark Mirror, The (My)A	O. DeHavilland-Lew Ayres	85	Oct.	b10/15/46
2791	Destry Rides Again	M. Dietrich-J. Stewart	94	Mar.	Reissue
	Egg and I, The (C)F	Claudette Colbert-Fred MacMurray	108		b3/23/47
	Great Expectations (D)	John Mills-Valerie Hobson	116		b12/21/46
607	**I'll Be Yours (C-M)F**	D. Durbin-T. Drake-W. Bendix	93	Jan.	b1/25/47
2794	I Stole a Million	G. Raft-C. Trevor-D. Foran	78	April	Reissue
	Johnny Frenchman	Francoise Rosay-Patricia Roc	104		
602	**Magnificent Doll (D)F**	G. Rogers-D. Niven-B. Meredith	94	Nov.	b11/23/46
2795	Magnificent Obsession	Irene Dunne-Robert Taylor	101	May	Reissue
610	**Michigan Kid *C (W)F**	John Hall-Rita Johnson	69	Mar.	b2/15/47
1066	**Notorious Gentleman, The (D)A**	Rex Harrison-Lilli Palmer	106	Nov.	b2/16/46
617	Odd Man Out (D)A	James Mason-Robert Newton	116	June	b2/14/47
2796	One Hundred Men and a Girl	Deanna Durbin-L. Stokowski	84	May	Reissue
608	**Song of Scheherazade *T (M)F**	Y. DeCarlo-B. Donlevy-J. P. Aumont	106	Mar.	b2/1/47
609	**Smash-Up, The Story of a Woman (D)A**	S. Hayward-L. Bowman-E. Albert	102	Mar.	b2/8/47
611	Stairway to Heaven *T (D)A	David Niven-R. Massey	103	Mar.	b11/16/46
606	**Swell Guy (D)A**	Sonny Tufts-Ann Blyth	86	Jan.	b12/14/46
604	**Temptation (D)A**	M. Oberon-G. Brent-C. Korvin	98	Dec.	b12/14/46
	This Happy Breed *T (D)A	Robert Newton-Celia Johnson	110		b4/19/47
614	Time Out of Mind (D)A	P. Calvert-R. Hutton-E. Raines	88	May	b3/22/47
2793	You Can't Cheat an Honest Man	W. C. Fields-Edgar Bergen	73	April	Reissue
618	Vigilantes Return *C	Jon Hall-Margaret Lindsay	67	July	a7/13/46
615	Web, The (M)	V. Prince-E. Raines	87	June	b5/24/47
2792	When the Daltons Rode	R. Scott-K. Francis-B. Donlevy	81	Mar.	Reissue
605	**Wicked Lady, The (D)A**	M. Lockwood-J. Mason-P. Roc	98	Jan.	b1/12/47

COMING

	Adventures of Black Bart *T	Y. De Carlo-D. Duryea			
	A Lady Surrenders (D)A	Margaret Lockwood-Stewart Granger	113		b10/12/46
	Black Narcissus *T (D)F	D. Kerr-Sabu	100		b5/3/47
	Brute Force	B. Lancaster-H. Cronyn-C. Pickford			a4/29/47
	Exile, The	D. Fairbanks, Jr.-M. Montez-P. Croset			
	For the Love of Mary	D. Durbin-J. Dall-D. O'Connor			a4/19/47
	I Know Where I'm Going (D)F	W. Hiller-R. Livesy-P. Brown	91		b1/5/46
	Imagination	Ronald Colman-Signe Hasso			
616	Ivy (D)A	Joan Fontaine-Patric Knowles	99	June	b6/14/47
	Lost Moment, The	S. Hayward-R. Cummings-J. Loring			
	Magic Bow, The (D-M)F	Stewart Granger-Phyllis Calvert	106		b9/28/46
	My Heart Goes Crazy *T (M)F	Sid Field-Greta Gynt	120		b9/7/46
	Oh Say Can You Sing	Sheila Ryan-Fred Brady			a5/25/46
	Pirates of Monterey *T	Maria Montez-Rod Cameron-P. Reed			a5/25/46
	Ride the Pink Horse	R. Montgomery-W. Hendrix			
	Secret Beyond the Door (D)	J. Bennett-M. Redgrave-A. Revere			a5/17/47
	Senator Was Indiscreet, The	W. Powell-E. Raines			
	Singapore (D)	F. MacMurray-A. Gardner-P. Dorn			a6/7/47

UNIVERSAL-INTERNATIONAL (Continued)

Prod. No.			Run Time Mins.	Rel. Date	See Issue of
	COMING				
	Slave Girl *T	Yvonne deCarlo-George Brent			a8/17/46
	Something in the Wind	D. Durbin-J. Hall-D. O'Connor			
	Tap Roots	Van Heflin-Susan Hayward			
	Wistful Widow of Wagon Gap	B. Abbott-L. Costello-M. Main			
	Years Between, The	M. Redgrave-V. Hobson-F. Robson			

WARNER BROS.

CURRENT 1946-'47

613	**The Beast With Five Fingers (H)**	Robert Alda-Andrea King	88	2/8/47	b12/21/46
601	**Big Sleep, The (My)A**	Humphrey Bogart-Lauren Bacall	118	8/31/46	b8/17/46
603	**Cloak and Dagger (D)A**	Gary Cooper-Lilli Palmer	106	9/28/46	b9/7/46
605	**Deception (D)A**	B. Davis-P. Henreid-C. Rains	112	10/26/46	b10/19/46
612	**Humoresque (D)A**	J. Crawford-J. Garfield-O. Levant	126	1/25/47	b12/23/46
608	**Kings Row**	A. Sheridan-R. Cummings-R. Reagan	127	12/7/46	Reissue
620	Love and Learn (C-M)A	J. Carson-R. Hutton-M. Vickers-J. Paige	83	5/3/47	b3/29/47
606	**Never Say Goodbye (C)F**	Errol Flynn-Eleanor Parker	96	11/9/46	b10/26/46
614	**Nora Prentiss (D)A**	A. Sheridan-K. Smith-R. Alda	113	2/22/47	b2/8/47
604	**Nobody Lives Forever (D)A**	J. Garfield-G. Fitzgerald	100	10/12/46	b9/28/46
	Possessed (D)A	J. Crawford-Van Heflin-R. Massey	108		b5/31/47
615	**Pursued**	Teresa Wright-Robert Mitchum	101	3/2/47	
616	**The Sea Hawk**	Errol Flynn-Claude Rains	109	4/26/47	Reissue
619	**The Sea Wolf**	E. G. Robinson-I. Lupino-J. Garfield	87	4/25/47	Reissue
602	**Shadow of a Woman (D)A**	Andrea King-Helmut Dantine	78	9/14/46	b8/17/46
617	**Stallion Road (D)A**	R. Reagan-A. Smith-Z. Scott	97	4/12/47	b3/2/47
616	**That Way With Women (C)F**	S. Greenstreet-M. Vickers-D. Clark	85	3/29/47	b2/15/47
611	**The Man I Love (D)A**	Ida Lupino-Robert Alda	97	1/11/47	b12/28/46
610	**The Time, the Place and the Girl *T (CM)F**	D. Morgan-J. Carson-J. Wyman	108	12/28/46	b12/14/46
621	Two Mrs. Carrolls ,The (D)A	H. Bogart-B. Stanwyck-A. Smith	99	5/24/47	b4/5/47
607	**Verdict, The (D)A**	S. Greenstreet-P. Lorre-J. Lorring	86	11/23/46	b11/9/46
609	**Wild Bill Hickok Rides**	C. Bennett-B. Cabot-W. William	72	12/7/46	Reissue

COMING

622	Cheyenne (W-D)F	Dennis Morgan-Jane Wyman	100	6/14/47	b4/26/47
624	Cry Wolf	Errol Flynn-Barbara Stanwyck	108	7/26/47	a9/7/46
	Dark Passage (D)	H. Bogart-L. Bacall-B. Bennett			a5/17/47
	Deep Valley	Dane Clark-Ida Lupino-Wayne Morris			a4/5/47
	Escape Me Never	E. Flynn-I. Lupino-G. Young			a3/8/46
	Ever the Beginning	L. Palmer-S. Wanamaker-A. Tamiroff			
	Life with Father *T	I. Dunne-W. Powell-E. Taylor			a9/14/46
	Love at First Sight	Joyce Reynolds-Robert Hutton			
	Mary Hagen	S. Temple-R. Reagan-R. Calhoun			
	My Wild Irish Rose *T	D. Morgan-A. King-A. Dahl			
	Night Unto Night (D)	Ronald Reagan-Viveca Lindfors			a5/10/47
	Romance in High C *T	Jack Carson-Doris Day-Janis Paige			
	Silver River	E. Flynn-A. Sheridan-T. Mitchell			
	Treasure of the Sierra Madre	H. Bogart-W. Huston-T. Holt			
	Two Guys From Texas *T	J. Carson-D. Morgan-D. Malone			
623	Unfaithful, The (D)A	A. Sheridan-Z. Scott-L. Ayers	110	7/5/47	b5/31/47
	Unspected, The (D)	C. Rains-J. Caulfield-A. Totter			a6/14/47
	Voice of the Turtle	R. Reagan-E. Parker-E. Arden			
	Wallflower	Robert Hutton-Joyce Reynolds			
	Whiplash	D. Clark-A. Smith-S. Z. Sakall			
	Woman in White, The	A. Smith-E. Parker-S. Greenstreet			a4/26/47

BRITISH PRODUCT (U. S. Distribution Not Set)

	Beware of Pity (D)A	Lilli Palmer-Albert Lieven	105	Rank	b6/29/46
	Carnival (D)A	Sally Gray-Michael Wilding	93	Rank	b10/26/46
	Courtneys of Curzon St. (D-M)	Anne Neagle-Michael Wilding	120	London	b4/19/47
	Dear Murderer (D)A	E. Portman-G. Gynt-D. Price	94	Rank	b6/7/47
	Green Fingers (D)A	Robert Beaty-Carol Raye	85	ABPC	b10/26/46
	Hue and Cry (D)F	Alastair Sim-Valerie White	82	Rank	b2/22/47
	Hungry Hill (D)A	Margaret Lockwood-Dennis Price	109	Rank	b1/18/47
	Laughing Lady *T (M)F	Anne Zeigler-Webster Booth	90	ABPC	b10/26/46
	The Man Within *T (D)A	Michael Redgrave-Jean Kent./	85	Rank	b4/12/47
	Men of Two Worlds *T (D)A	Phyllis Calvert-Eric Portman	109	Rank	b7/27/46
	Nicholas Nickelby (D)F	Cedric Hardwicke-Sally Howes	105	Rank	b3/22/47
	Root of All Evil (D)A	Phyllis Calvert-Michael Rennie	110	Rank	b2/22/47
	School for Secrets (D)F	Ralph Richardson-Pamela Matthews	108	Rank	b11/16/46
	Take My Life (D)F	Hugh Williams-Greta Gynt	79	Rank	b5/17/47
	Temptation Harbour (D)A	Robert Newton-Simone Simon	110	ABPC	b3/29/47
	The Brothers (D)A	Patricia Roc-Will Fyffe-M. Reed	98	Rank	b5/24/47
	While the Sun Shines (C)A	Barbara White-Ronald Howard	89	ABPC	b2/8/47
	White Cradle Inn (D)F	M. Carroll-I. Hunter-M. Rennie	83	London	b3/29/47

MISCELLANEOUS

	A Dairy for Timothy (Doc)F	Documentary	40	Eng. Films	b12/28/46
	Angel and Sinner (D)A	Micheline Preslie-Louis Salou	86	A.F.E.	b3/1/47
	A Yank in Rome (D)F	Valentina Cortese-Leo Dale	97	Film Rights	b3/22/47
	Barber of Seville (Opera)	F. Tagliavini-T. Gobbi	110	Excelsior	b4/19/47
	Before Him All Rome Trembled (D-M)A	Anna Magnani-Gina Sinimberghi	105	Superfilm	b3/1/47
	Bellman, The (D)A	Lucien Coedel-Fernand Ledoux	95	Mage	b4/5/47
	Carmen (D)A	Viviane Romance-Jean Marais	101	Superfilm	b12/7/46
	Citizen Saint (B)F	J. Prouty-L. MacMartin	65	Elliott	b5/3/47
	Clandestine (D)A	Constant Remy-Suzy Carrier	89	W. Hem.	b1/18/47
	Devil's Hand, The (D)A	Pierre Fresnay-Josseline Gael	80		b11/16/46
	Francis the First (C)A	Fernandel-Mona Goya	90	Vog Films	b1/25/47
	Girl and the Devil, The (D)A	Gunn Wallgren-Strig Jarrell	87	Scandia	b5/17/47
	Ivan the Terrible (D)A	N. Cherkassov-L. Tselikovskaya	96	Artkino	b3/15/47
	Laugh, Pagliacci (D-M)F	Alida Valli-Beniamino Gigli	82	Continental	b5/10/47
	Les Miserables (D)A	Henry Baur-Charles Dullin	193	Dis. Films	b12/21/46
	Man from Morocco, The (D)F	Anton Walbrook-Margaretta Scott	89	Eng. Films	b11/30/46
	Miracle of Monte Cassino (R-B)F	Fosco Giachetti, Nino Pavese	90	Simpex	b5/31/47
	Queen for a Night (O)A	Gurlie Lemon Bernhard-G. Bjoerling	89	Saga Films	b1/4/47
	Queen's Necklace, The (D)A	Viviane Romance-Marion Dorian	105	Siritzky	b5/10/47
	Raider, The *T (Wa)F	Documentary	70		b10/5/46
	St. Francis of Assisi (D)F	Jose Luis Jimenez-Alicia DePhillips	119	Simplex	b4/5/47
	School for Danger (Doc)F	Capt. H. Ree-J. Nearne	60	Eng. Films	b2/22/47
	The Story of the Pope (Doc.)F	Documentary	60	Chap Films	b12/21/46
	Swing, Cowboy, Swing (W-M)F	C. Shrum-D. Weston-A. Lee	57	Westernair	b9/7/46
	Thunder in the Hills (D)A	J. Prucha-J. Kacer,V. Nasova	78	Gen. Film	b5/10/47
	Torment (D)A	Alf Kjellin-Mai Jetterling	95	Oxford	b4/19/47
	Two Anonymous Letters (D)A	C. Caiamai-A. Checchi	83	Film Rights	b5/3/47
	Welldigger's Daughter, The (C)A	Raimu-Fernandel	122	Siritsky	b10/5/46

ADVANCE DATA

(Continued from Preceding Page)

THE SON OF RUSTY (Col.) *Drama. Principals:* Ted Donaldson, Tom Powers, Ann Doran. *Director,* Lew Landers. *Plot:* A young man and his dog come to a small town and the dog makes friends with a gang of boys and their dog Rusty. The boys become suspicious of the young man when they intercept his mail addressed to a prison. When he accidentally injures Rusty, the town goes after him, and his true story comes out.

NATIONAL REVIEWING COMMITTEES' CLASSIFICATIONS

BELLS OF SAN ANGELO (Rep.)
FAMILY—National Board of Review. CLASS A—SEC. I—National Legion of Decency.

CHEYENNE (Warner Bros.)
FAMILY—National Board of Review. CLASS B—National Legion of Decency. (Objection: suggestive dialogue and costume).
MATURE FAMILY—General Federation of Women's Clubs.

HONEYMOON (RKO Radio)
MATURE—National Board of Review. CLASS A—SEC. II—National Legion of Decency.

MOSS ROSE (20th-Fox)
MATURE—National Board of Review. CLASS A—SEC. II—National Legion of Decency.
ADULT—General Federation of Women's Clubs.

MACOMBER AFFAIR, THE (U-A)
MATURE—National Board of Review. CLASS A—SEC. II—National Legion of Decency.
ADULT—General Federation of Women's Clubs.

THE WEB (Universal-International)
FAMILY—National Board of Review. CLASS A—SEC. II—National Legion of Decency.
MATURE FAMILY—General Federations of Women's Clubs.

The authorities quoted in this column are as follows:

GENERAL FEDERATION OF WOMEN'S CLUBS. The motion picture committee is headed by Mrs. Arretus F. Burt, chairman, of St. Louis. Two reviewing committees are maintained—Mrs. Marry Lilly, New York, Eastern Committee chairman; Mrs. John Sterns Thayer, Los Angeles, Western Committee chairman. Designations used: FAMILY—8 years and up; MATURE FAMILY—14 years and up; ADULTS—Senior High School Students and Adults; **—indicates picture is rated as "Exceptional."

NATIONAL BOARD OF REVIEW: Founded in 1909 "to represent the interest of the motion picture public." The reviewing committee consists of some 300 men and women of all ages, "representing a cross-section of public taste." Designations used: FAMILY—14 years of age and up (recommendations for age groups under 14 are by Schools M. P. Committee of the National Board); MATURE—18 years old up; *—indicates picture "especially worth seeing."

NATIONAL LEGION OF DECENCY: Committee of International Federation of Catholic Alumnae reviews pictures and publishes its classifications for guidance of members of the Legion—composed of those members of the Catholic Church who join the Legion. Designations used: Class A—Section I — Unobjectionable for General Patronage; Class A—Section II—Unobjectionable for Adults; Class B—Objectionable in Part; Class C—Condemned.

SHORT Booking GUIDE

Short subjects are listed by series under headings of companies distributing them. Numerals in parenthesis following series title indicate number of releases in that group announced for, or sold for, the season. Numerals at left of titles is production or release number. Films reviewed are indicated by reviewers' ratings following titles. Third column gives running time of the subject and final column refers to date on which review of the subject was published.

COLUMBIA 1946-'47

ALL-STAR COMEDIES (10)

8431	Society Mugs	Fair	16	12/28/46
8432	So's Your Antenna	Juvenile	17	11/18/46
8433	Slappily Married	Nonsense	16½	12/ 7/46
8434	Moron Than Off	Fair	18	2/ 8/47
8435	Andy Plays Hookey	Fair	18	3/15/47
8436	Meet Mr. Mischief	Good	17½	5/10/47
8437	Scooper Dooper	Funny	18	5/10/47
8438	The Good Bad Egg		17	
8439	Bride and Gloom		16	
8440	Two Jills and a Jack		18	

ASSORTED 2-REEL COMEDIES (6)

8421	Pardon My Terror		16½	
8422	Honeymoon Blues	Dull	17	11/16/46
8423	Reno-vated		17	
8424	Hot Heir	Funny	18	4/ 5/47
8425	Cupid Goes Nuts			
8426	Nervous Shakedown		15½	

THREE STOOGES COMEDIES (10)

8481	G. I. Wanna Home		15½	
8482	Rhythm and Weep	Fair	17½	11/ 2/46
8483	Three Little Pirates	Funny	18	3/15/47
8484	Half-Wit's Holiday	Funny	17½	3/29/47
8485	Fright Night	Funny	17	5/10/47
8486	Out West	Funny	17½	5/10/47
8487	Hold That Lion		16½	

COLOR RHAPSODIES—Technicolor (10)

8501	Loco Lobo	Cute	6	12/ 7/46
8502	Cockatoos for Two		6	
8503	Big House Blues		7	
8504	Mother Huba-Huba-Hubbard		6	
8505	Up'n Atom		6	

COLOR PHANTASIES (12)

8701	Fowl Brawl	Funny	6	4/ 5/47
8702	The Uncultured Vulture	Funny	5½	5/10/47
8703	Wacky Quacky		6	
8704	Leave Us Chase It		6½	
8705	Tooth or Consequences		6½	

COMMUNITY SINGS (10)

8651	No. 1 (Leibert) The Gypsy		9½	
8652	No. 2 (Bakers) It's a Pity to Say Goodnight	Entertaining	10	11/ 2/46
8653	No. 3 (Leibert) Surrender	Good	9½	11/16/46
8654	No. 4 (Baker) Pretending		9½	
8655	No. 5 (Liebert) Rumors Are Flying	Singable	10	3/15/47
8656	No. 6 (Baker) Ole Buttermilk Sky	Good	10	5/10/47
8657	No. 7 (Leibert) The Coffee Song & Open the Door Richard	Good	9½	5/10/47
8658	No. 8 (Baker) I'll Close My Eyes		10½	
8659	No. 9 (Leibert) For Sentimental Reasons		10½	
8660	No. 10 Managua, Nicaragua			

THRILLS OF MUSIC (8)

8951	Jerry Wald & Orch.		10	
8952	Machito & Orch.	Good	10½	11/16/46
8953	Les Elgart & Orch.	Fair	10	1/25/47
8954	Ray McKinley & Orch.		9½	
8955	Shorty Sherock & Orch.	Good	8½	5/ 3/47
8956	Buddy Morrow & Orch.		9½	
8957	George Towne & Orch.		10	
8958	Ray Anthony & Orch.		10½	

SCREEN SNAPSHOTS (12)

8851	No. 1 (Radio Characters)		10	
8852	No. 2 (Looking Down on Hollywood	Good	10	11/16/46
8853	No. 3 (Rodeo)	Very Good	10	2/ 8/47
8854	No. 4 (Skolsky Party)		9½	
8855	No. 5 (Movie Columnists)	Interesting	9	3/15/47
8856	No. 6 (Behind the Mike)	Fair	9	3/29/47
8857	No. 7 (Holiday in Las Vegas)		10	
8858	No. 8 My Pal Ringeye (Smiley Burnette)		10	

SCREEN SNAPSHOTS (Series 26) 1 Reel

8859	Famous Hollywood Mothers		10	
8860	So This Is 'Ollywood		9	

SPORTS REELS (12)

8801	Army Football Champions	Excellent	11	11/ 2/46
8802	Ten Pin Magic	Fair	10	11/16/46
8803	Hi-Li	Interesting	9½	12/28/46
8804	Best In Show (Dogs)		9	
8805	Polo	Interesting	9	5/10/47
8806	Cue Tricks		9	
8807	Tennis Wizards		9	
8808	Goffy Golf		8	
8809	Grappling Groaners		9	
8810	Badminton			

SERIALS

8120	Son of the Guardsmen	15 Chaps. 20		10/26/46
8140	Jack Armstrong	15 Chap. 20-25		3/ 1/47
8160	The Vigilante	15 Chaps.		

METRO-GOLDWYN-MAYER 1946-'47

MGM TECHNICOLOR CARTOONS (16)

W-831	Henpecked Hoboes			
W-834	Hound Hunters		7	
W-836	Red Hot Rangers		8	5/31/47

TOM & JERRY (Technicolor) CARTOONS

W-832	Cat Fishin'		8	
W-833	Part Time Pal		8	
W-835	Cat Concerto	Excellent	7	5/10/47

PETE SMITH SPECIALTIES (10)

S-851	Football Thrills of 1945		10	
S-852	Sure Cures	Excellent	10	10/ 5/46
S-853	I Love My Husband But			
S-854	Playing By Ear			
S-855	Athletiquiz			
S-856	Diamond Demon	Amazing	10	3/ 1/46
S-857	Early Sports Quiz		9	
S-858	I Love My Wife But		9	
S-859	Neighbor Pests			

TWO REEL SPECIALS (4)

A-801	Luckiest Guy in the World			

PASSING PARADE (6)

K-871	A Really Important Person			

TRAVELTALKS

T-811	Glimpses of California			
T-812	Calling on Costa Rica		10	
T-813	Around the World in California		9	5/17/47

MGM SPECIALS

A-802	Give Us The Earth			6/21/47

PARAMOUNT 1946-'47

NOVELTOONS—Technicolor (65)

P6-1	Spree for All	Good Start	7	10/26/46
P6-2	The Stupidstitious Cat	Funny	7	5/10/47
P6-3	The Enchanted Square	Very Good	10	5/10/47
P6-4	Madhattan Island			
P6-5	Much Ado About Mutton			
P6-6	The Wee Men			
P6-7	The Mild West			
P6-8	Naughty But Mice			

PACEMAKERS (6)

K6-1	Brooklyn I Love You	Superb	10	10/26/46
K6-2	Love in Tune	Different	9½	11/16/46
K6-3	Radio, Take It Away	Swell Satire	11	3/ 1/47
K6-4	Try and Catch Me		9	
K6-5	Brains Can Be Beautiful		10	
K6-6	Everybody Talks About It			

POPULAR SCIENCE—Magnacolor (6)

J6-1	No. 1	Average	11	11/16/46
J6-2	The Sponge Divers	Fair	11	1/25/46
J6-3	Air-Borne Pastures	Good	11	2/ 8/47
J6-4	Marine Miracles	Fascinating	10	5/ 3/47
J6-5	Moon Rockets		10	
J6-6	20th Century Vikings			

SPORTLIGHTS (10)

R6-1	Race Horses Are Born	Good	9	10/26/46
R6-2	Dive-Hi Champs	Good	10	11/16/46
R6-3	Queen of the Court	Very Good	10	1/25/46
R6-4	Like Father—Like Son	Interesting	10	1/25/46
R6-5	Jumping Jacks	Excellent	9½	3/15/47
R6-6	Selling the Sun	Excellent	10	2/ 8/47
R6-7	Under White Sails		9	
R6-8	Iced Lightning	Good	10	5/10/47
R6-9	Making the Varsity			
R6-10	Running the Hounds			
R6-3	Queens of the Courts	Very Good	10	1/25/46
R6-9	Making the Varsity		10	

UNUSUAL OCCUPATIONS—Magnacolor (6)

L6-1	No. 1	Average	10	11/16/46
L6-2	Swedish Glass Makers	Interesting	10	2/ 5/47
L6-3	G.I. Hobbies		11	
L6-4	The Stunt Girl		11	
L6-5	Artic Artisan			

PARAMOUNT (Continued)

SPEAKING OF ANIMALS (6)

Y6-1	Stork Crazy	Very Good	10	1/25/47
Y6-2	Pooch Parade	Good	10	1/25/47
Y6-3	Country Life		9	
Y6-4	They're Not So Dumb		8	
Y6-5	In Love		10	
Y6-6	As Our Friends			

MUSICAL PARADES (6)

FF6-1	Sweet and Low		19	
FF6-2	Champaigne for Two		20	
FF6-3	Smooth Sailing			
FF6-4	Paris in the Spring			

GEORGE PAL PUPPETOONS—Technicolor (6)

U6-1	Wilbur the Lion	Excellent	10	5/ 3/47
U6-2	Tubby the Tuba		10	

POPEYE (6)

E6-1	Abusement Park		7	
E6-2	I'll Be Ski-ing Ya		8	
E6-3	Popeye and the Pirates			
E6-4	Royal Four Flusher			

TWO REEL SPECIAL

37	Two Decades of History		22½	

LITTLE LULU

D6-1	Loose in the Caboose	Funny	8	5/10/47
D6-2	Cad and Caddie			
D6-3	A Bout With a Trout			

RKO RADIO 1946-'47

EDGAR KENNEDY (6)

73401	I'll Build It Myself	Hilarious	15	10/26/46
73402	Do Or Diet	Good	18	3/15/47
73403	Social Terrors		18	

FLICKER FLASHBACKS (8)

74201	No. 1	Excellent	9	10/25/46
74202	No. 2	Good	9	11/16/46
74203	No. 3		8	
74204	No. 4		10	
74205	No. 5	Good	8	5/10/47
74206	No. 6		9	

RAY WHITLEY MUSICALS (4)

73501	Bar Buckaroo		16	
73502	Cupid Rides the Range		18	
73503	Bandits and Ballads		17	
73504	A Buckaroo Broadcast		18	

SPORTSCOPES (13)

74301	Skating Lady	Smooth	8	10/26/46
74302	Hail Notre Dame		9	
74303	Bowling Fever	Fair	8	12/26/46
74304	Kentucky Basketeers	Excellent	8	1/25/46
74305	College Climbers		8	
74306	Ski Champion	Excellent	8	3/15/47
74307	Ice Skippers		8	
74308	Wild Turkey		8	
74309	Racing Sleuth		8	

THIS IS AMERICA (13)

73101	Beauty for Sale	Interesting	17	12/ 7/46
73102	Germany Today	Informative	16	1/25/46
73103	A Nation Is Born		20	
73104	Campus Boom	Timely	16	3/15/47
73105	San Francisco—Pacific Gateway	Excellent	16	3/22/47
73106	Forgotten Island		18	
73107	Big Party		17	

MUSICAL FEATURETTES (4)

73201	Melody Time	Very Good	18	1/25/47
73202	Follow That Music		18	
73203	Let's Make Rhythm		20	

SPECIAL

73901	Football Highlights of 1946		20	

LEON ERROL

73701	Borrowed Blonde	Fair	15	3/29/47
73702	Wife Tames Wolf	Fair	17	5/10/47
73703	In Room 303		17	
73704	Hired Husband		19	

WALT DISNEY

64116	Rescue Dog	Hilarious	7	5/10/47
64117	Straight Shooters		6	
64117	Straight Shooters		7	
64118	Sleepy Time Donald		7	

20th CENTURY-FOX 1946-'47

MOVIETONE ADVENTURES (12)

7201	Fantasy of Slam	Excellent	8	2/ 8/47
7202	Royalty of the Range	Interesting	9	3/29/47
7203	Harvest of the Sea	Interesting	9	3/29/47

(Color)

7251	Sons of Courage		8	
7252	Jamaica	Excellent	8	10/26/46

20th CENTURY-FOX (Continued)

7253	Historic Capetown	Excellent	8	9/21/46
7254	Girls and Gags		8	
7255	The Cape of Good Hope	Interesting	8	5/10/47
7256	Zululand	Interesting	8	3/29/47
7257	Gardens of the Sea			
7258	Romance of the Fjords			
7259	Sweden			

SPORTS REVIEWS—Technicolor (6)

7301	Football Fanfare	Good	8	3/14/46
7302	Style of the Stars	Good	10	3/29/47
7303	Tanbark Champion (Technicolor)			
7351	Winter Holiday	Good	8	9/21/46
7352	Summer Trails	Beautiful	8	1/25/46
7353	Playtime's Journey		8	

TERRYTOONS—Technicolor (20)

7501	Winning the West	Good	7	9/14/46
7502	The Tortoise Wins Again	Good	7	8/17/46
7503	The Eltetronic Mouse Trap	Very Good	7	2/ 8/47
7504	The Jail Break	Fine	7	10/ 5/46
7505	The Snow Man		7	
7506	The Housing Problem	Funny	7	9/21/46
7507	The Crockpot King	Wonderful	7	1/25/46
7508	The Uninvited Pests		7	
7509	Mighty Mouse and the Hep Cat	Very Good	7	1/25/47
7510	Beanstalk Jack		7	
7511	Crying Wolf		7	
7512	McDougal's Rest Farm	Very Funny	7	3/28/47
7513	Dead End Cats		7	
7514	Happy Go Lucky		7	
7515	Mexican Baseball		7	
7516	Aladdin's Lamp		7	
7517	Cat Trouble		7	
7518	Sky Is Falling		7	
7519	The Intruder		7	
7520	Mighty Mouse Meets Deadeye Dick		7	

MARCH OF TIME (13)

1	Is Everybody Happy		18	
2	World Food Problem	Excellent	17	10/ 5/44
3	The Soviets' Neighbor	Revealing	18	11/ 2/46
4	The American Cop	Good	18	12/6/46
5	Nobody's Children	Excellent	17	12/28/46
6	Germany—Handle With Care	Excellent	18	2/ 8/47
7	Fashion Means Business	Excelent	17½	3/ 1/47
8	The Teachers' Crisis			
9	Storm Over Britain			
10	The Russians Nobody Knows			

DRIBBLE PUSS PARADE

7901	Monkey-Tone News	Amusing	9	2/ 8/47
7951	Fisherman's Nightmare	Entertaining	8	3/15/47

UNITED ARTISTS
1946-'47

DAFFY DITTIES

	Choo Choo Amigo	Excellent	8	8/ 7/46
	The Lady Said No		8	
	Pepito's Serenade		7½	

MUSICOLORS (7)

	Tescata and Fugue	Intriguing	10	10/28/46

WORLD TODAY

	Wonder Eye		10	

UNIVERSAL-INTERNATIONAL
1946-'47

NAME BAND MUSICALS (13)

2301	Frontier Frolic	Good	15	12/28/46
2302	Champaigne Music	Good	15	1/25/47
2303	Tumbleweed Tempos	Very Good	15	12/28/47
2304	Moonlight Melodies	Excellent	15	12/28/46
2305	Tex Beneke & the Glenn Miller Orch.		15	
2306	Melody Maestro		15	
2307	Tommy Tucker Orch.		15	
2308	Charlie Barnet Orch.		15	
2309	Charlie Spivac Orch.		15	
2310	Jitterumba		15	
2311	Record Party			7/2/47

SING AND BE HAPPY (8)

2381	A Bit of Blarney	Good	11	10/12/46
2382	The Singing Barbers		10	
2383	Let's Sing a College Song		10	
2384	Let's Sing a Western Song		10	

TECHNICOLOR CARTUNES (13)

2321	Fair Weather Fiends	Funny	7	12/28/46
2322	The Wacky Weed	Good	7	12/28/46
2323	Musical Moments		7	
2324	Smoked Hams	Good	7	5/10/47
2325	Coo-Coo Bird		7	
2326	Overture to William Tell		7	

UNIVERSAL-INTERNATIONAL (Cont.)

THE ANSWER MAN (8)

2391	No. 1	Interesting	10	10/26/46
2392	Nature's Atom Bomb	Interesting	10	12/28/46
2393	The Jungle Gangster	Good	9	5/10/47
2394	Red Fury	Interesting	8	5/10/47

VARIETY VIEWS (8)

2341	Bear Facts		9	
2342	Pelican Pranks			
2343	Wild West Chimp	Funny	9	5/10/47
2344	Rhumba Holiday	Good	9	5/10/47
2345	Patio Museum			6 23/47
2346	Bronco Babes			6 23/47

JUVENILE JURY SERIES (8)

2361	Juvenile Jury No. 1		10	
2362	Juvenile Jury No. 2	Poor	10	5/10/47
2363	Juvenile Jury No. 3			5/26/47
2364	Juvenile Jury No. 4			6 2 47

SERIALS (1)

Mysterious Mr. M.

VITAPHONE-WARNER BROS.
1946-'47

BLUE RIBBON CARTOONS—Technicolor (18)

3301	Fox Pop		7	
3302	Wacky Worm		7	
3303	You're an Education		7	
3304	Have You Got Any Castles		7	
3305	Pigs is Pigs		7	
3306	Cat's Tale		7	
3307	Goofy Groceries		7	
3308	Doggone Modern		7	
3309	Sneezing Weasel		7	

FEATURETTES (6)

3102	Minstrel Days		20	
3103	Alice in Movieland		20	
3104	Dog In the Orchard		20	
3105	Keystone Hotel		18	
3106	Remember When		20	

MELODY MASTERS (6)

3601	Desi Arnaz & Orch.		18	
3602	Melody of Youth	Very Good	10	3/ 1/47
3603	Big Time Review	Fair	10	3/29/47
3604	Stan Kenton & Orch.	Fair	10	4/ 5/47
3605	Vaudeville Revue		10	
3606	Zero Girl		10	

MERRIE MELODIES—Technicolor (20)

2701	Kitty Kornered	All Right	7	7/28/46
2702	Hollywood Daffy	Very Good	7	8/ 3/46
2703	Eager Beaver	Very Good	7	8/14/46
2704	Great Piggy Bank Robbery	Good	7	9/14/46
2705	Bacall to Arms	Novel	7	9/14/46
2706	Of Thee I Sting	Very Good	7	9/ 7/46
2707	Walky Talky Hawky	Excellent	7	9/ 7/46
2708	Fair and Wormer	Fast	7	10/12/46
2709	Mousemerized Cat	Fair	7	11/18/46
2710	Mouse Menace	Good	7	12/28/46
2711	Roughly Squeaking		7	
2712	One Meat Brawl	Funny	7	5/ 3/47
2713	Goofy Gophers	Very Funny	7	5/10/47
2714	Gay Anties	Good	7	5/10/47
2715	Scent-imental Over You		7	
2716	Birth of a Notion		7	
2717	Tweetie Pie		7	
2718	Rabbit Transit		7	
2719	Hobo Bobo		7	
2720	Along Came Daffy		7	
3701	Inki at the Circus		7	
3702	Growing Pains		7	

BUGS BUNNY SPECIALS—Technicolor

2721	Hair Raising Hare		7	
2722	Acrobatty Bunny		7	
2723	Rackateer Bunny		7	
2724	Big Snooze		7	
2725	Rhapsody Rabbit		7	
2726	Hare Grows in Manhattan		7	
3719	Easter Yeggs		7	

SPORTS PARADE—Technicolor (13)

3501	King of the Everglades		10	
3502	Lazy Hunter	Good	10	11/16/46
3503	Battle of Champs	Excellent	10	5/ 3/47
3504	American Sports Album	Interesting	10	4/ 5/47
3505	Let's Go Swimming	Good	10	3/ 1/47
3506	Arrow Magic		10	
3507	Harness Racing		10	
3508	Flying Sportsman in Jamaica		10	
3509	A Day at Hollywood Park		10	
3510	Tennis Town		10	
3511	Sportsman's Playground		10	

TECHNICOLOR ADVENTURES (6)

3801	Star Spangled City	Excellent	10	11 16 46
3802	Rubber River	Fair	10	12/28/46
3803	Kingdom of the Wild		10	
3804	Circus Horse		10	

TECHNICOLOR SPECIALS (8)

3001	Cinderella's Feller		20	
3002	The Last Bomb	Tremendous	20	9/21/46
3003	A Boy and His Dog		20	
3004	Saddle Up		16	
3005	Song of a Nation		20	

VITAPHONE VARIETIES (6)

3401	So You Want to Keep Your Hair	Fair	10	12/28/46
3402	So You Want to Play the Horses	Funny	10	11/ 2/46
3403	So You Think You're a Nervous Wreck	Fair	10	3/29/47
3404	So You're Going to be a Father		10	
3405	So You Want to Be in Pictures		10	
3406	So You're Going on Vacation		10	

NEWSREEL SYNOPSES

(Released Wednesday, June 18)

RKO PATHE (Vol. 18, No. 86)—Truman in Canada; Fleet champs in all-Navy bouts; Rep. Knutson "meets press" on tax cut; 60,000 march in protest parade; General Clay reopens Munich synagogue.

NEWS OF THE DAY (Vol. 18, No. 281)—Canada hails Truman championing cause of human freedom; 30,000 see girl parachutist plunge to death at air show; Jewish temple razed by Nazis marks new day in Germany; Independence for India; French rail strike; New device to cut fire toll.

MOVIETONE (Vol. 29, No. 83)—Truman visits Canada, speaks at Parliament; India accepts British plan for partition; Floods in Missouri; Fire safety device; Cow belles ring new fashion note in chic farm hats; Tumbling champs at Dallas Athletic Club; Hare and hounds, Australian coursing event.

UNIVERSAL (Vol. 20, No. 47)—Canada hails Truman; Death ends air carnival; India gets autonomy; Test fire-escape device; Bossie's bonnets.

PARAMOUNT (No. 84)—Army orders 100 of world's biggest bombers; Eisenhower's son takes bride; Munich turns back the calendar; Highlights of Truman's visit to Canada; Seven Seas final-all-Navy boxing champs.

ALL AMERICAN (Vol. 5, No. 243)—Everybody's Mom; Chemical capers; Steel throws a party; Amazing funeral rites; Voice of the Negro GI; Negro Legionnaires meet.

TELENEWS (Vol. 1, No. 8)—Chinese Nationalists capture Communist capital; France honors civilian heroes; Malines, Belgium, repeats "Adano" bell-hunting theme; Egypt sends sacred tapestry to Mecca; Scientists map unknown regions in Africa; French train motorcycle corps at police school; German amazons become firemen; Acrobatic Spanish riding at Vienna; First postwar balloon race at Le Mans, France.

(Released Saturday June 21)

NEWS OF THE DAY (Vol. 18, No. 282)—Prewar pomp revived as British hail King's birthday; Fleeing Hungarian premier finds refuge in the U. S.; Death again rides nation's sky lanes; Noah's ark takes wings; Headliners frolic at Atlantic City; Strangest dance fete in war-battered city; Spectacular deluge as floodgates of Quebec's power dam are opened; Battle for national open golf title; Unusual rodeo thrillers at Livermore, Calif.

PARAMOUNT (No. 85)—Princess Elizabeth stars in royal parade; Death on a mountain; Stanton Griffis on mission to Poland; Baruch bust unveiled at War College; Hungary's ex-premier reaches the U. S.; Noah's ark of today; Golf drama in U. S. open.

RKO PATHE (Vol. 18, No. 87)—Fifty die in DC-4 crash; Worsham wins national open; President winds up Canadian tour; Modern Noah's ark flies; Hungary's ex-premier arrives in New York; Trooping the colors for King; Thrill circus at the Polo grounds.

UNIVERSAL (Vol. 20, No. 48)—Fifty die in air crash; News in brief; Noah's ark—Ferenc Nagy—Press photographers—Trooping the colors; Worsham wins U. S. golf open; Big top thrills.

MOVIETONE (Vol. 29, No. 84)—Air disaster takes fearful toll of lives in Blue Ridge Mountains and in Vermont; Hungarian Premier, deposed by Reds, arrives in U. S.; Gates of Canadian dam across St. Maurice River opened; 20,000 in dramatic ritual in bombed-out Echternach, Belgium; King George and Princess Elizabeth take the salute of Grenadier Guards; Press photographers choose beauty queen; Worsham wins U. S. open golf title; Tuna fishing off the Bahamas.

Ford, Cooper Cited

John Ford and Merian C. Cooper, producers of "The Fugitive," have been cited by the Mexican Chamber of Industry for demonstrating the possibility of fusing the Hollywood and Mexican industries and leading the way there for American production which will run to an estimated $17 million in 1947. "The Fugitive" is an RKO release.

Montalban as Athos

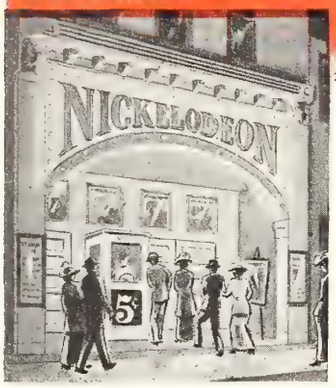
Ricardo Montalban will have the role of Athos in MGM's "The Three Musketeers." The Mexican star made his American debut in "Fiesta" and is now appearing before the cameras in "On an Island With You." Gene Kelly will have the role of d'Artagnan.

Buckner Signs U-I Pact

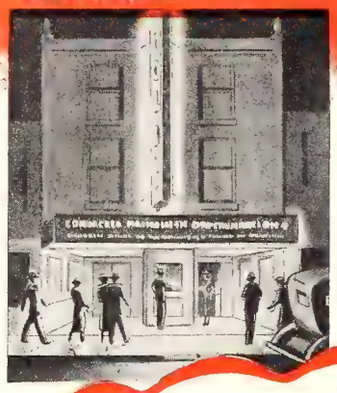
Official announcement was made at the weekend that Robert H. Buckner, whose Warner contract will soon expire, has signed with Universal-International on a producer-writer contract.

BETTER PROJECTION PAYS!

1911 1924
More theatres equipped with *SIMPLEX* than any other projector.



1925 1935
More theatres equipped with *SIMPLEX* than any other projector.



1936 1946
More theatres equipped with *SIMPLEX* than any other projector.



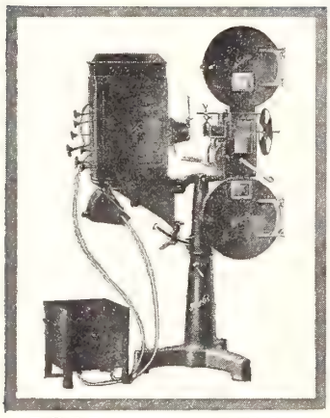
1947 . . . .
More theatres equipped with *SIMPLEX* than any other projector.



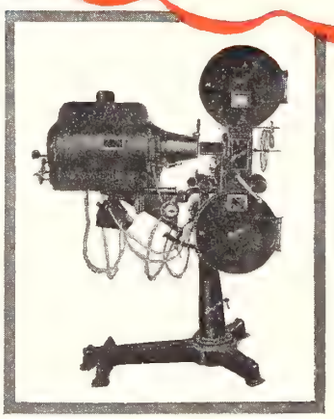
There's a Reason!

Simplex
T. M. REG. U. S. PAT. OFF.

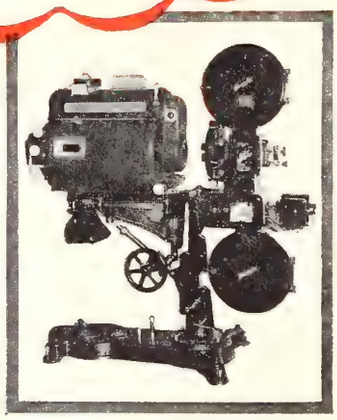
FIRST FOR OVER 35 YEARS



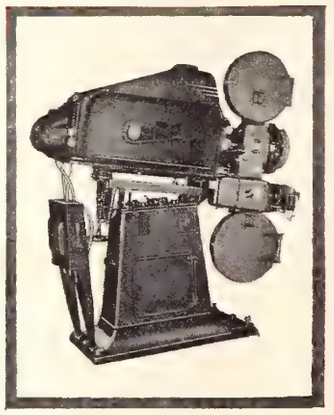
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-2 1947

SHOWMEN'S TRADE REVIEW

THE SERVICE PAPER OF THE MOTION PICTURE INDUSTRY

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Jack Kirsch (See Page 7)

SEE MAJORS AS FEELING WAY TOWARD FLAT RENTS FOR SMALLER SITUATIONS

(See Page 7)

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PRODUCT GUIDES
Begin on Page 34

Vol. 46 No. 26

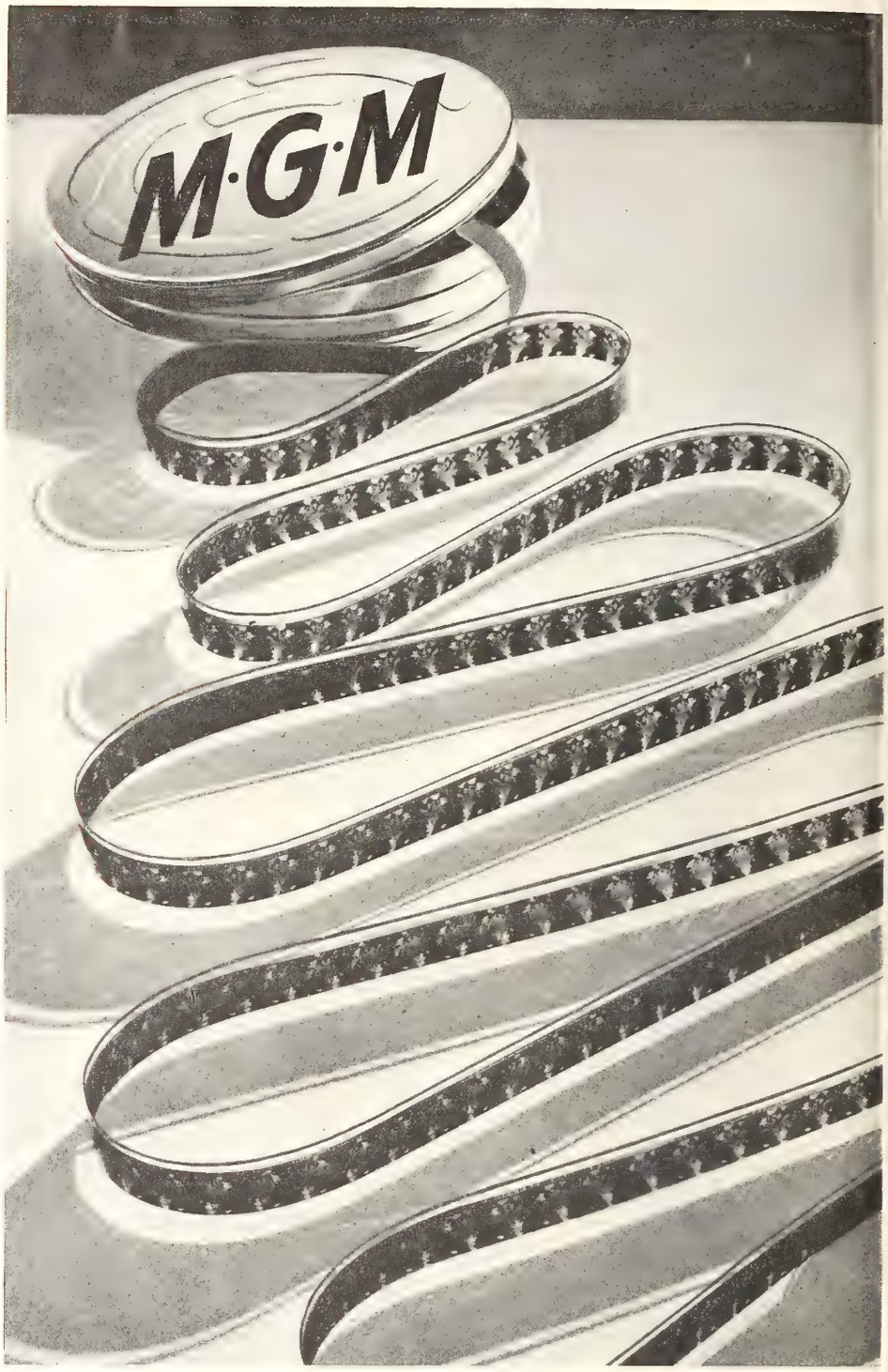
JUNE 28, 1947

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CHARLES E. 'CHICK' LEWIS
Editor and Publisher

"YOU'RE ON THE RIGHT TRACK, MISTER!"





The news of M-G-M's gigantic production program has literally electrified the industry! Thanks for the fan mail! Our Friendly customers applaud us for leading the way as usual with optimism, daring and greatness!



He's hotter than a firecracker!

M-G-M RELEASES! JUNE! JULY! AUGUST!

Plenty of top product from Leo when you need it most!

THE HUCKSTERS"—Clark Gable, Deborah Kerr

THE YEARLING" *(Technicolor)*—Gregory Peck, Jane Wyman, Claude Jarman, Jr.

FIESTA" *(Technicolor)*—Esther Williams, Ricardo Montalban

HIGH BARBAREE"—Van Johnson, June Allyson

DARK DELUSION"—Lionel Barrymore, James Craig, Lucille Bremer

CYNTHIA"—Elizabeth Taylor, George Murphy

LIVING IN A BIG WAY"—Gene Kelly, Marie McDonald ("The Body")

SEA OF GRASS"—Spencer Tracy, Katharine Hepburn, Robert Walker, Melvyn Douglas

ROMANCE OF ROSY RIDGE"—Van Johnson

THE GREAT WALTZ"—*Masterpiece Reprint*

GONE WITH THE WIND" *(Technicolor)*—David O. Selznick Production. *Masterpiece Reprint.*

★

M-G-M RELEASES STARTING SEPTEMBER!

SONG OF LOVE"—Katharine Hepburn, Paul Henreid, Robert Walker

UNFINISHED DANCE" *(Technicolor)*—Margaret O'Brien, Cyd Charisse, Karin Booth, Danny Thomas

MERTON OF THE MOVIES"—Red Skelton

SONG OF THE THIN MAN"—William Powell, Myrna Loy

GREEN DOLPHIN STREET"—Lana Turner, Van Heflin, Donna Reed

THE BIRDS AND THE BEES" *(Technicolor)*—Jeanette MacDonald, Jose Iturbi, Jane Powell

★

IN PRODUCTION "BIGGEST PARADE OF M-G-M HITS!"

HIGH WALL"—Robert Taylor, Aubrey Totter • "IF WINTER COMES"—Walter Pidgeon, Deborah Kerr, Angela Lansbury VIRTUOUS"—Van Johnson, June Allyson • "KILLER McCOY"—Mickey Rooney, Elizabeth Taylor • "ALIAS THE GENTLEMAN" -Wallace Beery, Tom Drake • "CASS TIMBERLANE"—Spencer Tracy, Lana Turner • "KISSING BANDIT" (Technicolor)—Frank inatra, Kathryn Grayson • "UPWARD TO THE STARS"—Robert Walker, Donna Reed • "ON AN ISLAND WITH YOU" Technicolor)—Esther Williams, Peter Lawford, Ricardo Montalban, Cyd Charisse, Jimmy Durante • "SPEAK TO ME OF LOVE"— reer Garson, Walter Pidgeon • "THREE MUSKETEERS" (Technicolor)—Lana Turner, William Powell, Gene Kelly, Van Heflin 3. F.'s DAUGHTER"—Katharine Hepburn • "HOMECOMING OF ULYSSES"—Clark Gable • "STATE OF THE UNION"—Spencer racy, Claudette Colbert • Irving Berlin's "EASTER PARADE" (Technicolor)—Judy Garland, Gene Kelly, Peter Lawford, Cyd Charisse

Out of some cold figures, came a story to warm America's heart

NOT LONG AGO, the Secretary of the United States Treasury studied a figure-covered sheet of paper.

The figures revealed a steady, powerful upswing in the sale of U. S. Savings Bonds, and an equally steady decrease in Bond Redemptions.

But to the Secretary, they revealed a good deal more than that, and Mr. Snyder spoke his mind:

"If you give them the facts," he said, "you can always depend on the common sense and long-range judgment of the American people.

"The last few months have given us heart-warming proof of that.

"After the Victory Loan, sales of U. S. Savings Bonds went down—redemptions went up. And that was only natural and human.

"It was natural and human—but it was also dangerous. For suppose this trend had continued. Suppose that, in this period of reconversion, some 80 million Americans had decided not only to stop saving, but to spend the $40 billion which they had *already* put aside in Series E, F & G Savings Bonds. The picture which *that* conjures up is not a pretty one!

"But the trend did NOT continue.

"Early last fall, the magazines of this country—nearly a thousand of them, acting together—started an advertising campaign on Bonds. This, added to the continuing support of other media and advertisers, gave the American people the facts . . . told them why it was important to buy and hold U. S. Savings Bonds.

"The figures on this sheet tell how the American people responded—and mighty good reading it makes.

"Once more, it has been clearly proved that when you give Americans the facts, you can then ask them for action—and *you'll get it!*"

What do the figures show?

On Mr. Snyder's sheet were some very interesting figures.

They showed that sales of Savings Bonds went from $494 million in last September to $519 million in October and kept climbing steadily until, in January of this year, they reached a new postwar high: **In January, 1947, Americans put nearly a billion dollars in Savings Bonds. And that trend is continuing.**

In the same way, redemptions have been going just as steadily downward. Here, too, the trend continues.

Moreover, there has been, since the first of the year, an increase not only in the volume of Bonds bought through Payroll Savings, but in the number of buyers.

How about YOU? The figures show that millions of Americans have realized this fact: there is no safer, surer way on earth to get the things you want than by buying U. S. Savings Bonds regularly.

They are the safest investment in the world. They pay you $4 for every $3 at the end of 10 years. And you can buy them automatically, almost painlessly today, through either of two plans:

If you are eligible for the Payroll Plan, for your own sake and your family's sake, get on it . . . and watch your savings mount up.

If you are not eligible for the Payroll Plan, but have a checking account, see your banker and get him to tell you about the new Bond-a-Month Plan.

Either of them will set you on the road to financial security, and the happiness that comes with it.

Save the easy, automatic way—with U. S. Savings Bonds

Contributed by this magazine in co-operation with the Magazine publishers of America as a public service.

A PUBLIC SERVICE PROJECT — The Advertising Council

THE EDITORIAL PAGE

Economy or Emotionalism?

It's a very good thing that people have emotions. Take that away and there'd be no customers for movie pictures at all, at all! It's emotions that make the customers laugh, sigh and even cry for a good time in the theatre. The one trouble with emotions is that, particularly in the movie industry, they run away with heads that should be functioning coolly, collectedly and with deliberative adherence to facts during business hours.

We think there's being quite a display of emotionalism on the part of some big movie executives right now. For there's an "economy streak" running across the entire picture field, and some of the moves to "economize" look a hell of a lot more like theatrics than economy. Some of the big boys who control the purse strings are even giving a good imitation of their own most adept actresses in the business of wringing hands, heaving shoulders and nibbling at kerchiefs.

Take advertising, for instance. The major companies spent close to two and a quarter million dollars on national magazine advertising to sell their pictures to the public. That's good. But at the same time they were cutting their trade advertising to the bone. On the basis of the figures they could save only peanuts by cutting their trade advertising, because of the tremendous differential between the national and the trade proportions of their budgets. Further, while they've piled millions into productions, they've saved pennies on the necessary business of informing the exhibitors as to what their pictures have to interest the theatreman's customers.

Aside from the serious harm that can come to the industry's trade press (one of the best any industry in this or any other country can boast), there is a direct detrimental effect on the distributors' and producers' own business as well as upon the theatres. For advertising makes the really big news in the film trade papers (this is picture business—remember?—and pictures are bigger news than politics, financial maneuvering, international deals, or even exhibitor organization activities). Aside from that there's the definite impression that these producers and distributors really have lost confidence in their own product. That sort of thing is dynamite in a business where enthusiasm from top to bottom, from producer of the picture right on to the cashier in the smallest house that plays the film, is an absolute essential to a healthy, prospering trade at the box-office. The public, brothers, just ain't spending money and time to go to a theatre when the movie people themselves act like what they are offering is "just another film."

So if the producers and distributors want to really get back their investment on those terrificially expensive films they have in the vaults and nearing completion, they'd better quit acting like they were afraid of their own product.

▲ ▲ ▲

Around The Corner

When the world was in a depression back yonder in the 'thirties, the slogan was: "Prosperity is just around the corner."

In view of current amusement tax reports (showing increase over a similar period last year, with only a slight drop as against returns for the month of May 1946) it looks like the "recession fans" had better polish up that slogan and start saying that "the slump is just around the corner."

▲ ▲ ▲

Welcome News

Andy Smith got off to a flying start in his first appearance before an exhibitor organization in his new role as head of distribution for 20th-Fox. His announcement Wednesday to Allied of New Jersey convention delegates concerning a new selling system capable of "tailoring" deals to the needs of the smaller theatres has registered a very fine reaction in the trade, thus duplicating the warm reception the plan received from Andy's hearers in Atlantic City.

This and other moves the film companies can make, will help mightly in bringing about a much-needed improvement in exhibitor-distributor relations.

▲ ▲ ▲

Announcement

Due to a desire to make the announcement personally, the appointment of Tom Kennedy to added responsibilities as Executive Editor and Assistant to the Publisher of SHOWMEN'S TRADE REVIEW is announced on this page.

Identified with STR since its very beginning, Tom has been closely associated with the editorial development of the paper. And now that there has been perfected as fine an editorial staff as any trade journal can boast, he is free to assume additional duties in the full-grown and still growing STR organization.

—"CHICK" LEWIS

WHAT'S NEWS
In the Film Industry This Week

DISTRIBUTION—It was a balmy day in Atlantic City with a breeze blowing in from the ocean. A tall, ascetic-looking man was talking to an audience of exhibitors the majority of whom would have rather been on the beach. "Because of our belief in the greatness of the motion picture industry. . . . Because of our faith and confidence . . . because of our willingness." He read rapidly, obviously in an effort to reach a point. It came and the audience sat up, the majority of them didn't understand him fully. But they knew something was happening.

For 20th-Fox General Sales Manager Andy Smith was announcing a new sales policy (P. 7) for small situations where flat rentals would replace percentages on the bulk of his pictures and the remainder would be sold on a sliding percentage scale which took into account a picture's grosses. Smith's policy seemed to crystallize a trend which has been quietly going on for some time now as distributors were feeling their way to a return to flat rentals in small situations or where the exhibitor had difficulties. Two majors have already made this move in what seems to be on an experimental basis; one major sales manager in another company has remarked that the only solution to the small operation problem was by flat rentals, thereby eliminating the necessity of checkers.

Elsewhere the distribution field was fairly active with Harris-Broder Pictures signing up for 10 years of Universal reissues for the period of 1933-43 and appointing Budd Rogers its sales manager and with a film truck drivers strike in Pittsburgh called Monday to enforce a 25 per cent increase. So far theatre service has not been affected.

* * *

EXHIBITION—Children's matinees look like they have caught on enough to hold over through the summer with reports from various sections indicating that while exhibitors are dissatisfied with the paucity of prints and other distribution problems, they seem sold on the idea as public relations policy.

At Atlantic City New Jersey Allied, meeting in a heavily-attended convention heard Minnesota Allied's Ben Berger say his group would advertise in a Washington newspaper to ask for a federal probe of films. Berger said he wanted this to bring out the reason why some films could not be shown in Minnesota. He attacked distributing practices and refused National Allied President Jack Kirsch's request not to go ahead with the ad. (P. 7). From Nashville, Tenn., word came from J. V. Blevins that the recent floods have not injured popcorn crops.

Pools continued to be dissolved in accordance with the New York federal statutory court anti-trust decree with Fox Midwest dissolving in Kansas City and Minnesota Amusement Company dissolving at Superior, Wis.

INDUSTRY IN THE COURTHOUSE—The seventh U. S. circuit court of appeals this week upheld Federal Judge Michael Igoe's Jackson Park Theatre injunction which prohibits Chicago's first-runs from holding a picture more than two weeks, its second-runs from holding it more than one, and prevents the defendant theatres from double billing. These measures were designed to free product for the Jackson Park Theatre which instituted the now historic suit. The appeal court threw out Judge Igoe's order that the Jackson Park should play a week ahead of the B&K Maryland. (P. 7).

In Washington, the United States Supreme Court took jurisdiction and will hear the appeal against the New York federal statutory court decree. The high tribunal did not fix a date for the hearing and deferred action on the three exhibitor associations' petitions to intervene. The same court also cleared the way for 20th-Fox to roadshow "Forever Amber" and "Captain from Castille" when it stayed the statutory court's orders preventing fixing of minimum admission prices or refusing an exhibitor a requested run.

The Anderson circuit of Morris, Ill., reported that it had settled its film rental case with Warners, MGM, United Artists and Universal out of court. In Seattle the Venetian Theatre won its case against the majors and several theatre operating companies and was awarded $60,000 damages plus injunctive relief against allegedly monopolistic practices, and in Sedalia, Mo., the suit filed by that city against Fox Midwest Manager Ruddick on a charge of filing improper attendance reports was dismissed. Ruddick had originally been fined $100 but won on appeal.

* * *

GENERAL—Hollywood wonders what the results of the Kearns labor inquiry would be after witnesses had said labor was forcing some producers to the wall; the International Alliance of Theatrical Stage Employes won a million dollar wage increase for its east coast laboratory workers; Britain moved to raise the duty on American film imports, and over there IATSE President Richard Walsh told the Britishers that while their films have done well in the United States, they won't affect Hollywood production; an investigating committee of Czechoslovakia film technicians is in the United States to buy equipment, and the House in Washington passed the Mundt bill which makes funds available for the interim operation of the State Department's international film program.

* * *

TAXES—Exhibitors may be holding their heads and looking gloomy over reported box-office decreases throughout the nation, but Uncle Sam's report on amusement taxes for the last five months shows a jump of over $9,000,000 during 1947 over the same period in 1946.

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Universal, Harris-Broder In 400-Film Reissue Deal

Universal this week concluded a reissue deal with the newly-formed Harris-Broder Pictures Corporation whereby the latter acquired the United States, Alaskan and Hawaiian reissue rights to 10 years of Universal product originally released during 1933-1943, estimated to amount to a minimum of 400 features in addition to cartoons and shorts.

The deal, according to Universal Executive Vice-President Matthew Fox involved $3,000,000 and a percentage of the redistribution profits.

Harris-Broder is seeking to distribute part of the program through PRC exchanges with the remainder probably being sold through franchise holders. The firm already had United States rights on 40 United Artists reissues.

The company also announced appointment of Budd Rogers, producer representative, as distribution and sales vice-president. Rogers declared that the new office meant that he had added Broder to his accounts and that it would not affect his other business connections.

Seattle Court Rule Awards Venetian $60,000 Damages

In a ruling which declared the Venetian Theatre was entitled to the same run as the chain-operated Neptune and Egyptian Theatres, Federal Judge John C. Bowne of Seattle this week handed down a verdict of $60,000 damages plus injunctive relief in favor of the Venetian.

Judge Bowen's ruling assumed conspiracy existed against the Venetian on the part of the defendants—the Evergreen State Theatres Corporation, its subsidiaries or related companies and Columbia, Universal, United Artists, Paramount, RKO, Warner Bros., Loew's (MGM), 20th Century-Fox. He held that the Venetian was entitled to the same third-run as its rival Neptune and Egyptian as well as other privileges enjoyed by these theatres.

Clear Way to Roadshow 'Amber' and 'Castile'

Twentieth Century-Fox this week had cleared the way to follow its plan of roadshowing "Forever Amber" and "Captain from Castile" by obtaining a United States Supreme Court stay on the New York statutory decree clauses which prohibit a distributor from fixing a theatre's admissions or arbitrarily refusing an exhibitor a run.

Future Theatres Deluxe Neighborhoods—DeAngelis

Theatre buildings of the future will spread toward small de luxe neighborhood houses offering ample parking facilities and built as part of a shopping, amusement center, Architect Mike DeAngelis told Allied of New Jersey's 28th annual convention, Tuesday in Atlantic City.

DeAngelis advised exhibitors who planned small theatres to wait, stating that costs were 30 per cent over what they should be at present and "the materials aren't the proper ones."

Burbank Plant to Be Bigger

Warner Bros., announced in Hollywood Tuesday plans for enlargement of the company's Burbank City studios to proportions that will make it the biggest movie plant in the world. The expanded plant will include a 12-story administration building and 10 additional sound stages.

NATIONAL NEWSREEL

Distributors Want to Get Away from Bids—Kirsch

Distributors in the Chicago area in his opinion wish to get rid of competitive bidding, national Allied President Jack Kirsch told SHOWMEN'S TRADE REVIEW this week.

Kirsch made it clear he spoke as an individual, not as an Allied executive, and further emphasized that he could speak only of the Chicago area where he has direct business contact.

"Distributors want to get rid of competitive bidding," he said, adding that they had not used the bid system to date to gouge the exhibitors excepting in one instance. He declined to name the instance, stating that the matter had since been amicably adjusted. The Allied president said he had found the distributors evidently trying to meet the bid situation in a friendly manner, even to offering a split of the product when two rival exhibitors bid against each other.

Kirsch revealed that he had turned down the Rosenthall plan whereby films would be produced through exhibitors paying rentals in advance to finance production.

"I will not invest in anybody's company unless I see what a picture he has," Kirsch declared. "To my thought (Rosenthall's plan) is advancing money for something without seeing what a man has."

He indicated he might have more to say about the Rosenthall plan later, since Rosen-

(*Continued on Page* 10)

Uphold Run Limit Injunction

The United States Circuit Court of Appeals in Chicago this week upheld Federal Judge Michael Igoe's drastic injunction in the Jackson Park Theatre case which limits first-runs to a maximum run of two weeks, first subsequent-runs to one week and which presumably bans duals in the defendants' theatres when their use might interfere with the runs of the Jackson Park Theatre.

The defendants—Paramount, RKO, Vitagraph, Loew's (MGM), 20th Century-Fox, Balaban and Katz and Warner Theatres—have until July 5 to ask the court for a rehearing. If denied that they have until the end of July to appeal to the Supreme Court.

The court reversed Judge Igoe on but one point—that wherein he would have allowed the Jackson Park to play one week ahead of the Balaban and Katz Maryland Theatre. In knocking out this provision, Judges Sherman Minton, Earl Major and Will M. Sparks held that the clause gave the Jackson Park a "favored fixed position in the scheme which they have sought to destroy." While Jackson Park had a right to compete for any run, the judges said, it had nc right "to be protected by decree in a certain position."

Flat Rents, Sliding Percentage In 20th-Fox Special Plan

A sales plan intended to assist small-town, small-subsequent-run and "problem" theatres by offering the bulk of its product at flat rental with a maximum of five pictures on a revised percentage whose terms could be as low as 15 and not higher than 40 per cent will be tested in the New Haven territory by 20th Century-Fox starting Monday prior to its national adoption.

The plan was announced Wednesday at the New Jersey Allied convention in Atlantic City by 20th-Fox General Sales Manager Andrew W. Smith who could not say when it would be ready for national use but who anticipated that it would eventually be applicable to almost 6,000 theatres. It will not apply to roadshows. Insofar as percentage deals are concerned, its specific aspects are unusual, Smith said, in that they allow an exhibitor with low grosses to share a percentage of the picture's percentage after his operating expenses have been taken out.

"We propose to offer our best pictures to small exhibitors in small towns and to subsequent-runs in large cities and towns and to problem theatres on a scale deal that can go as low as 15 per cent and not over 40 percent—with 50/50 over the 40 per cent figure," Smith told the meeting.

Minimum of Two

"We will ask such exhibitors to play a minimum number of our pictures each year on

(*Continued on Page* 8)

Feelers Out for Flat Rents for Small Locations, Subsequent Runs

By BILL SPECHT
News Editor

Major distributors, other than 20th-Fox, are feeing their way toward a return to flat rentals for subsequent-runs and smaller community theatres, a check of opinion at the New Jersey Allied Convention in Atlantic City this week—plus information from all sections of the nation—reveals.

The trend to a system which was all but abandoned during the past decade is further emphasized by the report that two major companies are offering their product to certain types of situations on outright rentals. Film costs to the exhibitor, however, are much higher than flat rentals had been in the past and obviously are based on experience acquired over recent years as to how much business a theatre can do with a certain type of picture.

One major company has worked out a system whereby flat rentals are offered to an exhibitor provided he will offer a return approximating 95 per cent of the average for that company's last five comparable pictures at his theatre. The offer carries a clause whereby an adjustment downward will be made if the picture fails to realize its estimated potential.

Another company, which recently curtailed the activities of its field exploiteers, also is offering—product on a high fiat-rental basis.

Exhibitors queried on this experimental return to outright sales were almost unanimous

(*Continued on Page* 8)

New Jersey Allied Hears Berger Say He'll Advertise for Federal Inquiry

Allied of New Jersey's convention at Atlantic City swung into high gear on its second day Tuesday with the discussions of its open forum during which Minnesota Allied Chief Ben Berger told the convention that his unit would place an ad in a Washington newspaper shortly asking Congress and the President to investigate the motion picture industry.

Berger's impassioned remarks touched off some applause and immediately brought a request from Allied National President Jack Kirsch, not to follow this announced intention.

"By all good business reason, I think the idea of that newspaper ad should be eliminated," Kirsch told the Minnesota exhibitor. Berger remained adamant and said that his board had decided to go ahead with the ad.

"Ninety-five per cent at least of the independent exhibitors in this country are unhappy because their business is being taken away from them," Berger said, upbraiding the forum for failing to voice complaints. "I say I'd rather submit to government control and to government bureaucracy, than to the present bureaucracy. . . . I say get action; get some money to fight. . . ."

He expressed himself skeptical of the results of a sales plan announced by 20th-Fox and said that he wanted the government inquiry so the public could know why exhibitors were unable to show some pictures which asked exorbitant rentals and increased admissions.

The forum got under way with Irving Dollinger as moderator. New Jersey Allied President Ed Lachman brought up the question of children's Library and said that the service through exchanges was faulty and that when-

(*Continued on Page* 8)

High Court To Hear Decree Appeal

The United States Supreme Court Tuesday agreed to hear the appeals filed by the Government and the eight major distributor-defendants against the New York federal statutory court's decree handed down Dec. 31 in the industry anti-trust suit.

Both the Department of Justice, which seeks to have theatre divorcement, and the distributor-defendants—Paramount, RKO, 20th Century-Fox, Loew's (MGM), Warner Bros., United Artists, Universal and Columbia—had appealed against the lower court's decree.

Five-Month Tax Collection Jump

Gloomy box-office predictions have not yet been reflected in admission tax collections, it is shown by figures released in Washington this week by the Bureau of Internal Revenue. For the first five months of 1947 federal tax collections topped the comparative period of last year by more than $9,000,000. Collections through May of this year reached $154,065,458, compared with $144,944,759 for the first five months of 1946, when box-office receipts reached an all-time high.

Federal admission tax collections for the month of May dropped slightly to $31,266,930 from April collections amounting to $33,412,813. However, the May collections were only $526,893 below last year's average monthly collection of $31,793,351.

New Jersey Allied Hears Berger Say He'll Advertise for Federal Inquiry

(*Continued from Page 7*)

ever a print was wanted, it turned out not to be available. He suggested that an "educational" campaign be instituted among the exchanges. Invited to answer, Motion Picture Association's David Palfreyman explained the problem of selecting titles and of replacing worn out prints. He said they hoped the second series of titles would be ready in August.

Another exhibitor wanted to know whether there was not a tendency toward flat rents on the part of exhibitors in an effort to avoid high checking costs.

MGM's Jack Byrnes replied that insofar as MGM was concerned "It has no relation to the deal whatsoever."

Hit Price Rise

The matter of increasing admissions for such runs as "Duel in the Sun" and "The Best Years of Our Lives" was discussed with the majority of those participating opposing the raise, led by Lee Newbury of Newark who said it was bad for a house when the public came expecting to pay 38 cents and "found it cost $1.25." A Quincy exhibitor declared he had played at higher prices and grossed well "but we had about one third" of the regular audience. To the question, "Would you do it again?" he answered: "Absolutely not."

A third exhibitor differed saying he would play at advance admissions again and adding that the cashier liked the advanced prices "because it had no pennies in it."

Representatives of the various distributor organizations were introduced at the forum and Sam Shain, 20th-Fox's new exhibitor relations director, made his maiden speech.

Hotel Snarl

The convention opened Tuesday afternoon behind schedule as a result of a snarl in hotel reservations, similar to the one which marked the national Allied convention in Boston's Copley-Plaza. In Atlantic City the Ambassador was unable to fill reservations it had confirmed and exhibitors had to scurry around a city which already had three other conventions to find what rooms they could. An inquiry showed that the fault was not with Convention Chairman Harry Lowenstein nor Convention Manager Thornton Kelly. Efforts were being made to have the guests reimbursed for any financial loss due to having to take more expensive accommodations elsewhere and one hotel reportedly fired two of its staff for allegedly accepting bribes in a room fix.

New Jersey Allied President Lachman opened the first day's session with his report in which he told the members that the New York Office under Thornton Kelly had set up a survey of various license fees paid in towns and communities. He suggested that exhibitors use this for their fights against taxes. He also outlined the association's fight against taxes, 16-mm. films in hotels and gambling games and told the audience that New Jersey Allied would be in the fight on the Atlantic City municipal admission tax.



Edward Lachman

Feel Way to Flat Bids For Small Theatres

(*Continued from Page 7*)

in saying it was being applied only to subsequent-runs and small localities. First-runs and ace houses, they said, were not being offered flat rentals and in their opinion it appears the distributors intend to keep these spots on a percentage basis.

The reasons ascribed for feeling out the flat rent possibilities were said to be several.

Most important was the belief that in the event of a decrease in grosses the flat rents offered the distributor greater protection.

In addition, it was pointed out, flat rents would eliminate checking problems and costs in the smaller locations. Checkers are not only costly to the distributor but are the source of ill feeling and a deterrent to good exhibitor relations.

Further, if competitive bidding is upheld by the supreme court, flat rentals would fit in much more easily with such a sales plan and would be final.

One New York State exhibitor who operates a small house declared he had been offered flat rentals but that the prices were so high that he had rejected them and would continue to play percentage.

Smith Announces Trial Of New 20th-Fox Plan

(*Continued from Page 7*)

percentage—not less than two such pictures and not more than five.

"We will offer all other pictures at a flat rental price.

"We will expect preferred playing time on these percentage pictures if they merit it.

"To work out our scale deal with these exhibitors, we will require a statement of expenses certified to by accredited accountants.

"At 15 per cent our scale deal will be based on a break-even point.

"The scale will go up in steps of 2½ per cent with a profit equal to the percentage paid. For instance, 17½ per cent of our film rental as profit at 17½ per cent of the gross and so on up to 35 per cent at which point the theatre is to have 50 per cent of our film rental as profit and so on up to the 40 per cent figure:

50 per cent at the 35 per cent level
50 per cent at the 37½ per cent level
50 per cent at the 40 per cent level

"If a theatre goes over the 40 per cent figure, we share dollar for dollar with the theatre.

Requires Test

"Obviously a plan such as this requires a proving ground. We have selected the New Haven territory as such a test area and this plan will be offered in that territory starting Monday, June 30.

"Upon request, in New Haven territory, we shall be very happy to change the contract terms under which subsequent-runs in the large cities and small exhibitors in the small towns and problem theatres, with limited grossing possibilities, have bought one or more of our percentage pictures, to a scale basis and have not yet played the picture."

Though Smith invited questions, few exhibitors asked any and the impression gathered was that they were waiting for an opportunity to study more closely what he had outlined to them orally.

"Who," one exhibitor asked, "is going to determine on the expense sheet if I'm earning too much salary or too little salary?"

U. S. Will Decide

Smith replied that in such disagreements, the company would accept the amount which the Internal Revenue Department allowed the exhibitor to charge off as salary. He added that he thought the earning capacity of the theatre should govern the exhibitor's salary. In answer to another question he said that while the plan contemplated adjustments on flat rentals, it did not provide an "automatic basis for adjustment."

First comment in favor of the plan came from National Allied President Jack Kirsch who took the chair after Smith had spoken.

"Let me congratulate you, Andy and 20th-Fox," Kirsch said, adding that he had been working on a similar plan of exhibitor relief for a year and a half and believed 20th-Fox was sincere, "knowing Spyros Skouras as I do.

"This is a trial as I understand it" he continued later, "we're on trial ourselves as exhibitors. I hope we will work hard with 20th Century-Fox to make it work so that other companies will follow suit."

Smith Wednesday also announced the appointment of Glen Norris as Atlantic District Manager to replace Sam Gross who was killed in an airplane accident two weeks ago.

NATIONAL NEWSREEL

Kids' Saturday Matinees Strong in So. California

Southern California this week showed no indication that there would be any great curtailment of special children's Saturday matinees as interest in the Children's Film Library continued strong as the summer weather made itself felt.

Though Ernie Foster, west coast representative of the Motion Picture Association, said that in his personal opinion the attendance at such shows would drop during the summer months, because Saturday matinees are not so important to children during vacation as they are in winter, and that the youngsters would tend to go more often to week-day performances, his opinion did not coincide with that of several exhibitor sources.

Chief among these was Ryllis Hemington of the Fox West Coast public relations department. Miss Hemington thinks that the children's attendance will be heavier during the summer because of the Saturday habit which was built up during the winter. At the same time it was learned that several exhibitors were not confining the Children's Library showings to Saturdays, but now that schools were closing had moved them to midweek spots and included them with regular programs.

NCA Theatres to Continue Children's Sat. Matinees

All of Minneapolis's 40 independent theatres affiliated with North Central Allied intend to continue running children's matinees on Saturdays throughout the summer it was reported from that city this week. The Board of Education and Parent Teacher organizations are backing the plan wholeheartedly.

While the main complaint seems to be that there should be more prints and more titles available exhibitors on the whole believe the Children's Library idea an excellent one and seem to offer it their support.

In Chicago the Better Films Council has appointed a special Children's Library contact chairman to further the work of the Children's film library in that area. She is Mrs. Meridith H. Brauer. In Indianapolis the local theatres have backed the plan with the Ritz playing an important part in developing children's audiences.

Two Film Services Deny Monopolistic Practices

Charges that they engaged in monopolistic practices were denied by two commercial advertising films producers in Washington this week. Film Services of Kansas City, Mo., and Motion Picture Advertising Service of New Orleans both denied the charges in answers filed with the Federal Trade Commission. Two other firms, Ray-Bell Films, Inc., St. Paul, Minn., and Alexander Film Co. of Colorado Springs, have not yet filed answers to similar charges.

Astor Films Available for Kids

Astor President R. H. Savini this week announced that he would make Astor product available to the Children's Film Library of the Motion Picture Association. Included in his offerings are: "Swiss Family Robinson," "Tom Brown's School Days," "Terror of Tiny Town," "Fangs of the Wild," "Little Men," "Children of the Wild," "Titans of the Deep," "Silver Devil."

Memphis Censor Reverses

"The Macomber Affair," which Lloyd Binford, head of the Memphis censor board, rejected, opened at Loew's Palace Thursday of last week to good business following reversal of the censor board's rejection, after a small snatch of dialogue had been deleted. Dialogue deleted was so unimportant that critics who had seen the undiluted version, were scarcely aware of it.

Mass. Bills Aimed at Films Withdrawn by Sponsors

When the Massachusetts General Court—which is what New England calls its state legislature—adjourns, it will have reviewed an unusual number of bills which were aimed at the motion picture industry.

Most important were those aimed at creating state censorship and one which wanted to establish a state admission tax. Both were withdrawn by their sponsors. A sales tax bill, which for a moment looked like it might hit theatre admissions, didn't, and it also passed up film rentals, but struck at candy, popcorn and other concessions—if it becomes law.

Possible City Tax Only Pa. Bill Harmful to Industry

Pennsylvania's legislature adjourned its 1947 sessions saddling the film industry with a possible city amusement tax, but failing to pass any other legislation considered harmful to the industry.

The legislature authorized municipalities to levy this tax and to tax any other business which was not taxed by the state. It also passed a measure providing equal pay for work women, lowered unemployemnt compensation rates, outlawed picketing by non-employes, secondary boycotts and jurisdictional strikes, and preventing strikers from being eligible for unemployment compensation.

Collecting Costs May Head Off Ohio City Ticket Tax

Reports that Ohio municipalities might in some instances be deterred from levying a city amusement tax on admissions because of the cost involved in collecting it gave little cheer to exhibitors of that state this week. While the city of Toledo, which had been exploring the possibilities of such a levy, seemed to think the cost of collection would be too high, Columbus, Cleveland, Youngstown and Lima were also known to be studying the matter. Ohio cities can now levy a tax on admissions since the state withdrew from the field with the repeal of its three per cent levy.

See Gains to Exhibitors Under Ohio's Labor Bill

That the recently passed Ohio anti-feather bedding bill would prohibit the employment of standby orchestra and stage hands in theatres, seemed to be the consensus of opinion in exhibitor circles this week as the bill awaited the governor's signature to become law.

The bill prohibits employers from interfering with union activities, from using a "yellow dog" contract, from firing workers for filing charges under the act, or from refusing collective bargaining. Employes are in turn forbidden to use violence in picketing, to engage in illegal picketing jurisdictional or sitdown strikes.

Fox Midwest Dissolves Kansas City Partnerships

Fox Midwest Theatres Corp. is breaking up its working agreements with various partners through the Kansas City territory, a major switch involving an exchange of property with RKO. The two companies have had a partnership arrangement on the Orpheum and Mainstreet Theatres since about 1937, and this will be ended as soon as approval is given by the United States District Court in New York, according to Elmer C. Rhoden, president of Fox Midwest.

The change will give full control of the Mainstreet to RKO, and Fox Midwest will take over the Orpheum. The Mainstreet has been closed since 1938 with the exception of several mnths in 1941 when it shwed films and vaudeville. Extensive reconditioning of the Mainstreet is necessary, and RKO officials estimate the cost of refurbishing as at least $200,000.

Under the agreement RKO will continue to operate the Orpheum until the Mainstreet is ready for business. The 1,972-seat Orpheum now is first-run, usually showing duals, and is managed by Lawrence Lehman. Fox Midwest has no immediate plans to change the policy of the Orpheum, according to Rhoden. A possibility, hwever, is that it may be used for roadshows, special attractions and move-overs.

Lehman said that RKO thus far has announced no definite plans for the Mainstreet. A likelihood is that the company will simply switch its exhibition policy intact from the Orpheum to the 3,049-seat Mainstreet.

Fox Midwest now operates two first-run situations in Kansas City, Mo., one being a day-and-date arrangement between the Tower, Uptown and Fairway Theatres, the other being the little Esquire. The circuit also operates a string of subsequent-runs throughout the two Kansas Cities. RKO's only operation in the area is the Orpheum.

The Fox Midwest circuit also moved to dissolve its working agreement in Nevada, Mo., where three theatres are involved. District Manager Ed Haas said the circuit will retain control of the Star and Nemo Theatres, and the Arbo, the third house, will be retained by Art Bowman who has been the Fox Midwest partner in Nevada.

Minn. Amusement in Partnership Dissolution

Dissolution of the partnership between the Minnesota Amusement Company, H. C. Buchanan and Frank Buckley in Superior, Wis., was set to take place June 28 with Minnesota to retain the Palace and to give up the Princess and the Peoples.

Under the agreement Buckley would take over the Princess, Gust Carlson, former manager of the People's would acquire that house and H. C. Buchanan, who is selling out his theatre interests in the city, would join the Minnesota Palace as manager.

FWC Drops Five Theatres

Fox West Coast Theatres this week surrendered to former partners ten theatres previously operated in a pool with other interests. The company also will transfer three additional theatres to partners by July 1, in a re-shuffle to conform to the statutory court decree regarding pools. Fox West Coast resumes management of five houses in the switch.

Distributors Want to Get Away from Bids—Kirsch

(*Continued from Page 7*)

thall was to attend the New Jersey Allied convention. Also due to appear was Stanley Neal, with whom Allied had already discussed the possibility of producing pictures for its members in return for which the pictures would be guaranteed playing time. The plan has been dormant, but Kirsch pointed out that with playing time guaranteed, a producer would have little difficulty in getting finances.

Some independent production today has such high interest charges on its loans, he said, because the producer, with little capital of his own, must borrow from several different sources and the multiple transactions involved raised the interest rates.

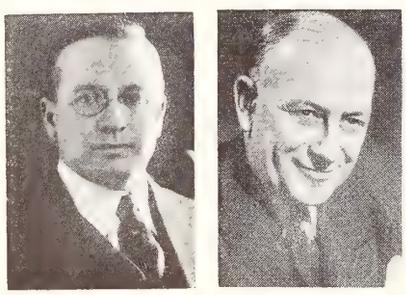
Looks to Future

At a testimonial dinner given in his honor Thursday night, Kirsch told the diners that he was looking toward the future when the industry was through with its legal battles, when "the government has dropped its surveillance," and when it would be advantageous to have a plan to ease exhibitor-distributor friction.

"One of the greatest needs of our business, as I see it," he declared, "is for a better understanding and a greater degree of cooperation between exhibitors and distributors. The misunderstanding and distrust that prevail today are largely due to the lack of permanent points of contact between them," he continued, suggesting that the individual exhibitor was not in the position to fight effectively on questions of film rental and policy. He suggested instead that Allied regional organization chiefs should be the ones to seek adjustment for members and that if these did not succeed, the matter could move up to the national heads.

Norman E. Wilding Dies

Norman E. Wilding, 56, president of Wilding Pictures, died in Chicago following a long illness. Funeral was held Thursday from the Lain Funeral Home followed by cremation. His widow, Jessie, and his mother survive.



MGM did some switching and promoting this week as Walter (Doc) Banford, (left) manager of the Chicago exchange since 1938, was made Chicago District Manager, and District Managers Samuel Shirley was given a special assignment in Hawaii upon completion of which he will move to the home office in New York. Banford entered the film business in 1918 as an assistant manager for Goldwyn in Chicago, later moved to other cities and continued as Des Moines manager after the Metro-Goldwyn-Mayer merger.

NEWSREEL CLIPS

Natural?

If it's told in the nursery or part of a nation's folklore it's a pretty good bet that it's a natural for entertainment and has a presold audience. That's why the announcement made by United Artists that **George Pal** would do two full-length Puppetoons for it, seems like a good bet.

Pal's first will be "Rip Van Winkle" which has not only been read by generation upon generation after Washington Irving wrote it and is part of the American scene, but which is part of most students' school reading. His second will be "Tom Thumb" whose adventures are told year after year in every nursery around bed time. Probably legend and the nursery would provide a few good stories for production. Anyway they ought to be fairly easy to get past the censor.

Quotes

"The motion picture theatre has been a pioneer in developing many of the features of modern building design with which we have become so familiar in recent years. It has been a leader in the use of new materials in building construction, of air conditioning, of acoustical treatment, of scientific lighting and of innumerable advances in providing for the safety and comfort of its patrons."—It's Eric Johnston talking a tribute to theatre engineering. He will incidentally be a speaker at the Society of Motion Picture Engineers' convention in New York Oct. 20-24.

Financial

Universal declared a regular quarterly dividend of 50 cents on its common to be paid July 31.

Foreign

Morris Goodman, who used to head Republic International as president, is in a new set-up for distribution of foreign films, which he is to head not only as president but as general manager. It's a tie-in with Discina Films of France for an American Discina company with offices in New York and the first picture will be "L'eternal Retour," a modernization of the Tristan and Yseult tale. The second is "Fear of a Shadow." Film Importer **Leo Cohen** has acquired American rights to "Blue Veil," French drama. Oxford Films Swedish "Torment" opened last week at the Laurel Theatre, Los Angeles and the Clay, San Francisco.

Louis Foeldes, 53, Universal International European general sales manager in Europe died suddenly in Paris on June 19.

Names

Maurice A. Bergman, Universal-International's eastern ad and publicity director, was a speaker at the midsummer convention of the Associated Theatre Owners of Indiana at Wawasee, Ind. Warner Bros. Theatres President and General Manager **Harry M. Kalmine** held a zone manager's meeting in New York which brought in **James Coston, Nat Wolf, I. J. Hoffman, Frank Damis, C. J. Latta, Ted Schlanger, M. A. Silver, J. J. Payette** to the big town; Paramount Producers **William Pine** and **William Thomas** are a-visting from the west coast.

W. Ray Johnston, board chairman for both Monogram and Allied Artists is due back in the States from Europe on July 1.

Louis B. Mayer is going to do the talking at the Association of Newspaper Advertising Executives convention in San Francisco, July 7. **Arthur W. Kelly** moved into the board of United Artists to replace **Rex Dennant,** resigned, and strangely enough that didn't start a rumor that Kelly was about to buy out the company.

RKO Theatres General Manager **Sol Schwartz** has pushed up a few promotions to take place next week with **Jerry Shinbach** moving from city manager of Columbus to assistant division manager of the Chicago division; **Max Mink** from manager of the New York Fordham to city manager, Cleveland; **Lou Lutz** from manager of the Detroit Uptown to city manager for Grand Rapids. Schwartz also announced **John Goetz's** appointment as field representative.

Paramount Publicity, Ad and Exploitation Manager **Curtis Mitchell,** accompanied by Publicity Manager **Ben Washer,** left for Atlanta this week to promote "Welcome Stranger."

Bing Crosby has signed a deal with **J. Arthur Rank** to make a film in England for Rank with **Wesley Ruggles** to direct.

No Dice

Folks who worry about the possibility that export of German films to other nations will revive the smouldering strength of Nazi organizations which went underground abroad after the war, have a good argument. But they might take into consideration the fact also that there are countries where German films would not have a change even to enter. Significantly eloquent in this direction are the words of the spokesman for the Czech State Film Monopoly's technical section who arrived in New York this week. Said he:

"German pictures in Czechoslovakia are impossible. We have heard the German language too much during the war." He added: "We like to see the pictures from all over the world," making it plain that this did not include Germany.

Calendar

JULY:

7, First Anglo-American press preview, "Black Narcissus," Carthay Circle, Hollywood.

7-9, RKO Radio annual sales convention, Hotel Waldorf-Astoria, New York.

11, Summer golf tournament, Chicago Variety Club, Westward Ho Country Club, Chicago.

14, Variety Club of Buffalo Golf Tournament at East Amherst, N. Y.

14-15, Independent Theatre Owners of Ohio convention, Cedar Point, Ohio.

15-17, Fabian Theatres convention, Astor Hotel, New York.

16, World premiere of Allied Artists "Black Gold," Oklahoma City.

21, Golf tournament of the Cleveland Variety Club, Beechmont Country Club, Cleveland.

23, World premiere Republic's "Wyoming," Cheyenne, Wyoming.

AUGUST:

5, MPTO of Connecticut Annual Golf Tournament at Orange, Conn.

S.R.O.

THE SELZNICK RELEASING ORGANIZATION

is proud to announce that its first release

DAVID O. SELZNICK'S

DUEL in the **SUN**

IN TECHNICOLOR

is far and away

the biggest motion picture

attraction of 1947.

It has played

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S.R.O.

IN A TRADITION OF QUALITY

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NEIL AGNEW, *President* • MILTON S. KUSELL, *General Sales Manager* • SIDNEY DENEAU, *Asst. Sales Manager*

400 MADISON AVENUE, NEW YORK, N. Y.

REPRESENTATIVE	ADDRESS	PHONE
BOSTON DISTRICT, Thomas F. Duane, *Dist. Mgr.*		Hubbard 2625
Frank C. Lydon	260 Tremont Street, Boston 16, Mass.	" "
William P. Rosenow	220 Delaware Avenue, Buffalo 2, N. Y.	MA 4841
WASHINGTON DISTRICT, J. E. Fontaine, *Dist. Mgr.*		District 4232
Elmer W. McKinley	301 G. Street, N. W., Washington 1, D. C.	" "
Melvin Koff	Market St. Nat'l Bank Bldg., City Hall Plaza, Philadelphia 7	Rittenhouse 6-6355
Joseph Kaliski	Clark Bldg., 7th St. & Liberty Ave., Pittsburgh 22	Grant 6382
CLEVELAND DISTRICT, Grover C. Schaefer, *Dist. Mgr.*		Prospect 3496
Leonard Mishkind	Film Bldg., 2108 Payne Ave., Cleveland 14	" "
Edward B. Salsberg	Keith Bldg., 525 Walnut Street, Cincinnati 2	Dunbar 4174
Eugene P. Alexander	Donovan Bldg., Woodward Ave. & Duffield St., Detroit 1	Cherry 9252, 9253
CHICAGO DISTRICT, Sam Horowitz, *Dist. Mgr.*		Andover 2676, 2677
Walter M. Dorff	33 No. LaSalle Street, Chicago 2	" "
Charles M. Weiner	Pence Bldg., Minneapolis 3	Atlantic 3347
Elmer J. Tilton	Empire Bldg., 6th & Walnut Street, Des Moines 9	Des Moines 2-5648
Roscoe R. Thompson	610 R. A. Long Bldg., 928 Grand Avenue, Kansas City 6	Victor 3716
Ellis N. Shafton	Continental Bldg., 3615 Olive Street, St. Louis 8	Jefferson 7788
ATLANTA DISTRICT, Henry G. Krumm, *Dist. Mgr.*		Cypress 7761—2
Guy B. Davis	Grant Bldg., 44 Broad Street, Atlanta 1	" "
DALLAS DISTRICT, A. J. Delcambre, *Dist. Mgr.*		Riverside 5597
Claude W. Atkinson	821 Mercantile Bank Bldg., Dallas 1	" "
LOS ANGELES DISTRICT, John T. Howard, *Dist. Mgr.*		Fairfax 5536 — 46
Paul J. Walsh	556 S. Harvard Blvd., Los Angeles 5	" "
Harry Hunsaker	RKO Golden Gate Bldg., 25 Taylor Street, San Francisco 2	Prospect 7265 — 66
Cornell J. Duer	Denham Theatre Bldg., 635 18th Street, Denver 2	Cherry 7697
Howard B. Cahoon	Atlas Bldg., 36½ W. Second South St., Salt Lake 1	Salt Lake 9-4861
James L. Walsh	1810 Seventh Avenue, Seattle 1	Seneca 5080

SELLING THE PICTURE

'Wyoming' to Premiere In Cheyenne July 23

Commemorating the 51st anniversary of two events, the first public presentation of a motion picture and the famous annual Cheyenne Frontier Days celebration, Republic's "Wyoming" will have its world premiere at the Lincoln and Paramount Theatres in Cheyenne on July 23.

Flanked by all the fanfare and panoply attendant with the Frontier Days celebration, Republic stars William "Bill" Elliott and Vera Ralston, from the picture's cast, and Foy Willing and the Riders of the Purple Sage will steam into Cheyenne for a two-day gala reception which will include participation in parades, broadcasts, inductions into Indian tribes and other special events.

Governor Lester C. Hunt has proclaimed "Wyming" as "the official motion picture of the 51st annual Frontier Days celebration."

It was just 51 years ago (April 23, 1896) that the first public motion picture presentation was held featuring the Thomas A. Edison Vitascope at the Koster and Bial Music Hall in Herald Square, New York, and it was in that same year that the first celebration of the now famous Frontier Days was held in Cheyenne. It is expected that the first motion picture, "The Great Train Robbery" will be presented at the "Wyoming" premiere to commemorate the film anniversary.

Prior to arrival at Cheyenne the Republic group will be the guests of F. H. "Rick" Ricketson, president of Fox Intermountain Theatres in Denver, where they will participate in a civic luncheon, visit hospitals and train to Cheyenne via the Denver Post special.

Following the Cheyenne premiere "Wyoming" will enjoy 60 day-and-date engagements throughout the entire Rocky Mountain area.

'Who's Kissing Her Now' Debuts in Chicago July 3

World premiere of 20th Century-Fox'c Technicolor musical, "I Wonder Who's Kissing Her Now," has been set for July 3 in Chicago at the Oriental Theatre. Fred Waring and His Pennsylvanians will give the premiere an air salute on July 1 over their NBC network show, with Joseph E. Howard, composer of the song from which the film takes its title and upon whose life the story is based, as guest star.

Producer George Jessel will act as master of ceremonies at festivities marking the opening. He will introduce three members of the cast, June Haver, Mark Stevens and Martha Stewart, and Richard Green, star of "Forever Amber" and Composer Howard, who will sing two of his songs, I Wonder Who's Kissing Her Now and What's the Use of Dreaming.

Record Company Tieins

RCA Victor, Columbia and Decca will join Enterprise in re-recording and issuing new versions of Johnny Green's top tune, Body and Soul, to tie in with the midsummer release of the film. Music Publishers Holding Corp., publishers of the tune, have pledged fullest possible plugging of the number, with disc jockeys and top orchestra personalities in mind.

Radio to Boost Films

Chicago radio Station WGN will start its program, "Let's Go to the Movies," on the night of June 26, with Grace Eden, co-editor of Mayfair magazine, interviewing stars and producers. Orchestra will be handled by Sylvan Levin, the only woman conductor at the studio. First star to be interviewed in this radio boosting of motion pictures will be Franchot Tone, star of Eagle-Lion's "Lost Honeymoon."

'Black Gold,' 'Kilroy' National Tieups Set

Two nationwide newspaper advertising campaign tieups and a candy deal have been set by Allied Artists and Monogram, respectively. on "Black Gold" and "Kilroy Was Here."

The "Black Gold" tieups include more than 250 Tex-Sun grapefruit advertisements scheduled to run in local newspapers coincident with the release of the film, and window card displays and national newspaper advertising by the manufacturers of Nail Nude Cream. Photos of Anthony Quinn, Elyse Knox and Katherine DeMille will be featured in the Tex-Sun ads, while the Nail Nude Cream window cards and advertisements will feature Miss Knox.

The "Kilroy Was Here" deal, which Monogram made with the American Royal Candy Co., provides that theatres showing the picture will receive Kilroy candy bars at "tremendous" discount. Bars will be available for sale at the theatres in advance of the film's reelase. The candy firm also is enclosing in each carton of candy a counter card on which the picture is prominently mentioned.

Enterprise, Park Service In Sherman Film Tieup

A tieup is being worked out by Enterprise and the National Park Service of the Department of the Interior whereby all brochures advertising the natural wonders of El Morro National Monument, site of Inscription Rock, will plug Harry Sherman's "They Passed This Way." Direct mail campaign reaches 20 million people, according to the park department.

Exploitation will be two-edged. Brochures will help to pull audiences to the Joel McCrea-Frances Dee-Charles Bickford co-starrer. Film, first to be shot in El Morro region, will serve in turn to attract tourists to the historic site.

U-I Ties-in With ABC For Globe-Girlding Flight

First 'round-the-world honeymoon flight in history is the gift of Joan Fontaine and the other stars of Sam Wood's latest Universal-International release, "Ivy," to a lucky June bridal couple of ABC's "Bride and Groom" program.

The couple were to be passengers on the first world commercial flight of Pan American Airways, leaving New York Friday (27).

Life Selects 'Crossfire'

RKO Radio's "Crossfire" has been selected by *Life* magazine as the "Picture of the Week" for its June 30 issue.

'Pauline' Preview Revives Nostalgia of Silent Days

The nostalgic warmth of "auld acquaintance" prevailed over a drenching drizzle that dampened the pavements of Times Square last Tuesday (24th) but not the spirits of a gathering of old-time actors, film company executives and members of the press who gathered for a special preview of Paramount's "The Perils of Pauline," in which Betty Hutton is said by reviewers to register one of her most explosively effective hits in the role of the great star of movie serials, Pearl White.

The event, staged by Paramount's publicity and exploitation forces, began with vittles consisting of beefsteak and trimmins washed down by beer in one of the Astor's larger suites. Milton Berle, who was a child actor in some of the Pearl White serials, acted as master of ceremonies, introduced old-timers Harry Woods, Violet Woods, Peter Barbier, Dan Courtney, Sidney Blackmer (all of whom acted in some of the old "Perils" films), Donald Mackenzie, who directed the early serials, and Ray Walker, composer of the old song, Poor Pauline. Berle also called upon Paramount President Barney Balaban, Paramount Theatres Head Leonard Goldenson, and Veteran Showman and Circuit Owner A. H. Blank, to take bows.

Following the luncheon, the party was transported in a miscellaneous of early 1900 model Locomobiles, Reos, and Renaults, with an assist from some capacious 1947 buses, to the Comet Theatre, on the lower east side, which Paramount's publicity research department insists is the oldest movie theatre in New York, for a showing of "The Perils of Pauline." The picture was preceded by a chapter from one of the silent star's most famous serials, "The Exploits of Elaine," with Walker pounding out the mood music on the piano, just as he did in the old silent days.

June Bride Flower Tieup Effective 'Cheyenne' Stunt

The Southern California Florists Association distributed placards showing Janis Paige costumed as a bride to 674 member stores in Los Angeles as the result of a tieup made by John McManus, advertising and publicity director for Warner Theatres in Los Angeles, and his assistant, Douglas F. George, for the showing of the Warner film, "Cheyenne," at the Hollywood, Downtown and Wiltern theatres.

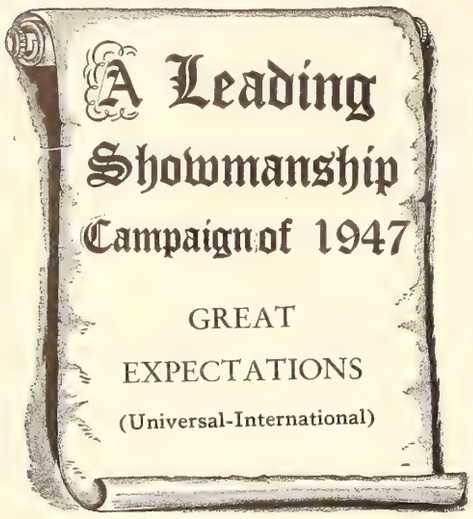
Placards carried picture, theatre and playdate credit lines with names of the principal cast members.

Joan Leslie Arrives for 'Performance' Campaign

Joan Leslie, star of Eagle-Lion's "Repeat Performance" arrived in New York this week for personal appearances in connection with the opening of the film at the Rivoli Theatre on July 1.

A heavy campaign schedule awaited Miss Leslie on her arrival. In addition to interviews she will make radio appearances, personal appearances, etc., in addition to tieups with department stores throughout the city.

SELLING THE PICTURE



Key Cities Using Adaptations Of New York Campaign for U-I's 'Great Expectations'

Following the plan set up by Universal-International's John Joseph, Maurice Bergman and their home office staff for the New York premiere of J. Arthur Rank's "Great Expectations," extensive exploitation for the film in key cities apparently is reaching a high mark as openings continue. Reports from Los Angeles, Detroit, Louisville and Philadelphia indicate that every showmanship trick is being used by local managerial and publicity staffs, aided by U-I home office executives, to sharpen the entertainment appetites of potential audiences for "Great Expectations," containing in almost every case a contest for newspaper readers or radio listeners, transatlantic telephone calls in cooperation with a newspaper or radio station and other varied promotions which have given the film widespread coverage in areas in which it was to open.

In its six-theatre opening at the Carthay Circle, Guild, Iris, Ritz, Studio City and United Artists theatres in Los Angeles, a transatlantic interview was arranged with a newspaper reporter and Jean Simmons, one of the stars of the film, in London, which resulted in a front-page Los Angeles *Times* story with a three-column cut of Miss Simmons. A "Great Expectations" award was presented to a member of the Lou Costello Jr. Youth Foundation in the form of a $1,000 scholarship annuity, the Los Angeles *Herald Express* giving the picture three breaks on separate days along with a picture break and the Los Angeles *Times* giving one break, the *Valley Times* giving it a mention in Hazel Flynn's column and the *Examiner* giving city-side stories for three days. Louella Parsons also carried news about the film.

"Great Expectations" was shown to newsboys and carriers of the Los Angeles *Examiner* at a special screening, with the Hollywood *Citizen News* carriers also getting a special screening, both papers plugging the picture with columns.

A national promotion in the form of a "Great Expectations Waltz," created by Arthur Murray from one of the orchestral pieces of the film's musical score, was adapted for local use for local and national syndicate breaks.

A special screening also was arranged for 162 writers and producers of radio programs in Hollywood who worked in plugs in their various programs. "What's Doing Ladies," heard over 31 ABC stations conducted a five-day promotion consisting of asking youngsters what their Great Expectations in life were. Prizes were gifts from John Mills and Valerie Hobson, stars of the picture. "Meet the Missus," broadcast over 26 CBS stations featured a similar promotion, asking adults what their Great Expectations were with similar prizes.

"Queen for a Day," heard over 275 MBS stations which had featured a two-week promotion campaign on the picture and saw a queen selected on the program, receive a free trip to London to visit the J. Arthur Rank studios and then attend the American premiere, featured endorsements of the picture on two separate days for the Los Angeles showing. "Bride and Groom," broadcast over 190 ABC stations also featured an endorsement while "Hollywood Tour," via 110 ABC stations broadcast a two-day promotion campaign, asking people what their Great Expectation in life was. "Al Jarvis," on his local radio station program, also plugged the LA opening.

Network from Louisville

The Loew's Louisville opening campaign was sparked by a special salute to the film on the Mutual Broadcasting System's network program "Double Or Nothing," which emanated from Louisville for the occasion. Mutual's Louisville station, WGRC, plugged the special broadcast five times daily for a week in advance of the broadcast. To heighten interest, the "Mystery Tune Quiz" program on WGRC for four days in advance of the program, awarded tickets to the broadcast and preview of "Great Expectations" to listeners who guessed the correct title of a tune played on the program. Todd Russell, "Double Or Nothing" master of ceremonies, was flown into Louisville two days in advance of the broadcast which resulted in a Louisville *Sunday Courier Journal* six-column feature radio story.

Through the cooperation of the assistant superintendent of schools in Louisville, principals of 15 junior and senior high schools were contacted and they distributed preview tickets to their 100 English teachers. Each of these teachers also was supplied with copies of the special "Great Expectations" Study Manual prepared by U-I and the Motion Picture Association, for use in classes.

Principals asked each of the teachers to inform pupils about the picture and its engagement at Loew's Theatre. Bulletin board announcement cards also were supplied to each principal. The president of the Louisville Parent-Teachers Council made a telephone canvas of the 60 PTA presidents, most of whom accepted invitations to attend the preview and then put telephone committees to work calling all individual members to recommend the picture.

Additionally, Jim Lounsberry of radio station WHAS plugged the picture on two separate nights and Ethel Lee's WGRC program also gave time, with U-I representatives Charles Simonelli and Harry Keller appearing on both programs.

Radio station WINN conducted a six-day contest based on the question, "What Are Your Great Expectations in Life?" Two pairs of tickets to Loew's and two copies of the book were given daily to winners.

The Louisville *Times* conducted a four-day contest based on the great expectations of expectant fathers and mothers for their future offspring. The four best 100 word letters, essays, poems or jingles received cash prizes of $50, $25, $15 and $10, with 10 consolation prizes of Loew's tickets. This was an adaptation of the contest used in New York by the newspaper *PM*.

The "Great Expectations" contest idea and the newspaper transatlantic telephone interview idea also were adapted to the promotion of the film in its opening at the United Artists Theatre in Detroit. A long distance call was put through from John Mills in London to Helen Bower of the Detroit *Free Press*, with the interview featured in the paper.

A $100 "Great Expectations" contest was conducted by radio station WXYZ starting five days in advance of opening and running through the first week of the engagement of the picture. The contest called for listeners to write "their Great Expectations for their children," with the radio station featuring the contest twice during the day and using spot announcements.

An 83-year-old woman was selected and her "Great Expectations" in life were fulfilled by giving her her first plane trip to New York to see the picture and to visit other places of interest in the city. Capitol Airlines flew her to New York and the Detroit newspapers featured the promotion.

In a tieup with radio station WXYZ's "Radio School House," children appearing on the program were asked questions and received prizes of the book.

The Philadelphia campaign on "Great Expectations," for the opening at Warners' Boyd

(*Continued on Page* 13)

Natural Sequence

When "Great Expectations" opened at the United Artists Theatre in Detroit, some un-named genius noticed that consecutive bookings for the theatre were, "Honeymoon," "Great Expectations," and "Welcome Stranger," quite a natural sequence of events, as was dutifully reported to all of the city's newspaper columnists, and just as dutifully recorded for her readers by Vera Brown in the Detroit Times.

Coincidence

Could be a coincidence and then again . . . but anyhow, when the Double or Nothing radio show of the Mutual Broadcasting System originated in Louisville as part of Loew's Theatre campaign for "Great Expectations," the radio show producer decided that an expectant father was just what he needed to give the show that added "oomph" radio producers always are seeking. So the expectant father finally chosen just happened to be a dance instructor at the local Arthur Murray Dance Studio, originators of the "Great Expectations Waltz." Ho, Hum!

SELLING THE PICTURE

Bus Trip Is Prize in Contest on 'Honeymoon'

Honeymooners from Kansas City, Mo., were offered an opportunity to take an all-expense-paid, seven-day Greyhound bus tour to the Colorado Rocky Mountains by Manager Lawrence Lehman of the Orpheum Theatre, in that city, as part of his publicity campaign for RKO's "Honeymoon."

Entrants obtained blanks from the theatre and were required to finish in 50 words or less the following statement: "I would like to spend my honeymoon in the Rockies because—" Lehman opened the contest to "all new honeymooners" and to "second and third honeymooners." Hundreds of replies were received. Winner was announced over radio station KCKN.

Since June is the month of weddings when stores go in heavily for articles for honeymooners, Lehman arranged for a series of seven window displays with one of the city's biggest department stores, in the heart of the fashion shopping district. A jewelry store used stills from the pictures in its advertising, and the Greyhound bus company cooperated.—K.C.

Business Builders for the Fourth

To meet the outdoor competition on Independence Day and boom business on what is usually an off-day, it will pay the exhibitor to try some of the following stunts:

SAFE AND SANE FOURTH: Advocate a sane celebration of the birth of our country, at the same time getting in a plug for your theatre as a cool and pleasant place where the public can take it easy, be comfortable and entertained by witnessing an outstanding film.

PROGRAM: If the picture you have booked has a patriotic angle, let your patrons know of it through newspaper, lobby and other advertising media. There may be available a number of patriotic short subjects suitable for the occasion. Contact your exchanges for one or two. Prepare a trailer calling attention to the coming Fourth program. Don't overlook the playing of patriotic tunes.

STAGE SHOW: Get a patriotic society, or several of them, to sponsor a pageant on your stage. This should include a reading of the Declaration of Independence by a prominent person in the community, a fife and drum corps or a local orchestra. A stage society or group of amateur actors would cooperate on this.

COOL: Advertise your theatre as the coolest place in town to spend part of the day. Patrons would appreciate the serving of cool drinks. You can build this up as the "safe and sane" way to celebrate the Fourth, away from hot crowds, hot highways and the expected hot weather.

If the business outlook is gloomy, take this occasion to increase the theatre's goodwill by inviting the newsboys to attend a performance as your guests. Another goodwill builder would be to invite the inmates of an orphan asylum or a home for the aged to enjoy a cool celebration at your theatre.

Souvenirs of Pearl White Era Promote 'Pauline'

A harvest of souvenirs of the Pearl White era was reaped by Manager Gil Green of the Michigan Theatre in Detroit through the offer of free tickets to all those contributing such articles as old programs, newspaper or magazine ads, photographs, newspaper clippings, signs and posters, to promote his showing of Paramount's "The Perils of Pauline."

From the articles contributed, Green made up a lobby display that was the center of much attention.

'Record' Contest for 'Bedelia' in Duluth

A contest based on a phonograph record of the song Bedelia highlighted the exploitation for Eagle-Lion's "Bedelia" at the Lyric Theatre, Duluth, Minn. Manager Nort Rosevold tied in with station KDAL's emcee, Joe Cook, offering $5 in cash and passes to see the picture to the first person to bring in a recording of the song.

A record was turned in the first night, and the contest was then run, asking listeners to guess the year the record was made. Winners received passes to "Bedelia."—MIN.

Governor Holds Meet on 'Life With Father' Bow

Governor Horace J. Hildreth of Maine held and Art Moger, New England field man. day to discuss plans for the State's participation in the world premiere of Warners' "Life With Father" at the Lakewood Theatre, Skowhegan, on August 14.

Members of the press and radio throughout New England were invited to attend the meeting. Representatives of Warner Bros. present were William W. Brumberg, manager of the field public relations staff, up from New York, and Art Moger, New England field man.

Governor Hildreth already has assured Warners of full cooperation in connection with the debut of the Technicolor film version of "Life With Father" in the same theatre where the original play had its first tryout eight years ago. At Wednesday's conference, a program of special events was outlined, along with the roles to be played by newspapers and radio stations in promoting the event.

'Great Expectations' Top Campaign

(*Continued from Page* 12)

Theatre was highlighted by special screenings and campaigns directed at the school system and the Dickens Fellowship Society.

A preview at radio station WCAU was arranged by Everett Callow of Warners' for the board of education, with 250 principals and teachers attending and about 400 "Great Expectations" Study Guides for use in the schools distributed. Letters carrying the school board and Motion Picture Association recommendations of the picture were mailed to principals and English teachers of suburban schools. A second preview was attended by 35 members of the Dickens Fellowship Society who gave full support to the picture through their organization.

Snellenberg's Department Store in Philadelphia devoted two windows to "Great Expectations" displays.

Thirty-seven radio spot announcements on stations WIP, WPEN and WFIL featuring quotes from the critics were used the day following the opening.

In campaigns under way at present and to be conducted during the next few weeks, attempts are being made to embody many of these ideas or adaptations of them to meet local requirements. Promotions developed in connection with the New York and other campaigns have been distributed to U-I field exploitation representatives for adaptation in other situations.



"GREAT EXPECTATIONS" garnered swell publicity in Los Angeles Times via a large cut and story in the two right-hand columns of the movie page.

Guild, Enterprise in 'Proud Destiny' Tieup

The Literary Guild which recently selected "Proud Destiny," Lion Feuchtwanger's novel, as its October selection, will undertake a joint publicity and exploitation campaign with the Enterprise Studios, which purchased the motion picture rights to the book for $350,000.

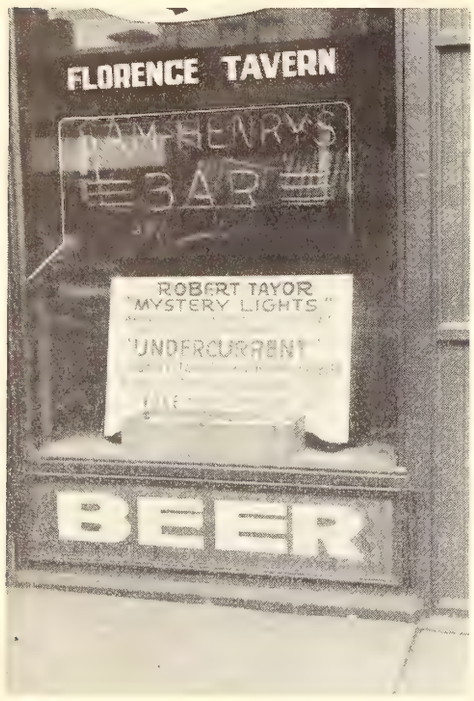
Joint promotion plans will be worked out by Frederick Polangin, Enterprise's eastern publicity director; Jay Tower, Literary Guild publicity director, and Ruth Brown, Viking Press publicity director. Viking publishes it.

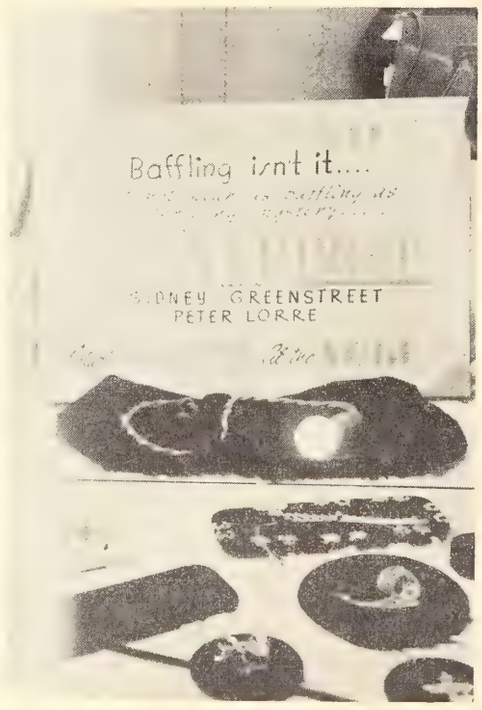
"Proud Destiny" will be one of the major Enterprise productions for the 1948 season. A top cast is slated with Lewis Milestone producing and directing.

Every mother brought to Loew's State Theatre, New York, during the run of Eagle-Lion's "Lost Honeymoon," by her twins of 12 years or younger, was admitted free of charge.

SELLING THE PICTURE

Hoosier Showman Puts Across Attractions with Swell Gags





TWO GAGS THAT SOLD TWO PICTURES. Crowds moved away from the windows long enough to permit the photographer to get pictures of two gags used by Roy Peffley, manager of the Voge Theatre, East Chicago, Ind., to put across a couple of recent attractions. For MGM's "Undercurrent" (left), Peffley buried five bulbs in a box of white sand, then illuminated them with apparently no current. For Warners' "The Verdict" he placed a bulb on a piece of velvet, and this bulb also burned apparently without current. Local townsfolk had lots of fun trying to guess what made the bulbs burn.

Aware that the imagination and know-how of a showman can make money with fair-to-middling picture, and can make more money with a first-rate attraction through the promotion he puts behind it, Roy Peffley, manager ot the Vogue Theatre, East Chicago, Ind., never permits his showmanly instincts to fall asleep. He brings them to bear upon every picture booked, inspects with care exploitation ideas he has used before or fellow exhibitors have used successfully, and calls upon his imaginations to invent something new when a new idea might have good pulling power without costing too much for his theatre and size of town. Some of the selling ideas he has employed to put recent bookings across follow.

For MGM's "Undercurrent," Peffley built a special lobby display with a panel of stills in the background. During the run of the picture he used it out front. A week in advance he placed a novelty mystery light display in the lobby—an old gag but still good enough to cause patrons to stop and ponder. Five colored bulbs were placed, sockets down, in a box of white sand; sockets from five old bulbs were glued to the tops of the bulbs so that, when the juice was turned on from a concealed wire attached to the bulbs, the five lights were apparenlty burning without electricity. Two days before the opening and during the run the mystery light was placed in a window.

"What a theatre chair thinks about" was a gag Peffley used in a window promoted in a furniture store. He placed a regular theatre chair in the window with a 40x60 sign in the back with the following copy: "Want to know what a theatre chair thinks about? The manager of the Vogue Theatre took me out for a rest. I am really too tired to think and what's more I'm really in for a workout next week when they play 'Love Laughs at Andy Hardy.' Boy, oh boy, will that be a workout! I sure hope I don't get that big fat mama I had last week. That really was a job. Well I think I will take a little nap and see you next week at the Vogue Theatre." For this Andy Hardy film Peffley used the old jumbled teaser trailer, made up of rescued pieces of film pasted together anyway, some upside down. After 16 to 20 seconds of this the following appears: "Oops, pardon us folks, but we are all excited, we just heard of a new picture coming and it got us in a dither, etc." Regular poster lobby display was used and 5,000 programs distributed.

For Warners' "The Man I Love," Peffley worked a combination herald and gag. A special trailer was flashed on the screen reading: "Are you sitting pretty? Right now there are several folks in this theatre who are sitting pretty with free tickets to see 'The Man I Love'." Instructions to turn up the seats when the lights went on followed. Envelopes were attached to the underside of the seats. The envelopes contained a small herald (paid for by a merchant's ad on the back) with a number on the other side. If the number corresponded to one on display in the lobby, or in the store of the merchant, the holder was entitled to a pass. The stunt was worked every night for a week before the opening date.

For another Warner film, "The Verdict," Peffley used another version of the mystery light gag in the window of a cooperating jeweler. A regular lamp cord with socket and bulb was placed on a piece of black velour. The bulb burned without apparent current. Solution of the mystery light: under the black cloth is a supply of current, contact being made with a straight pin from the hot line through the cloth to the apparently dead line. Crowds gathered in front of the window and made both the merchant and Peffley happy.

For the RKO-Walt Disney "Song of the South," Peffley cut out a throwaway in the shape of a bone, with "We're making no bones about it . . . but—" When the bone-shaped throwaway is opened, copy on the attraction is found.

Peffley played up a song-gag on the cover of his herald for Warners' "Big Sleep." On the cover was a picture of a man before a closed door, with this copy: "Knock! Knock! Knock! 'Open the Door, Richard'" with this admonitino: "Open the door and look inside" where information on the coming picture was found.

A "figures don't lie" gag, in which, by following instructions, the trick figures always give a result of 1,089, appeared on the herald for 20th Century-Fox's "The Shocking Miss Pilgrim," along with Betty Grable's own figure.

Being fond of gags, which usually awaken a smile or a laugh, Peffley played up a "Money slanguage wins free tickets" to see Columbia's 'Johnny O'Clock'." The first 25 persons mailing in correct answers received guest tickets. Contestants were to add up these slang terms for money: One century, five bucks, six bits, two berries, one grand, six C notes, 50 simoleons, 35 cartwheels, 50 Vs and 100 coppers.

Schools Publicize Fabian Kiddie 'Tarzan' Dual Bill

The public schools of West Brighton, Staten Island, cooperated with Manager Bill Hamborsky of Fabian's Capitol Theatre in publicizing a double "Tarzan" bill for children at a special Saturday matinee. Hamborsky personally informed school principals of the show, ran special ads in the Staten Island paper a week in advance, made personal announcements at the previous Saturday and Sunday matinees and used a special trailer and a lobby 40x60 plugging the children's matinee.

One West Brighton school gave each pupil a typewritten note concerning the matinee to take home to their parents. Another school announced the show at its general assembly.

Bowling Alley Tieup on 'Two Mrs. Carrolls'

An unusual tieup, with the largest bowling alleys in the south, was made by the Majestic Theatre, Dallas, in connection with Warners' "The Two Mrs. Carrolls."

A contest known as the Humphrey Bogart Sweepstakes was arranged with the two local Hap Morse bowling alleys, one located on Ross Avenue and the other on Young Street. The winner was awarded a cash prize with the compliments of Bogart.



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WB

THEATRE MANAGEMENT



The Brass Tacks of Efficient Picture Theatre Management*

MORE ABOUT 'INTELLIGENT SPENDING'

By Jack Jackson

Mebbe I oughta keep it to myself but I just gotta confess.

And is my face red?

I had hardly gotten that gang of words about "Intelligent Spending" out of the typewriter and into the mail sack when an economy wave landed right in my lap.

I was caught with the jam of guilt smeared all over my fingers.

The very same things I had been cautioning you fellows about watching were running rampant all over my personal record as a theatre management supervisor. Seems like I missed out somewhere between the time I started looking for Dave Chatkin's recommendations and the period where I got around to setting it in story form. Right in there I should have taken time out to look around me—before writing—and then I'd have polished my own windows before telling you where to look for the dirt on yours—and been in better standing with the fellow who puts his name in the right hand corner of my weekly pay check.

Yes sir, just like you—and you—and most other theatremen, I allowed Old Man Prosperity to saddle my theatres with no end of unnecessary burdens. Alibi Ike and I have never been pals so I'm offering no excuses because it's all my own fault. But analyzing what happened will help prevent recurrence and and I figure it out this way: All during the war boom we were haunted with labor troubles to the point where we grabbed at any and every kind of employe that came along. We even went so far as to anticipate absenteeism—because of numerous instances when an entire staff failed to report—and saddled the theatre with "reserves." The reserves got lost on our payrolls and we failed to make reductions when circumstances changed and we no longer needed "reserves."

Casually Efficient Employe Could Dictate Hours

We had gotten to the point where a casually efficient employe could dictate the hours he or she would work and we would arrange for a "reserve" to take over during the "off" period. And, when circumstances changed we failed to deal with our "prima donnas" according to the times and continued the extra expense. The same went for materials and supplies. It was—for a time—so difficult to get even a satisfactory substitute for needed equipment and supplies that we took advantage of every offering on the market and continued to load up at every opportunity after the "shortages" had disappeared. Looking at my blushing kisser in the mirror I can see—yes I can even remember—ordering 60's instead of the usual 25's in wall fixtures and even going to the extent of making use of gelatines to dim their brilliance.

The result: over-manned service staffs, surplus porters and cleaners, an abundance of supplies—of the kind that are expensive to use in these days of low box-office receipts—that are carelessly stored and will undoubtedly lose much of their value before Father Time gets around to caring for their useful disposal. All these and many more are my sins against the creed of efficient theatre management. I feel better for confessing them and am a little more satisfied with myself now that I've analyzed—to my own satisfaction and I hope the boss'—how they came about.

Back-to-Work Movement Now on Schedule

However they are now of the past as I've taken steps to correct the onerous situation and the entire personnel of theatres under my jurisdiction are due a vacation from resting and scheduled for a leading role in a back-to-work movement.

Now about my promise of last week to continue the outline of moves to be made in a program of "Intelligent Spending" as a means of effecting theatre savings as prepared by the late David J. Chatkin, former general director of theatre management for Paramount-Publix Theatres. Having disposed of advertising, exploitation and publicity we approach the next item on the agenda which is:

House Salaries—Carefully check service costs, ushers, doormen, cashiers, candy case attendants, etc., so that, through a combination of jobs or the rearrangement of hours, every possible unit of unwarranted payroll expense will de eliminated. Check carefully into the salaries of janitors, maids, watchmen, porters, etc., with the idea in mind of rearranging schedules so that two jobs might be adequately attended for the cost of one.

Every job holder in the theatre should be willing to contribute a little more effort during periods of slack business. In doing so they only help to assure their own bread and butter through the trying business period. There are many little jobs around the theatre to be done and can be done without extra help or additional outlay of money if the personnel are made conscious of conditions and the management's appreciation of their extra efforts.

Check thoroughly into the conditions that account for overtime in the projection booth. Perhaps the greatest single factor is early openindgs and late closings. Next is carelessly arranged schedules. Check your complete programs well in advance so as to permit the study necessary to rearrangement of units so that the least possible overtime is occasioned. A careful check of your hourly box-office reports will quickly dictate the advisability of dropping or continuing early openings and late shows. If the receipts do not warrant, their immediate discontinuance is recommended. Of course each operation varies according to the union requirements in hours, etc., but a concentrated drive to eliminate overtime is certain to greatly reduce overtime costs.

Postage, Telephone and Telegraph: Make a decided effort to cut down on long distance calls. Make use of this medium only in instances of extreme necessity.

A telegram is cheaper and will invariably get the same quick action. Use night letters, day letters, etc. wherever possible. (Unless the war brought about cancellation of the service there is a method of wire communication available that allows for an interchange of two or more wires on one subject at greatly reduced rates. Check with your telegraph office about this).

Wherever possible eliminate the cost of wires by writing letters. Study of the needs of your operation well in advance will enable you to handle most of your problems with the home office, purveyors of supplies, film distributors, etc. by mail and thereby greatly reduce communication expense. An interesting experiment recently conducted resulted in a 60 per cent reduction in telephone costs through the installation of a nickel pay phone necessitating the manager's accounting in his petty cash report the number of nickels he used for business purposes. Avoid lengthy conversations over telephones. Conduct your business quickly and succinctly and release the lines for accommodation of incoming calls about the theatre and its at-

Fabian Convention

Fabian Theatres Corporation will resume its annual employes' convention with a two-day, meeting at the Astor Hotel in New York July 15-17, President Si Fabian and General Manager Sam Rosen announced this week.

The convention, which will be attended by all home office, district, managerial and publicity representatives, will discuss all phases of theatre operation, with emphasis on public relations, community activities, labor and legal problem. Key speakers will be Fabian and Rosen. A golf tournament will close the meet.

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THEATRE MANAGEMENT

tractions. Caution employes about this important matter.

If your stamps have not been kept under lock and key try doing so for a month and see how your stamp consumption compares with previous months.

Electricity (Power and Light)—Analyze your theatre lighting to determine cost of an intelligent lighting schedule. Set the times for throwing the marquee soffit, upright sign, etc. so as to conform to expected hours of sunset and allow deviations only to compensate for cloudy or rainy days. Check the wattage of the bulbs used with a view of arranging for substituting lower intensity lamps where such will serve the purpose of display or lighting as efficiently and effectively as those of higher electrical consumption. A recent test maneuver allowed for the reduction of better than 8000 watts per hour in one operation. By watching this closely and correcting unwarranted consumption you will be able to reduce your monthly bills materially without detracting in the slightest from the appearance or effect of your front and displays.

Check the inside of the house and arrange for the elimination of as much lobby lighting during "dead" periods as will be permissable without incurring hazard or effecting safety measures. Check the lights in such parts of the theatre as are needed only on occasion. See that these are equipped with pull chains and that employes turn off all lights when not actually needed.

Have your maintenance men check all electrical connections, fuses, switches, etc. to be certain of the firm contacts needed for economic use of power for fans, cooling systems, projection, etc.

Instruct your cleaners not to use house lights while performing their duties. If your house is not equipped with working lights arrange for their installation immediately and see that they are used exclusively.

Proper attention to the details of lighting, connections, etc. can be depended on to reduce electrical consumption from 7 to 12 per cent monthly.

Heating and Cooling—Have your engineer, or a representative of the manufacturer of your machines, examine the plant thoroughly for leakage of refrigerant. Check with your engineer frequently to make sure that your equipment is being shut down at such times as operation becomes unnecessary. Have your engineer make a semi-weekly check of all water connections to eliminate leaks or waste of any kind. A leaky faucet can run up your water bill 5 to 10 thousand gallons per day. Attention in this department will effect great savings in the monthly bills.

Supplies—Hold every person in charge of consumable supplies accountable for unnecessary waste. Determine the essential quantities of soap, powders, mops, brooms, etc. needed to properly execute cleaning duties and, if necessary, dole out the proper quantity each night and keep the balance under lock and key.

Have each department head such as head cleaner, maintenance man, chief operator, stage manager, chief of service, etc. submit a monthly inventory of supplies used compared to the amount on hand at the month's beginning and go over with each the possibility of reducing the demand for succeeding months. Determine your requirements a full month in advance and benefit through quantity savings, transportation charges, discounts, etc. By making each department head feel a definite responsibility for his job much leakage will be avoided and the consumption of requisite materials greatly reduced.

Miscellaneous—Secure competitive bids from laundries, cleaners, for possible economy in this department. Check the cost of upkeep of uniforms closely and impress service personnel with the necessity of proper care to eliminate repair charges. Order no new uniforms unless positively necessary.

Stress to cashiers the importance of being extra careful in making change with a view of eliminating excessive shortages, the purloinings of short change artists, etc.

Eliminate as much as possible the relamping of the entire theatre for new color effects. Try to reduce consumption by cutting down on the number of lamps in cove lighting, chandeliers, shadow boxes, etc.

Watch the petty cash at all times. Don't permit the payment of small bills or the purchase of minor supplies by unauthorized theatre personnel. Insist that you are personally consulted about each and every theatre expenditure. Proper supervision of this account alone will bring about tremendous savings to the company.

There is considerably more in Chatkin's recommendation about stage productions, talent salaries, orchestras, organists and other units that are rarely in use in these days. There is also a complete list of booth suggestions concerning the use of Brenkert machines and effect slides that would only be of use to a few de luxe establishments.

The real "guts" of what experience proved to be "Intelligent Spending" is listed here and in the previous article published last week. No matter what size, what class or where your theatre is located you will find the complete compilation of suggestions an excellent guide to effecting the kind of economies that will not only add to your bank account but actually improve the manner and method of presentation and operation of your theatre.

To what Chatkin recommended I can only admonish about the saving to be made through watching the buying of your accompanying program subjects. If you know your town, what days to expect business, etc. you will be able to reduce film rental considerably by abbreviating your short product purchases to conform to patron expectation.

Now that I've told you all about what Dave Chatkin told me 17 years ago, I'm going to check and double check to see that I don't get caught with my extraneous expenses exposed when they tally the P&L statements at the home office next month.

Owners Stage GI Night At Bayonne's Embassy

An ex-GI's night that held something of the aspect of an American Legion convention was staged by Murray and Edward Steinberg, co-owners of the Embassy Theatre in Bayonne, N. J., in cooperation with the U. S. Army Recruiting Service and the Joyce-Herbert Post No. 226, Veterans of Foreign Wars. Program, arranged by the VFW and the Steinbergs, consisted of Army and Navy short subjects and gag films on military courtesy as well as a feature film. The newspapers of Bayonne played up the affair with stories and pictures, the Bayonne *Times* using on its front page a three-column cut of an army trailer truck with radar and three searchlights.

The army sent three huge trailer trucks which were met at the exit from the Holland Tunnel and bannered with proper theatre and playdate credits on GI Night. A police escort accompanied them to the Embassy in Bayonne. The Steinbergs decorated the theatre in keeping with the army atmosphere. Army searchilghts playing on the front gave the occasion the aspect of a Hollywood premiere.

Results for the theatre were many new faces at the performance, unsual newspaper coverage and other publicity. The house was full and the VFW post made some money on the evening's activity, which the Steinbergs considered compensation for their efforts.

For Children's Library

Warner Bros. have made "Penrod and Sam" available for Saturday Morning showings in the Children's Film Library Program. This picture will replace "The Green Pastures," which Warners have been supplying for the juvenile shows along with "The Prince and the Pauper" and "A Midsummer Night's Dream."

Seat Covers

Summer seat covers are cheerful and prolong the life of upholstery. It's not entirely too late to think about them now if they are not part of the theatre's summer equipment.

First Aid

All newcomers to the staff should be taught the elements of first aid in case of emergencies. How long since the entire staff has been given a refresher course?

Marquee Letters

Right now could be the time for cleaning and painting the lighting channels behind the marquee's changeable letters.

Beninatis Say It With Roses

All women and girls who attended the grand reopening of the New Capitol Theatre, Pinckneyville, Ill., on the evening of June 18 were presented with a beautiful rose with the compliments of the theatre owners, T. D. and Charles Beninati. The feature picture at the big opening was United Artists' "Abie's Irish Rose."

Mayor Stumpe participated in the ceremonies, cutting the ribbon at the entrance of the remodeled and modernized house to indicate that it was again open for business. Local business concerns and civic organizations paid tribute to the theatre and its owners by taking full-page advertisements in the week's issues of the two local newspapers.

THE BOX OFFICE SLANT

Black Gold

(Cinecolor)

Allied Artists Drama 92 mins.

AUDIENCE SLANT: (Family) Well-produced, well-directed and acted with warmth and understanding, and photographed in beautiful Cinecolor, this dramatic offering will please and delight the entire family. Should be especially appealing to lovers of horses.

BOX-OFFICE SLANT: Though lacking in star-draw, it has sufficient quality and entertainment to bring about influential word-of-mouth for top returns wherever shown.

Cast: Anthony Quinn, Katherine DeMille, Elyse Knox, Ducky Louie, Kane Richmond, Moroni Olsen, Raymond Hatton, Thurston Hall, Charles Trowbridge, Darryl Hickman. Credits: Directed by Phil Karlson. Original story by Caryl Coleman. Screenplay by Agnes Christine Johnston. Photography, Harry Neumann. Racing sequences directed by Reeves "Breezy" Eason. Commentary of the Kentucky Derby by Clem McCarthy. Commentary of the Tijuana Race by Joe Hernandez. Produced by Jeffrey Bernerd. Filmed in Cinecolor.

Plot: An American Indian, whose love for horses is the main thing in his life, adopts an orphan Chinese boy, after the boy's father has been murdered by renegade whites. The Indian brings the boy home to his wife, who because of her education, insists that the boy get his schooling, while he is being taught the rudiments of horse-racing. Eventually their horse wins the Kentucky Derby, but by that time the Indian has passed on.

Comment: "Black Gold," second release from Allied Artists, is good, general audience entertainment. It is a colorful, well-contrived, well-directed production that succeeds in bringing to the screen a story that is rich in human elements, and yet carries an underlying motive of tolerance in a subtle manner. Performances are warm and understanding, and lovers of horses will get much enjoyment watching the beautiful animals and the exciting horse-race sequences, which the Cinecolor photography enhances greatly. Though star-names and other usual box-office requisites are lacking, most moviegoers will find this such a human, enjoyable film that their word-of-mouth will give it top returns wherever shown. While the title refers to a horse, it is the character of Charley Eagle, the Indian, around whom most of the picture revolves. And in this role Anthony Quinn turns in one of the best performances of his career. Next in line for acting honors are Ducky Louie and Katherine DeMille, and in lesser roles Raymond Hatton, Elyse Knox and Kane Richmond do well with their assignments. Commentaries on the two horse-races shown, the Kentucky Derby and the Tijuana Race, were given by Clem McCarthy and Joe Hernandez, respectively. Credit for the direction goes to Phil Karlson and to Producer Bernerd for the excellence of the film as a whole.

The Hucksters

MGM Comedy-Drama 115 mins.

AUDIENCE SLANT: (Adult) Based on a very popular and amusing book, but non-readers as well as readers of the book will find this swell entertainment—amusing, fast-paced, romantically stimulating. It will score with men as well as women in all walks of life.

BOX-OFFICE SLANT: Can do big business at anybody's theatre—come rain, hail or even hot competition up, down and across the street.

Cast: Clark Gable, Deborah Kerr, Sydney Greenstreet, Adolphe Menjou, Ava Gardner, Keenan Wynn, Edward Arnold, Aubrey Mather, Richard Gaines, Frank Albertson, Douglas Fowley, Clinton Sundberg, Gloria Holden, Connie Gilchrist, Kathryn Card, Lillian Bronson, Vera Marshe, Ralph Bunker, Virginia Dale, Jimmy Conlin. Credits: Produced by Arthur Hornblow, Jr. Directed by Jack Conway. Screenplay by Luther Davis. Based on the novel by Frederic Wakeman. Adaptation by Edward Chodorov and George Wells. Photography, Harold Rosson. Special effects, Warren Newcombe, A. Arnold Gillespie. Art direction, Cedric Gibbons and Urie McCleary. Musical score, Lennie Hayton. Technical adviser, John Driscoll.

Plot: A fast-talking advertising salesman talks himself into a job as press agent for a soap account. The excitable head of the ad agency and the bombastic tycoon who manufactures the soap lead him a merry chase. However, he makes good and is just about to have a big commission dropped in his lap when, suddenly, he decides the job is more than he can stand; rather than work under tyranny, he'll take poverty. He walks out on them all and joins the beautiful young widow whom he loves.

Comment: Gable's back in the blue chips this time and the theatre that's got him will be a busy little, or big, place at the matinee as well as the evening shows. MGM's lot is giving the business a real business-getter in this snappy, polished, brilliantly acted and directed show about the radio phase of show business. The book was immensely popular and a zippy little number for the average reader. The picture goes it better, this reviewer believes, and there's every good reason why. They've done a masterly—no expenses spared—job of casting, staging and photographing "The Hucksters" and every good intention comes out shining brightly in this four-star hit. Clark Gable still packs the punch when it comes to putting over a character of the rugged masculine type, and he wraps up and walks away with this dashing figure of a man who loves well and works wisely both in matters of romance and buiness. He has been given superior foil in the very charming Deborah Kerr, the English actress who has a way of being tenderly fragile and robustly vital at one and the same time. Here is a romantic team to make your screen vibrate for every lover of romance—and what theatregoer isn't that? The screenplay by Luther Davis, from an adaptation by Edward Chodorov and George Wells seems just about as smooth as anything we've seen. Jack Conway's direction puts pulse and movement into this story and also realizes to the full all of the comedy and the emotional throb that is inherent in the characters and situations. The two stars have excellent acting support from Sydney Greenstreet, Adolphe Menjou, Keenan Wynn and Edward Arnold, and Ava Gardner registers a grand performance—one to make you rate her as a forthcoming very bright star.

AUDIENCE CLASSIFICATIONS Page 41

Law of the Canyon

Columbia Western (with music) 55 mins.

AUDIENCE SLANT: (Family) One of the poorer efforts of the usually strong Charles Starrett-Smiley Burnette series.

BOX-OFFICE SLANT: Should do well at action houses regardless of picture's mediocrity, because of the steady pull of the Starrett-Burnette combination.

Cast: Charles Starrett, Smiley Burnette, Nancy Saunders, Buzz Henry, Fred Sears, George Chesebro, Edmund Cobb, Zon Murray, Jack Kirk. Credits: Producer, Colbert Clark. Director, Ray Nazarro. Original screenplay, Eileen Gary. Photography, George F. Kelley.

Plot: Posing as an eastern "dude," a special government agent comes to a frontier town that has been milked by a gang, headed by the local doctor. This bogus medico is trapped by the agent, who secretly rides as the "Durango Kid," striking terror into the hearts of the badmen. Before he is finished, the sheriff is saved from death by poisoning, the sheriff's boy is kept from being killed and the doctor's racket is nipped in the bud.

Comment: "Law of the Canyon" is one of the weaker releases of the Charles Starrett-Smiley Burnette series, usually so high-grade. The story lags perceptibly, the action comes in too few spurts and the musical interludes seem to last too long. Smiley Burnette tries hard, but just doesn't get his usual quota of laughs. The cast is adequate, with Fred Sears turning in a smooth job as the head villain. Main fault lies in the fact that Scenarist Eileen Gary tried to stretch her thin script much too far. Exhibitors who play this type of product will, however, do their customary business—all things being equal—despite the mediocrity of this particular release.

Crossfire

RKO Radio Drama 85 mins.

AUDIENCE SLANT: (Adult) This picture in which intolerance is the motive for two murders, is carefully wrought, excellently produced and acted, and is exceptionally good entertainment for adult audiences.

BOX-OFFICE SLANT: The fact that this is the first film which brings intolerance into the open and does it powerfully, opens the gates to extraordinary exploitation possibilities. Good marquee names and a top-notch story, in addition, are certain to make this one of the most talked-about films yet produced, resulting in top box-office potentialities. Exhibitors are warned to handle the intolerance angle with extreme care. Improper handling can hurt rather than help.

Cast: Robert Young, Robert Mitchum, Robert Ryan, Gloria Grahame, Paul Kelly, Sam Levene, Jacqueline White, Steve Brodie, George Cooper, Richard Benedict, Richard Powers, William Phipps, Lex Barker, Marlo Dwyer. Credits: Produced by Adrian Scott. Directed by Edward Dmytryk. Screenplay by John Paxton. Adapted from the novel, "The Brick Foxhole," by Richard Brooks. Musical director, C. Bakaleinikoff. Photography, J. Roy Hunt. Special effects, Russell A. Cully.

Plot: A young soldier is suspected of the murder of a Jewish ex-GI whom he had visited. The soldier had been drunk, his

(*Continued on Page* 20)

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Screenplay by Barry Shipman

Directed by DERWIN ABRAHAMS • Produced by COLBERT CLARK

COLUMBIA PICTURES

BOX-OFFICE SLANTS

Crossfire

(*Continued from Page* 18)

memory is hazy. Another soldier tells a story of his visit to the murdered man's apartment which makes it appear as though the first soldier had committeed the crime. There is no apparent motive, until a police captain becomes convinced that the second soldier is guilty because of his violently expressed antipathy toward Jews. He sets a trap for the Jew-hater, the soldier falls into it and is killed while trying to escape.

Comment: There are some fine writing, acting and direction in this excellently produced film. But it is not only these facts, added to such good marquee names as Robert Young, Robert Mitchum and the others which are certain to make the film one of the most talked about in recent years. It is the theme of Jew hating, Catholic hating, etc., usually carefully avoided in the film industry up to now, that brings a poisonous thing out into the open and uses the powerful medium of the screen to call a spade a spade and to try to do somehting about it. This is not a crusade, but it is a powerful argument for the elimination of intolerance, and it is this fact that gives the picture so many angles for an exploitation campaign that can very well be close to a civic enterprise wherever the film is shown. The clergy of all faiths are certain to add their approval to whatever civic groups endorse the picture. It is controversial, but the controversy can be a weapon in the hands of smart showmen; improperly handled it can be a boomerang. Plans for the handling of the film are being prepared in the RKO Radio home office. The lines laid out by the distributors should be followed closely to avoid pitfalls. Entertainment in the sense that it diverts and closely engages attention is contained in "Crossfire" in plentiful quantity. It is a fine picture, very well done and one that should do very well at the nation's box-offices.

A Man About the House

(Reviewed at CEA Convention, Eastbourne)

London Films Drama 97 mins.

AUDIENCE SLANT: (Adult) Noveletish in construction, but adult in implication, this has strong feminine appeal and is not without its thrilling moments.

BOX-OFFICE SLANT: Though lacking names, it may well be a sleeper because of its fine acting, polished production, unusual theme and romantic background. Not for family audiences.

Cast: Margaret Johnson, Dulcie Gray, Kieron Moore, Guy Middleton, Felix Aylmer and others. Credits: Produced by Edward Black. Director, Leslie Arliss. GB distribution, British Lion.

Plot: Two impoverished English spinsters inherit an Italian estate and on arriving to take possession find that it is run by Kieron Moore, the butler. Margaret Johnson is pedantic, embittered and proud while Dulcie Gray is a simple, sweet soul. Margaret's early engagement to Guy Middleton, a doctor, had been broken because her parents regarded him as being beneath her standing. She comes under Moore's domination. Believing the land was wrongly taken from his ancestors, he marries her with the intention of slowly poisoning her and inheriting the estate. Margaret becomes ill and Moore has affairs with other girls. Middleton visits her and sees through Moore's plan. During a fight, the latter is killed. Margaret believes it was an accident, recovers and runs the estate as Moore would want it. Dulcie and Middleton marry.

Comment: Though novelettish in construction, "A Man About the House" is highly adult in implication, and there are incidents which bar it as family entertainment. Combining suspense and thrills with strong feminine appeal, it has much to commend it as a box-office proposition, however, if the showman is prepared to offend certain sections. The seduction of a servant girl and the frustrated heroine remarking that she wants a man could easily be cut without affecting continuity. Production values are extremely good and the settings in southern Italy are unusual and particularly attractive. The acting is considerably better than the story, though the cast lacks names. Margaret Johnson gives a remarkable performance as the embittered, snobbish sex-starved sister who finds love in the somewhat doubtful arms of her butler. Her performance will inevitably gain for her the title of the English Bette Davis. Kieron Moore is a major discovery as the sadistic, domineering butler. Virile, dark and tall, he will appeal immensely to women. Guy Middleton has little to do but he does it well.

Frieda

(Reviewed in London)

Rank Drama 98 mins.

AUDIENCE SLANT: (Adult) Powerful dramatic fare buildt around the highly controversial theme of mixed Allied-German marriages, with particularly strong feminine appeal.

BOX-OFFICE SLANT: Topical story, brilliant acting and Mai Zetterling, the new Swedish discovery, will give audiences plenty to talk about. Though mainly for better class halls, this should get by in most places when teamed with a comedy.

Cast: Mai Zetterling, David Farrar, Glynis Johns, Flora Robson, Albert Lieven, Barbara Everest, Gladys Henson, Patrick Holt, Milton Rosmer and others. Credits: Screenplay, Angus MacPhail and Ronald Millar. Director, Basil Dearden. Produced by Michael Balcon at Ealing Studios. Presented by J. Arthur Rank, United Kingdom distribution, GFD.

Plot: David Farrar, RAF pilot, marries Mai Zetterling, a German, to give her a British passport after she has helped him to escape in Poland. He takes her back to a small English town where his relations and townfolks are divided over her. Flora Robson, his aunt, is contesting a Parliamentary election on the issue that there are no good Germans. His mother, widowed by World War I has lost her younger son in the second. Glynis Johns, his widowed sister-in-law, alone tries to make her welcome. The marriage is not consummated as Mai, being a Roman Catholic, does not recognize the Protestant ceremony, and with his old friendship for Glynis rekindled Farrar cannot decide, whether in view of circumstances, his feelings are love or gratitude. Mai settles down as a good housewife and overcome many prejudices. Her brother appears as a repentant Nazi who has joined the Polish forces, but through a slip suggests there is no such thing as a good German. Mai tries to drown herself, but Farrar rescues her and the shock convinces him of his true love.

Comment: While breaking new ground with a topical and provocative love story, "Frieda" in no way ignores box-office conventions and has particularly strong feminine appeal. Producer Michael Balcon has skilfully avoided the melodramatic. There is no ranting patriotism, and while the suggestion that there are no good Germans is dismissed the message that Germany must be watched is nevertheless there. Development is somewhat slow through a surfeit of incident and talk. Judicious pruning would help this provocative picture and ease the gloomy tension. It is to the players' credit that the film is always credible and that the characters appear real. Mai Zetterling is outstanding as the German girl and will win the sympathy of all audiences. David Farrar is well cast as the pilot who marries out of gratitude, to find his love severely tested, and Flora Robson makes the anti-German aunt completely convincing. Glynis Johns, as the sympathetic young widow, for once has a role worthy of talents.

The Upturned Glass

(Reviewed in London)

Universal-International Drama 86 mins.

AUDIENCE SLANT: (Adult) With James Mason giving a polished performance as a society brain specialist this is strong psychological fare which will thrill his many admirers and convert many others.

BOX-OFFICE SLANT: Despite the unhappy ending, the attributes of James Mason, good production values and an ingenious plot should make this one of the most profitable British importations. It is a new picture, not a relic.

Cast: James Mason, Rosamond John, Pamela Kellino, Ann Stevens, Morland Graham, Brefni O'Rorke, Henry Oscar, Peter Cotes, Margaret Withers and others. Credits: Screenplay by Jno. P. Monaghan and Kellino. Produced by Sydney Box and James Mason. Director, Lawrence Huntington. Presented by J. Arthur Rank. GB distribution, GFD.

Plot: James Mason, a brilliant brain surgeon, falls in love with Rosamund John, the mother of a child whose sight he has saved. Her husband is abroad and they decide not to meet again. She commits suicide and he finds that Pamela Kellino, her sister-in-law, has blackmailed her because of her unknown lover. He judges her mentally responsible for Rosamund's death and while currying favor plans how she will die. He traps her in Rosamund's bedroom and forces her out of the window. Realizing he must dispose of the body, he puts it in the car, planning to drive to the seashore and dispose of it. There has been a road crash and to save a child he forgets his problems to perform an operation then and there. It is a success, but during its performance he unwittingly sends another doctor to get drugs from the car. The doctor convinces Mason of his madness and he throws himself over a cliff.

Comment: This unusual story is told in an ingenious manner. James Mason as the brain specialist lectures on criminal psychology and tells of the perfect murder, using assumed names for the characters. With the aid of a flashback, audiences realize that he is telling his own story. While in the talk, the crime is successfully perpetrated, in the

(*Continued on Page* 32)

REGIONAL NEWSREEL

LOS ANGELES

Milton Smith of Chicago has been appointed local manager for Filmack Trailers Corp. He is associated with Jack Jacobs. Jack will probably take over the 'Frisco office for Filmack.

Klein & Barsky took over the Melvan Theatre from J. C. Cameron of Dallas, Texas.

Clyde Kennell, formerly with the Vista, Campus and Hunley group, has purchased the Aero Theatre in Santa Monica.

J. Arthur Rank and Universal-International President Nate J. Blumberg, will be joint hosts at the first Anglo-American press preview of a motion picture to be staged in Hollywood at the Carthay Circle on July 7, when Powell and Pressburger's Technicolor "Black Narcissus" will be shown to an invited audience. Rank, vacationing at Del Monte, will return to Hollywood to attend the preview, and leave on July 9, enroute to England.

Alex Wiseman, MGM short subjects manager is mighty happy over the local group being in first place in the current "Final Summer Roundup" for cash prizes in selling shorts. At last count, the L.A. gang was in 7th spot in the feature drive.

Blanche Daly, MGM chief inspectress, returned from a Northern California vacation. Harry Horn, assistant shipper, spent most of his vacation at Hollywood Park.

Milt Hossfelt, film buyer for Fox Intermountain, paid a visit to the National Theatres home office.

Norma Muhlman, Cliff Giesseman's secretary and bookkeeper for the Music Halls, weekended at her old home town of 'Frisco.

Allied Artists last Wednesday night was host to more than 500 newspaper and magazine-writer guests at a press preview of "Black Gold" at the Pan Pacific Theatre. Preceding the preview, the guests dined buffet-style at the Farmers Market.

COLUMBUS

Manager Carl Rogers of Loew's Broad Theatre and Manager Harry Simons of the RKO Palace both became fathers on Father's Day, when a daughter named Velvet Linda was born the former and a son, Harry Clay, to the latter.

William Murphy has opened the second summer season of his Northway Air Park drive-in theatre on Morse Road, one of three operating in the Columbus area.

Leo Yassenoff has begun excavation for his new National Drive-in Theatre on West Broad Street, a half mile west of the city limits. Of Chinese design, the theatre will accommodate 750 cars, and will have a 45-foot drive from the highway to the parking area.

A racing accident at the filming of 20th Century-Fox's "Green Grass of Wyoming" at Lancaster resulted in scalp lacerations and many bruises to Grant Connelly, 67-year-old Springfield driver, with Harold Bowlby of Columbus badly shaken up when his horse crashed into Connelly's overturned sulky. Four horses were injured.

Harley E. Lewis, a Columbus salesman, has joined the cast of "The Green Grass of Wyoming" and will accompany the location crew to Utah and California for additional scenes. He appeared in 14 sequences shot at Lancaster.

Alice Burgess, Liberty theatre usherette in Zanesville, O., chosen "Miss Repeat Performance" at the film's world premiere last month at Zanesville, is in New York for a screen test, accompanied by Mrs. Earl Wilson, wife of the Broadway columnist.

Manager Charles Stadtfeldt of the Gayety Theatre is vacationing and his post is being filled by Maury Rome, manager of the St. Louis theatre of the Clamage burlesque circuit.

While actual construction of the $4,500,000 Veterans' Memorial Auditorium is two years off, the architects' plans have been submitted to the Franklin County Commissioners who have indicated they will approve them. Aside from the 8,000-seat convention hall a 250x130-floor indoor sports area, memorial plaza recital hall and exhibition hall, the structure will house a 3,000-seat Music Hall.

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Kids' Favorite Films

Ernie Foster, representative of the Motion Picture Association in Hollywood this week declared that the following pictures had proved most successful in the 594 bookings obtained by the Children's Library in the southern California territory:
"Five Little Peppers and How They Grew," "Young Tom Edison," "Adventures of Huckleberry Finn," "Hoosier Schoolboy," "Alice in Wonderland," "Little Miss Marker," "Anne of Green Gables," "Rebecca of Sunnybrook Farm," "Song of the Open Road," and "The Prince and the Pauper." Foster declared that all Shirley Temple early pictures are "musts."

ST. LOUIS

Motion picture theatres are hard hit by the strike of street car and motorbus workers which is in its second week at this writing. Losses to film theatres and other places of amusement is placed at $500,000, with the retail trade having lost $1,100,000.

If the Illinois Senate-approved bill to make standard time compulsory throughout the state is passed by the House and signed by the Governor, 500 Illinois communities would return to standard time on July 1 when the proposed bill is to become effective.

The St. Louis Garrick Theatre, sometimes operating as a burlesque house and at other times showing "adults only" films, will close for the duration of the street car and bus strike.

The 23 Wehrenburg-Kaimann theatres are coaxing in patrons through this line in their newspaper advertising: "Take a movie vacation. A few pennies, not dollars, is all you need. Try it. Attend these theatres."

The St. Louis Melvin Theatre, operated by Andrew Zotes, is putting on a merchants' gift night every Monday. Merchants who make the gifts get ads on the theatre's screen.

Eagle-Lion Director of Advertising and Publicity Max E. Youngstein has returned to New York after conferring here on promotion of "Repeat Performance."

The partnership of Art Bowman and Fox Midwest Amusement Corp. in Nevada, Mo. has been dissolved, with Bowman now the sole owner of the Arbo, a 307-seater which he had operated with the Fox interests for 14 years. Fox Midwest takes over the 725-seat Star and the Nemo, the latter still under construction.

A new screen and DeVry sound and projection equipment have been installed in the Skidmore Theatre, Skidmore, Mo., by the Stebbins Theatre Supply Co. of Kansas City.

ATLANTA

Mrs. Babe Cohen, wife of Atlanta Monogram branch manager, is visiting in New Orleans.

In Atlanta visiting and booking were: Howard Schuessler and Oscar Lam, Lam Amusement Company, Rome, Ga.; Harry Whitestone, Whitestone Tent Show; Billy King, Carolina Tent Show; and Nat Williams, Interstate Theatres, Thomasville, Ga.

Roy Collins, for many years with Universal as secretary to Harry Graham, then southern district manager, has been appointed as secretary to Ralph McCoy of Eagle-Lion.

Mary Bridges of the Martin's booking office, Atlanta, has returned to her desk after an illness.

The Benton Brothers of Benton Film Express have returned to their office after a pleasure trip to Hollywood and Atlantic City, N. J.

Charlie Durmeyer, Atlanta Variety Club chief barker, has returned back from a business trip to New York.

Other visitors to the city; were Fred G. Weis, Savannah, Ga.; Al Bishop and P. L. Taylor, Dixie Theatre, Columbus, Ga.; R. D. Word, Word's theatre circuit, Alabama; Louis Rosenbaum, Muscle Shoals Theatre, Florence, Ala.;

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REGIONAL NEWSREEL

(*Continued from Page* 21)

and Louis Worthington, Bessemer, Ala.

Born to Mr. and Mrs. Bill Dowler, (he's general manager of the Dixie Operating Company, Chattanooga), a baby girl.

R. B. Wilby of the Wilby-Kincey theatres headquarters in Atlanta has returned from a meeting in Birmingham with R. M. Kennedy, district manager, and city managers from Alabama and Tennessee.

Ross "Teamy" Wade, veteran of World War II, has been appointed as assistant manager of the Martin Theatre, Opelika, Ala.

John Goodenough, former branch manager of the Kay Film Exchange, Memphis, Tenn., has resigned. Ike Katz announces that a new manager will be appointed this week.

Dick Stafford, formerly of the Dixie Theatre, Ocalla, Fla., has been moved over to the Florida Theatre, Gainesville, Fla., as assistant manager.

Jim Scott, manager of the Roxy Theatre, is passing out cigars. Reason: there's a baby girl at their house.

MEMPHIS

R. L. McCoy, district manager of Eagle-Lion at Atlanta, and H. M. Addison, special representative of the company from Atlanta, were Memphis visitors this last week.

Paramount officials in Memphis include J. J. Donahue of New York, central division sales manager; Harold Wirthwein of Los Angeles, National Paramount Month drive captain; Duke Clark, Dallas, district manager and George V. Henger, Dallas, special representative.

Jimmy Gillespie, Dallas, southwestern advertising manager for 20th Century-Fox, was in Memphis on business.

Arthur Groom, Loew manager at Evansville and former manager of Loew's State in Memphis, has been spending his vacation visiting friends and relatives in Memphis and Mississippi.

R. V. Regan has been advanced from office manager to branch manager of RKO Radio's Memphis exchange, succeeding. A. M. Avery who has gone into the exhibition end of the industry. Regan has been with the company for 20 years.

Dave Flexer, president of the Flexer Circuit, has been in New York on business.

Col. William McCraw, executive director of the Variety Clubs International addressed the Memphis Club Monday, June 23. Plans also were announced by the club for providing motion picture entertainment for patients in the several Veterans' hospitals in Memphis.

Sales Tax Decrease

While decreases in April sales tax returns by motion picture theatres and other amusement enterprises in Oklahoma were noted, they were, however, 15 per cent greater for the month than in April of 1945. The state tax commissioner termed the decreases "seasonal."

ALBANY

Word has just been received that Camille McCaffrey, former cashier of Columbia Pictures and well-known along film row, became the mother of a baby girl at the Brady Hospital on June 18. Mother and daughter are doing well.

Sincere condolences are extended to Tom Barry of Clark Film Distributors, whose mother died June 20, after several week's illness. Burial was in New York City.

Anne Swent, PRC-Eagle Lion cashier, has geen granted a leave of absence and Larose Fisher has been promoted to that position with Barbara Wait being upped to booker's secretary.

PRC District Manager Al Herman won a radio which was the door prize at the recent Variety Club of Albany golf tournament and dinner.

Congratulations to RKO Office Manager Howard Goldstein and his charming wife, Beverly, on the celebration of their third wedding anniversary.

Neil Hellman of Hellman Interests in spending some time in Binghamton.

Fox Branch Manager Joe Rosen attended luncheon Friday, June 20, at the Hotel Astor, New York City which honored Andy Smith, Ray Moon and Bill Gehring.

Universal Booker and Office Manager Al Marchetti is recuperating nicely after a recent operation at the Memorial Hospital.

Republic District Manager Frank Dervin, and Eastern Division Manager Jas Ogara attended the Variety Club golf tournament and visited Schine office the following day.

Miss Elizabeth Herrick, Warner Bros. Theatres booking office, weekended in New York City.

CHARLOTTE

Republic Branch Manager Cy Dillon is back at his desk after a week's stay in the hospital.

Harry Cook's Center Theatre in Mt. Olive, N. C., burned recently, causing extensive damage to the booth equipment and destroying all the films in the booth.

J. E. Albertson's Roxie Theatre in Liberty, S. C., which burned on the 17th of May reopened on June 28 after having been forced to install entirely new equipment.

An all Negro air show sponsored by Haskell Deaton's Plaza Airport recently was covered by Paramount News which sent some photographers from Atlanta.

Two film row people, T. A. Little of B&L Enterprises, and Ken Clontz, projectionist at the 20th Century-Fox screening room, have been appointed to the Charlotte Civil Service Commission.

Seen along film row: R. H. Hardister, Badin, N. C.; P. J. Henn, Murphy, N. C.; William Chance, Osbun, Hillsboro, N. C.; J. S. McDaniel, Dallas, N. C.; Arthur Phillips, Walhalla, S. C.

Francis White, Charlotte theatreman and stockholder of Screen Guild Productions, announced that he was going in with several other theatremen in different parts of the country to personally produce a series of westerns.

OMAHA

Jim Castle, Paramount exploiteer, was in town.

Ira Crane, Fairbury Tri-States' manager, is back on the job after a Minnesota vacation.

Columbia District Manager B. C. Marcus, from Kansas City paid Omaha a short visit.

Frank Janicek, shipping clerk at 20th-Fox, is vacationing.

Jackie Lee joins 20th-Fox as information girl, replacing Joyce Ingwerson who will wed in August.

Mrs. Faustine Boyer, head inspectress at Universal, returned from a vacation.

Mrs. Tobby Stewart, who owns the Mayfair Theatre at Shenandoah, Ia., is seriously ill in a local hospital. Her daughter, Kay, former film star, is here from New York.

Kay Theiler, Paramount secretary, is vacationing in New York. Marilyn Clark, booking stenographer, is spending her two weeks with relatives in Iowa.

Josephine Peter of Grand Island married Ed Schoenthal, manager of the Sun Theatre at Holdredge, Neb.

Jack Renfrow, RKO branch manager, is spending a week of his vacation with his father at Hugoton, Kans.

Olga Taylor, Republic inspectress, is vacationing.

Hozel Jensen is combining vacation from RKO and honeymoon following her marriage to Dwane W. Brown of Council Bluffs.



FIRST PEEK AT SALES DRIVE POSTER. Drive Captain Harold Wirthwein and Oscar A. Morgan, shorts subjects and Parmount News sales manager, together with Central Division Manager James J. Donohue, Monroe R. Goodman, Mideastern Division Manager Earle W. Sweigert, Eastern and Southern Division Manager Hugh Owen, Fred A. Leroy and Claude Lee get the first peek at a sample of the short subjects and Paramount News sign which will be on display at all Paramount branches during the company's "35 Years of Leadership" sales drive.

REGIONAL NEWSREEL

WASHINGTON

Newly elected officers of the MGM Pep Club are Bob Ellsworth, president; Audrey Poulos, vice-president; Sam Richer, treasurer; Judy Jones, recording secretary.

The Pix Theatre has started a new policy of showing first-run pictures for an entire week. Its first double bill included "Hit Parade of 1947" and a collection of old Mack Sennett comedies called "Road to Hollywood."

MGM Divisional Manager Rudy Berger and Assistant Divisional Manager John S. Allen, were in Washington this week, and lunched with their sales department members, head booker and office manager.

Lois Benson, former Real Estate Department employee at Warner Bros., is the mother of a girl.

Josephine Byrnes of the MGM inspection department, returned from a two weeks' vacation.

Armen Arslanian, secretary to Charles McGowan, Warner contact manager, will be married on July 19, to former Warner employe Skip Gamble.

BOSTON

A second daughter was born to Mr. and Mrs. Paul G. Foley on June 18 in Boston.

The Tremont, one of the oldest of Boston's theatres has been closed for remodelling. It will reopen as a first-run house.

Esther Wexler has joined PRC's clerical staff.

Bert Mac Kenzie, publicity agent for MGM in New England, has been spending a quiet week at his farm in upper New York state.

Co-operating with the Hotel Statler Barber Shop and its manager Joe Salerno, the "Barber of Seville" staged an apt tieup by having Salerno pose with the helicopter atop a roof of a downtown building, with shaving utensils poised to perform a quick shave on the prospective "customer."

The Franklin County Fair scheduled for August 10-17 has been called off due to failure to obtain priorities for permanent buildings. The Sturbridge Fair at Sturbridge, Mass., will again open this year after being closed during the war.

Phil Berler, former booker for the E. M. Loew circuit, has returned to Boston after spending a year in North Carolina where he operated theatres at Asheville and Charlotte. He will rejoin the E. M. Loew circuit here.

Lou Gordon of the Lockwood-Gordon Circuit, has moved to a new home on Boston's swanky Beacon Hill.

United Artists District Manager Clayton Eastman is in New Haven this week on company business. Branch Manager John Derrin is returning home after spending five days in local hospital to clear up a bad kidney ailment.

Carl Goldman, manager of the Esquire Theatre, reports that a new coat of paint was given the front and a complete renovation of the inside prior to the opening of "Carnegie Hall."

Office Manager John Draddy is returning to his desk after an illness of one week.

Producer Boris Morros and Sam Dembow, Jr., returned to Boston recently for another one-day visit.

Harold Kritzman, assistant cashier at Warners, was married to Anita Ginsberg. They are now honeymooning in the Catskill. They were married June 8 in Boston.

Sidney Shumsker, army veteran, has joined Producers Releasing Corporation as a salesman in the Boston branch, where he will work under Branch Manager A. J. Fecke.

Free Park Films

Free educational motion pictures and cartoons will be offered in Omaha parks this summer, the new Park and Recreational Commission has decided. Members of the Commission said they were sure that no objections would be made as long as an admission charge is made because of the fine cooperation given by Omaha exhibitors in the past to such community projects.



SEVEN MEN AND SOME QUOTAS. Branch Manager Irving Sochin (seated) of Universal's Cincinnati exchange, points out to his local sales staff the "over the top" sales quotas necessary to put his office in the winning racket of the $50,000 Nate Blumberg-J. Arthur Rank Good Business Drive. Standing (l-r) are Sales Experts Jerry Marks, Frank Schreiber, George Gomersall, Gil Sheppard and Bill Blum, and Office Manager Howard Roudebush.

BUFFALO

The local RKO exchange held its annual summer outing on June 21 at the Canadian shore home of Branch Manager Elmer Lux.

A general meeting of Buffalo Tent No. 7, Variety Club was held on June 23 at which reports of convention delegates were heard, Heart Committee activities were discussed, and plans for the summer outings were presented. In a report on charity expenditures, the Buffalo Tent revealed that in 1946, over $22,000 was dispersed from the club treasury for various charities in addition to turning over $23,360 to the Buffalo Sister Kenny Foundation, the club's chief charitable activity for the year.

William Dipson of Dipson Theatres has returned from a three-day business trip in New York.

In town on a recent booking and buying visit was Bill Tishkoff, operator of Central Drive In, Rochester, who reports that despite adverse weather most of this season, business has been consistently good.

Dave Zachem, owner of the Artistic, Buffalo, is remodeling and renovating the New Oakdale, Buffalo, for a July opening.

George Kakouras of the Ridge Lackawanna was in Erie, Pa., on business.

Making one of his rare trips to Buffalo and film row was Howard Carroll of the Strand, Rochester.

Mel Schwartz, Allendale and Jubilee Theatres, Buffalo, and family planning an extensive tour by auto in July.

INDIANAPOLIS

Mrs. Ben Van Borssun acquired the 415-seat Lyceum Theatre, Terre Haute, Ind., from Boyd R. Bell. The house will be completely re-decorated and renovated.

Florence Whelan, secretary to Universal-International Manager Ted Mendelssohn, returned from her trip to the west coast. Milton Ettinger, formerly of the Universal-International sales organization, has been appointed office manager and head booker at the exchange.

Laura Grimme, secretary to manager Elmer Donnelly, United Artists exchange, is spending her vacation in Atlantic City.

Syndicate Theatres, Inc., Franklin, Ind., has acquired the Main Theatre, Elwood, Ind., from Roy Bales.

Iva Moore, who operates the Orpheum Theatre, Mitchell, Ind., has returned from Detroit, after attending the funeral of her aunt.

Twentieth-Fox Booker Herman Hallberg, has been promoted to head booker, succeeding Clarence Ritzler.

Oscar Fine, of the Fine Circuit, Evansville,

(*Continued on Page 24*)

Church Film Library

The Louisville Council of Churches has perhaps the only Church Film Library in the country. Although organized less than a year ago it now has 41 members. It is operated on a cooperative plan "to facilitate Christian education by means of the motion picture," according to H. Ellison Salley, community activities secretary of the Louisville Council of Churches. "It is the only church organization," he continued, "allowed to use films produced for theatrical release and edited for educational use in schools." Films for which the Library has found much use include "Magnificent Obsession," "The Story of Dr. Carver" and "A Christmas Carol." Films, says the Council's bulletin, "may be used in church for worship, for entertainment, to attract a large crowd, to educate, to raise money or any other worthy causes."

REGIONAL NEWSREEL

LONDON OBSERVATIONS

Steady Decline of British Box-Office Influencing Exhibitor Discussion of Rentals in Coming Months

By JOCK MacGREGOR

With the British box-office showing a steady decline, exhibitors are to tackle the vexing question of rentals with renewed vigor. Prolonged discussions will occupy the next few months and it is anticipated that there will be much mud-slinging at British and American renters alike.



MacGregor

While the renter naturally clamors for greater returns, the exhibitor, already faced with crippling entertainment tax schedules which automatically increase with admission charges, finds his hands tied and sees reduced rentals as his only salvation.

Dollar expenditure will no doubt be brought up, but equally certain of censure will be the terms asked for second-runs on the home product. CEA proposals include terms of 40-50 per cent to include a complete program, special terms for small exhibitors, sliding scales for subsequent-runs and flat rates for reissues.

Exhibitors take a strong line on extended runs in city centres, as they maintain by the time the film gets to the neighborhoods it is played out. This is especially the case with British pictures which because of the small number produced have to be shown widely for Quota purposes.

* * *

Talking with Sydney Box after the "Upturned Glass" preview, the subject turned to star-building, which is still the weakest feature of British production. While every effort is made to use contract players in the Rank Group, producers can cast whom they think fit. First in for a contract star gets the option. Box, for instance, has Jean Simmons for a film starting September 1, 1948.

Players are put under contract on producers' recommendations. While some are overworked to the verge of breakdowns others are strangely neglected, undoubtedly through individual producers having no suitable parts.

Trevor Howard, incidentally, tells me that he is probably turning to the theatre and will not be seen on the screen after his current release for many months. Pamela Matthews, after a hit in "School for Secrets," has also returned to the stage with nothing lined up for her. Celia Johnson has, admittedly, been having a child but nothing is announced for her.

* * *

Runner-up to James Mason in the Daily Mail's National Award, Michael Wilding is going to Hollywood to make one picture under his contract with Herbert Wilcox.

Jean Simmons and Margaret Lockwood are both due to make personal appearance tours in the U. S. this fall.

Marcel Hellman of Excelsior was host at a Dorchester lunch for the trade press to meet Tim Whelan who is here to direct "This Was a Woman" for 20th-Fox release.

A deal has been concluded by Josef Somlo for Willi Forst to produce a film a year for Two Cities, with exteriors being shot in Austria and interiors at Denham.

Having started the publicity ball rolling for Hal Wallis' "So Evil My Love," Walter Seltzer has left for Hollywood. He has made a very good impression here as, for that matter, has the whole unit.

The Rank Organization in conjunction with the Royal Academy of Music and the Royal College of Music are training two students from each under Musical Director Muir Mathieson.

Hollywood-bound in August is Britain's new cinema knight Sir Sidney Clift of the Clifton circuit with her ladyship and daughter Denise.

"Bush Christmas," Rank's special children's film, has been so well received by the press that it is to go out as a second feature on the Odeon Circuit.

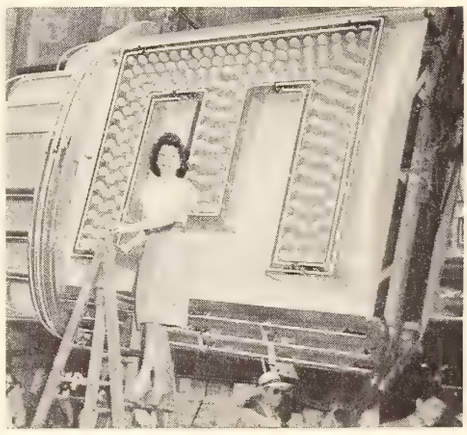
"Miracle of 34th Street" goes out here as "The Big Heart" and Columbia's "Framed" has been re-titled "Paula."

It is with deep regret that STR learns of the death of P. C. Balcon. The loss is all the more severe to Michael Balcon as P.C. is the second brother to die this year.

I offer my apologies for naming Vernon Sewell instead of Frances Searle as director of "Things Happen at Night." Vernon Sewell, of course, has recently directed the other ghost picture "No Nightingales" for British National.

Jack Francis, for the past 12 years exploitation manager with United Artists, has resigned to assume a similar position with Selznick in London.

Gaumont British beat the Associated British golfers by seven matches to nine at Brighton.



SOME SIGN That women do have a place in the world is proved by the above photo which shows how big a sign can be by having an attractive young lady placed in front of just a section of it. The monster electric sign is being erected for Loew's State, and will contain nearly 4,000 bulbs, three-fourths of a mile of neon and eighty separate transformers. When completely finished, the new upright will zoom 110 feet over Times Square.

(*Continued from Page 23*)

Ind., is the father of a baby girl, born June 10, at St. Vincent's Hospital, Evansville.

Charles Spargur, Jr., manager of the ad-sales department, 20th-Fox, is confined to his home by pneumonia.

Tim Dooley, formerly of the Cincinnati, O. branch, 20th-Fox, has been appointed booker at the local branch.

Joan Miller, is the new biller at Republic exchange; Philip Nesbit, secretary to Manager Ed Brauer, has resigned.

Tom Dillon, cashiers clerk, MGM exchange is the father of a baby boy.

George Lefko, succeeds Ralph Peckhan as branch manager at Film Classics. Peckhan goes to the Atlanta branch.

Shirley Servaas of the S. and S. Theatres, and Ethel Bess, are spending their vacation in the Great Lakes region and Frank Carter has returned from his vacation on the west coast.

Mary Wehrling, secretary to manager Geo. T. Landis, 20thFox, who has been confined at home by illness, is on the mend.

PHILADELPHIA

Mort Magill, prominent exhibitor and for the past 12 years Philadelphia branch manager for United Artists, has been named head of Film Classics' new Philadelphia exchange. He will personally supervise sales for the Alexander Korda group of pictures, as well as all new product produced and distributed by Film Classics.

At its annual meeting June 15 at Uniontown, Pa., the Tri-State Association of the IATSE, composed of 35 unions in western Pennsylvania, Eastern Ohio and West Virginia, elected F. P. McCoy as the new secretary-treasurer of the association over the incumbent, W. A. McClay of Uniontown Local 208, by a vote of 31 to 20. McCoy is the secretary of the New Kensington Local 444.

Stanley Kositsky, with more than 14 years in the motion picture industry, has joined Producers Releasing Corporation as Philadelphia city salesman under Branch Manager Sam E. Diamond. Kositsky is a graduate of Temple University and of its Law School.

Morris Nemez has sold his interests in the Ideal and New Empress to Lou Berger. Nemez, who also had part ownership of other local theatres some 10 years ago, will devote his time to his realty activities.

The Stanley-Warner Capitol Theatre has shifted to a first-run, double-feature policy.

RKO exploitation man, Hank Howard, who used to work the Philadelphia territory, and his wife, are the parents of a baby girl.

George Higginbotham is celebrating his 30th year in the business. He started at the Apollo Theatre that many years ago.

Nancy Silowitz, 20th Century-Fox clerk, has said "I do."

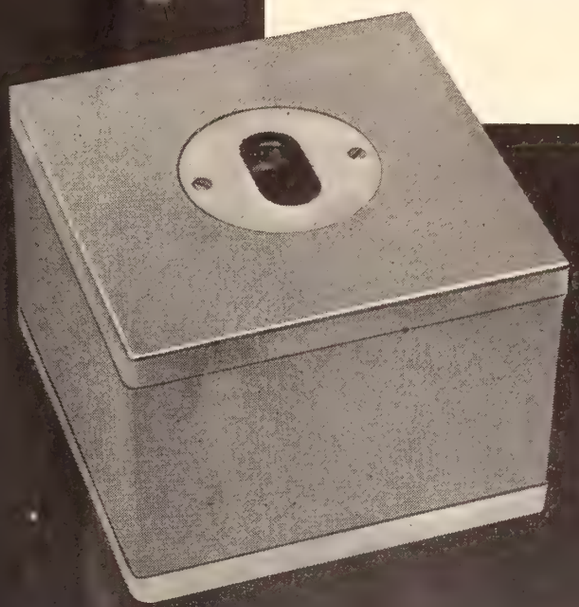
Bill Brooker, Paramount tub thumper, was in Atlantic City at a doctors' convention. In addition to arranging a screening of "Welcome Stranger" at their request, he is said to have obtained some good advice pertaining to reducing.

Dave Law, Warner's cashier, furnishes de luxe transportation in his alleged car for coworkers Jean O'Hara, Eddie O'Donnell and others.

Maurice J. Verbin has become the Philadel-

(*Continued on Page 26*)

For the *best* in motion picture sound...



the new *Western Electric* magnetically sealed light valve

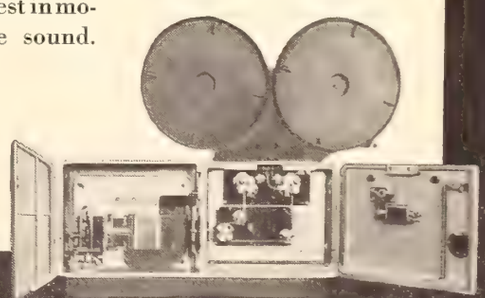
Magnetically sealed light valves are an outstanding feature of the new line of Western Electric recording equipment.

These new type valves, a triumph of precision in design and manufacture, are nevertheless small and rugged, and provide the highest degree of recording efficiency ever achieved.

Magnetic sealing keeps dust and foreign material out permanently. And you get *stable* operating characteristics regardless of temperature changes, for the various materials in the valve have compensating coefficients of expansion.

Other advantages are improved optics and better damping of the ribbons, which reduces the resonant peak to small proportions.

The magnetically sealed valve is one of numerous reasons why Western Electric means the best in motion picture sound.



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REGIONAL NEWSREEL

(*Continued from Page* 24)

phia and suburban salesman for Columbia succeeding Stanley Kositsky, now with PRC-Eagle-Lion. Verbin managed the Pix during the run of "Best Years" and prior to that was motion picture directory ad solicitor for *The Record*.

The Film Center Sandwich Shoppe has been completely renovated and reconditioned and opened under the management of Mor Holeve and Ray Epstein.

LOUISVILLE

The Kentucky Association of Theatre Owners with headquarters in Louisville will hold its annual election of directors on Friday, July 11, 1947. Thirteen directors are to be elected, of which 11, with two at large and nine from the State Congressional Districts, will be elected for two-year terms, and two directors at large for one-year terms.

Mrs. Clyde Marshall of the newly-opened Columbian Theatre, Columbia, Ky., was in town. She advised they had booked "The Best Years of Our Lives" to be shown at advanced prices with a top of $1.30. In addition to its large popcorn and candy concession, she has installed a frosted malted milk machine.

The Oak and Ideal Theatres, Louisville, affiliated with the Fourth Avenue Amusement Co., have recently installed built-in concession counters with new popcorn machines.

Oscar Hopper of the Arista Theatre, Lebanon, Ky., is back home following an extensive vacation trip, which took him across the country.

Mrs. Mary Ed. Williams of the Savoy Amusement Co., Louisville, is in Cleveland, Ohio, visiting friends and relatives. Mrs. Gratia B. Locke, also of the Savoy Amusement Co., is back from a week's vacation at Peewee Valley, Ky.

V. J. McKelski's West Baden Theatre, West Baden Springs, Ind., has been closed temporarily. An early re-opening date is expected.

Thomas A. Miller is now manager of the Adair Theatre, Adairville, Ky.

E. T. Denton of the Majestic Theatre, Owingsville, Ky., has a new automobile, received after an extensive waiting period.

Price Coomer, owner and executive director of the New Harlan Theatre, Harlan, Ky., owns a new Stensen Four Place Red Airplane. Besides his theatre interests, Coomer is building an air field in Harlan where he is setting up an aviation school. He has been instructing students under the G. I. Bill at other air ports, but now he will have his own school at his own field.

James E. Thompson, a former executive of the Savoy Amusement Co., Louisville and well known in film circles, stopped in town to renew old acquaintances on his way to Bowling Green, Ky. to visit his mother. At present he is manager of the Bryn-Mawr Theatre, Bryn-Mawr, Pa.

Summer Opening Time

Five Indianapolis first-run theatres, Loew's, Keith's, Circle, Lyric and the Indiana, have announced new summer opening time on Sundays. Doors will open at 12:45 with shows starting at 1 P. M. The new schedule will prevail until after Labor Day. Regular daily openings will continue at 10:45 A. M.

SHOWMEN'S SILHOUETTES by Dick Kirschbaum



Next Week . . . . . **A. J. BALABAN**

HARTFORD

New screen and rugs have been installed at the Rialto Theatre, Hartford. The Lyric here has a new candy booth.

This city had a number of visitors: Harry Shaw, division manager for the Loew's Poli New England theatre circuit; John Pavone, branch manager in New Haven for Monogram; Frank Meadows and Earl Wright of the UA New Haven exchange.

The new president of the Projectionists Local of Bristol-Plainville-New Britain, Conn., is Georgie Doerner, who is projectionist at the Warner Cameo, Bristol, Conn.

John Scanlon, Sr., manager of the Warner, Torrington, Conn., has returned from a vacation.

Dean Barrett, former manager of the Astor, East Hartford; Rialto, Hartford; has left for California on a theatre promotion setup.

HARRISBURG

Banks closing every Saturday, as provided by the Legislature, upon announcement of individual banking institutions, will not have too bad an effect on movies, but managers will now have to get enough change on Friday morning to see them through the weekend.

Mrs. Thomas Brennan, the former Midge Funk, veteran Senate cashier, and her husband last week took their infant son to California where they will reside. He was recently discharged from the Marines.

Franklin Maury, Colonial assistant manager, and Mrs. Maury spent several days in New York City.

REGIONAL NEWSREEL

CHICAGO

Jack Rose of the Manta-Rose Theatre circuit, is wearing his left arm in a plaster cast, having injured the tendon in an accident. Aly Raymer, Manta-Rose booker, is back from a west coast vacation.

Anna Frafeisin, daughter of John Frafeisin, owner of the Apollo and Cornell Theatres, was married to Peter Xelisko, who will become assistant manager of the theatres on his return from their honeymoon.

Appointments: Ben Mortenson, assistant manager, Lido Theatre, Chicago; John Farral, manager J & G Theatre, Erie, Ill.; Richard Felix, assistant in the Essaness circuit publicity department; Edward Hanna, assistant advertising manager, Bell & Howell; E. J. Henrickson, manager Farnsworth Television sales department.

Theatre changes: Francis Ernst has sold the Granada Theatre at Granville, Ill. to Leroy McMahon; H. E. Renshaw has bought the 300-seat Alamo Theatre at Stewardson, Ill.; Paul Stehman has bought the interest of J. J. Overton in the Lyric Theatre at Winchester, Ill.; Joseph Venneciano has purchased the Midtown Theatre, Chicago, from S. Izzo; R. Jenkins has sold the Riverside Theatre, Riverdale, Ill., to J. R. Calahan; The El Rancho Theatre in Culver, Ind., has been taken over from Roy Hansen by E. B. Hoesle.

William Green of the publicity department heads the Chicago MGM Pep Club for the coming year. Miss Marie Simpson was named secretary.

McNeill Smith is acting manager of the Granada while Manager Roy McMullen is vacationing in California.

United Artists District Manager Rud Lohrenz is on a Canadian fishing vacation. U.A. Exchange Manager Sid Rose is home after a hospital sojourn.

The Great Northern Theatre building will be sold in tax foreclosure proceedings on June 30. Taxes in excess of $200,000 with interest and penalties of $392,000 are levied against the property. Ben and Henry Gold, owners, have offered a tax settlement of $122,000 and say, if accepted, they will spend $700,000 in improvements and modernization.

Fox Midwest circuit has opened its new Stadium Theatre in Mt. Vernon, Ill. with Homer Marvel as manager.

I. W. and C. W. Rodgers and Grace Rodgers have formed Blym Theatres, Inc., with offices in Cairo, Ill., to operate theatres. Harold O. Farmer is its attorney.

William Valos is adding 300 seats to his Geneve Theatre at a cost of $10,000.

Norman Olsen, Jr., son of Norman Olsen, DeVry export manager, will handle the duties of the department while his father is on his round-the-world plane trip for the company.

OKLAHOMA CITY

Thomas Nelson, former assistant manager of Griffith operations in Altus, Okla., has arrived in Oklahoma City to assume duties in the art and utilities department of Griffith's home office.

At an election of Griffith Theatres Altus Oklahoma Employes Council, Jack Graves was named president, replacing Roy Canada.

Lightning struck the Hays-Kennedy Building at Blackwell, Okla., home of the Rivoli Theatre, and did considerable damage to the front of the building. The theatre was closed during the afternoon while the street was cleared of loose stone and brick. Some damage was done to the marquee from falling stones.

The American Theatre at Cushing, Okla., will be closed June 28 for the summer months, according to manager Melvin Blackledge.

The new NW Hi-Way Drive-In theatre just outside of Oklahoma City will open shortly. R. Lewis Barton has named his new 1000-car drive-in theatre the Odom. Opening date will be within two weeks.

Who Wouldn't Be Sour?

Manager Bob Sidman of Loew's Senate in Harrisburg is a sour individual this week who has no faith in economy taxi service—or possibly in distributing outfits either. When the print for "Time Out of Mind" didn't get there for the regular 11 A. M. opening last week, Sidman wired the Philadelphia exchange, found it would be on a late train and sent an usherette to take a cab and go get the print. Then he stood outside the house pacifying patrons and hoping he could get open at 2 P. M. anyway. When the usherette didn't get back, Sidman began to wonder. He tried to find her by phone, couldn't; then he sent a friend down to the station who found—that the usherette, being an economically-minded girl, had dismissed the cab while waiting for the train and couldn't get another.

MILWAUKEE

A building permit has been issued at Milwaukee for major alterations in the Lyric Theatre, owned by Helen R. Hanke. The work is to cost about $10,000. Walter E. Memmler of Milwaukee is the architect. The work is to consist of a new lobby, front, toilets and repairing of an entire wall of the auditorium.

Cozy Theatre at Colfax, Wis., has a new owner—Babe Gallichio. This show house is located in the municipal auditorium for the time being, until a new theatre can be built.

E. J. Clumb is the new manager at the Towne Theatre succeeding Jack Heinemann.

Henry F. Trester, now president of the Trester Service Electric Company was the guest at a party given in his honor on June 18 by his employes on his 75th birthday.

Falls Theatre, Black River Falls, Wis., has installed a 30 ton refrigeration unit.

New Theatres

Vancouver, B. C.—George Bailey is erecting a 500-seat theatre at Humboldt, Sask., to replace the Lux Theatre which he has operated for 18 years. New theatre will be completed this summer at an estimated cost of $30,000.

Milwaukee—E. Tex Reddick of Gays Mills, Wis., plans to erect a modern new theatre there.

Des Moines—Tri-States Theatre Corp. of Des Moines has entered the drive-in theatre field and announced plans for theatres at Des Moines, Omaha and Lincoln, Neb., Sioux City and Cedar Rapids, Ia., and the tri-city area at Davenport, Ia. A corporation has been formed by A. H. Blank, head of Tri-States; G. Ralph Branton, general manager; and Phil Smith of Boston, president of the Mid-West Drive-in Theatre. The Kucharo Construction Co. of Des Moines has been awarded the contracts for Des Moines and Omaha. The Des Moines theatre will cost $75,000 and be located near Fort Des Moines on a 20-acre site. It will accommodate 650 cars.

Des Moines—Plans for a drive-in theatre at Waterloo, Iowa, have been announced by Stephen A. Oellerich and Philip E. Winslow. Oellerich has already established residence at Waterloo and Winslow will go there from Middletown, Ohio. The theatre is expected to be ready about Aug. 1. It will be named the Star-lite Drive-in.

NEW YORK

Dollars will get you doughnuts that Ann Jones of 20th-Fox's exchange quits using her waste basket for an umbrella stand. Miss Jones needs that umbrella, what with these rainy mornings, and the other day a new cleaning man, who didn't know the Jones eccentricity, took the umbrella down to the junk pile with him, necessitating a search party to recover it.

Vacation time bowed in this week with Warner Bros. Long Island Booker Al Blumberg, taking off, 20th Century-Fox Shipper Jerry Goldstein off to see his sister at her Long Branch home, and United Artsist Muriel Rotk and Arline Deutsch off to the Catskills. Ditto filmrowite Helen McNamara.

Warner Bros.' New York Booker Pete Slaglenenin is out of the running this week to undergo an operation necessitated by what might be called a booker's occupational diseases. Another film rowite, Alice Levein, is home ill, also.

Margaret Gwieen of 20th-Fox is one who takes marriage seriously. She's already quit work in anticipation of marching to Mendelssohn which event isn't due till July 4. That date, incidentally, has something to do with liberty which may interest her banker husband-to-be Bob Tully.

And the orchestra was tuning up, too, for the wedding march at the United Artists home office where Ida Roskin, Barbara Watchler, and Ann Spagholetto are all set to say "I do" this month.

Agnes McLaughlin of the Warner Brros. exchange in New York is celebrating her silver

(*Continued on Page 28*)

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New Mirrophonic Sound
JOE HORNSTEIN has it!

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(*Continued from Page 27*)

anniversary with the company. She started as a steno at First National and is now the branch office expert in operation of bookkeeping and billing machines.

Paul H. Crane, export traffic manager for Loew's International, celebrates the 25th anniversary of his association with Loew's on June 23. He started with the auditing department in 1922, transferring to international activities the following year. As head of the traffic division it is estimated that he has supervised the shipping of almost 750 million feet of film to every corner of the globe by air and boat.

PORTLAND

Numerous outdor attractions and warmer weather failed to dent the first-run figures. Due to excellent features the take was well above normal, headed by "Farmer's Daughter" at both Orpheum and Oriental Theatres. Ink Spots on stage supplemented by "Blaze of Noon" at Paramount; "Dishonored Lady" at Century; "High Barbaree" at United Artists and "Macomber Affair" at Broadway.

"The Egg and I" had a double showing at Granada and Post Street in Spokane, with extra heavy business at both houses, which are now under the joint managership of Joe Rosenfield and Howard McBride.

Buck Stoner, western district sales manager for 20th-Fox is covering Pacific Northwest exchanges.

Arthur O'Connell of Universal, Seattle, has tendered his resignation as manager, and is succeeded by George DeWaide of Los Angeles.

Bernie Wolf and Jack Flannery of National Screen are covering Oregon's key cities.

George Ackerman, of the J. J. Parker Theatres, Portland, has been named manager of United Artists Theatre.

Spokane houses are getting ready for an exceptionally heavy fall business, with the great wealth of the grain fields on one side and the rich mines to the north, according to Jimmy O'Connell, general manager Evergreen Theatres; Oscar Nyberg of Fox Theatre; Nick Pierong of State, the well-known veteran manager, and Frank Harris of Garland Theatre.

KANSAS CITY

W. W. Smith, Camden, N. J., representative for the Hollingshead Drive-In Theatre patent, was in town last week conferring with Elmer C. Rhoden, president of Fox Midwest Theatres Corp., and G. C. "Gus" Diamond, vice-president of Pacific Theatres. Smith said drive-in theatres will open soon in St. Joseph and Joplin. The St. Joseph Theatre will accommodate about 600 cars and is owned by L. E. Pope. The Joplin Theatre will have room for 750 cars and is owned by Elmer Rhoden, Jr.

James Chapman is the new manager of the Southtown Theatre which last week changed over from subsequent-run to first-run English films. Chapman moves over from the Kimo, of the Dickinson circuit, where he introduced first-run foreign films last winter. Ed Crouch, who has been manager of the Southtown, goes to the Fiesta Theatre as manager. Both the Southtown and the Fiesta are owned by Herman Elmer.

"Voice of Theatre Speakers"
JOE HORNSTEIN has it!



HONORED TWO. Andy Smith, Jr., general sales manager, and William C. Gehring, assistant general sales manager, flank the head of their company, 20th-Fox President Spyros P. Skouras, in a camera shot taken at the luncheon in New York June 21, honoring the new sales heads and their colleague, Ray Moon, newly appointed head of the Yankee division. Other 20th-Fox executives who were honored at the luncheon included Martin Moskowitz, Seymour Florin, Sam Shain, Peter Levathes and Clarence Hill.

The premiere of "Perils of Pauline" added nearly $5,000 to the Jackson County Cancer Fund. Following the premiere, which also changed the name of the Newman Theatre to the Paramount Theatre, Bill Demarest, who was master of ceremonies, entrained for Winnipeg, Canada, where he made a personal appearance with the premiere of "Welcome Stranger." Veronica Lake and Mr. and Mrs. Alan Ladd, who also came in for the premiere, returned to Hollywood directly. Demarest made a big time of it while in town, paling around with Lawrence Lehman, an old friend of vaudeville days, and Arthur Cole of the Paramount exchange.

The Dickinson circuit of theatres in Missouri and Kansas has added cokes in all its concession stands. The drinks are served in a bottle with a paper cup included, both for 10c. Managers report the first few days showed gratifying returns.

Myron Talman, assistant manager at the newly named Paramount Theatre is all set to take off on his vacation this week. Gladys Green, house manager, is back on the job feeling chipper after her Nebraska vacation. Jack Tiernan, Orpheum exploiteer, is back in town after a hurried trip home to Cincinnati because of his father's illness.

PITTSBURGH

The motion picture industry has lost another pioneer in the death of Peter A. Antonoplos, 67, who died at his home here on Saturday, June 21. Although in poor health for the past several years, his death was unexpected and came just a week after his older son, Anthony, flew to Greece for a visit with relatives. Antonoplos was born and educated in Greece, coming to this country in 1900. In 1914 he opened and operated the Olympic Theatre, a first-run house in downtown Pittsburgh. When it was sold and dismantled in the late 1920s, Antonoplos purchased the Rivoli Theatre in East Pittsburgh, Pa., and later the Olympic Theatre, Turtle Creek, Pa., which he operated at the time of his death.

Two new theatres have recently opened in this territory; the beautiful new Roxy in Ford City, Pa., constructed and owned by Serrao Brothers, who also operate movie houses in Arnold and New Kensington, Pa.; and the 400-car Larkfield Drive-In Theatre, near Grove City, Pa., owned by Chester DeMarsh of Grove City, Frank Filflien is the manager.

Fred Herrington, secretary of the Allied Motion Picture Theatre Owners of Western Pennsylvania, accompanied by his wife and daughter, are on a month's vacation in California and points en route. At the recent golden wedding anniversary testimonial dinner given in their honor by the trade a check for $1,000 was presented to them to help defray the expenses of the trip.

Dr. A. L. Koontz, who has operated the Lincoln Theatre, New Martinsville, W. Va., for many years, is critically ill at his home in that town.

Art Markey, formerly with MGM in New York, has been appointed office manager and booker for the new Selznick Releasing Organization located in the downtown Clark Building.

The MGM Pep Club gave a luncheon at the Fort Pitt Hotel last week for Mrs. Dorothy Osvirk, a recent bride, and two brides-to-be, Marion Heerman, whose engagement to John Moran, and Helen Jeskevic, whose engagement to Joseph Joyce, were recently announced.

Citizens to Build It

Cassville, Wis., is going to have a new theatre as a result of an investigating trip made by a committee of its citizens who inspected neighboring cities of the same size. It is to be a prefab house, costing about $25,000, funds for which will be raised through subscription.

TORONTO

Nearly all of Toronto's film-trade folks, with a heavy sprinkling of exhibitors, all with their families or girl friends, had a swell outing to the Mavety Circle "M" dude ranch some 18 miles from the city for the annual picnic of the Canadian Picture Pioneers, headed by Oscar R. Hanson. Proceeds from the $1 admission tickets went to the benevolent fund of the Pioneers.

President J. J. Fitzgibbons of Famous Players Canadian Corp., Toronto, was one of the many thousands of visitors to Ottawa for the Marian Congress of the Roman Catholic Church.

After raising approximately $20,000 through sponsoring a benefit baseball game at Maple Leaf Stadium, Toronto, between Baltimore and the Toronto Leafs, the local Variety Tent has started preparations for its next event in support of the $100,000 fund to establish and operate a training school for Ontario's handicapped children, called Variety Village. The coming feature will be the Canadian premiere of "Variety Girl" late in August, for which Famous Players Canadian Corp. has donated the use of its largest theatre, the 3,343-seat Imperial. There will be an advance sale, with prices scaling up to $5.

A visitor in Toronto was Walt Disney who passed through to pay his first visit to Goderich, Ont., the birthplace of his father. Disney caused a big stir when he called at the schools of the town.

Members of the Canadian Parliament have protested against the planned production by 20th Century-Fox of a feature which deals with the Soviet spy plot in Ottawa. The Hollywood company has purchased the film rights of the story of the espionage case by Igor Gouzenko,

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who made the revelations after he quit the Russian Embassy in Ottawa.

Official announcement has been made that the missing Trans-Canada airplane is presumed to be lost and that all on board are believed to be dead. One of those on board was Victor Armand, veteran official of Famous Players Canadian Corp., who was on his way to Vancouver to inspect sites and construction progress of a number of circuit theatres.

DALLAS

Jack Powell, former professor of educational sciences in the University of North Carolina, has been appointed national 16-mm. sales manager for Sack Amusement Enterprises.

Powell has had a varied six years experience in all phases of the 16-mm. field. He will leave immediately on a sales swing around the southern territory in the interest of the new Negro features and short subjects in which the Sack firm specializes.

Although Powell will headquarter in Dallas at the Sack home office, a New York 16-mm. sales office will soon be established under his direction.

Robert Guy Cox an Army veteran, has joined Producers Releasing Corporation as salesman in the Dallas branch, to work under branch manager Russell Brown.

CLEVELAND

Harry Goldberg, Warner official, met with local industry leaders last Wednesday in Cleveland and the following day in Akron, to discuss preliminary plans to combat anticipated city amusement taxes to replace the repealed state 3 per cent tax.

Ernest Schwartz, who has been president of the Cleveland Motion Picture Exhibitors Association for the past 13 years and will continue to head the organization, will assume the added duties of general manager, succeeding the late George W. Erdmann who died last March and who had been general manager for more than 20 years.

Harold "Bud" Friedman, while on his honeymoon, suffered a gall stone attack and was taken to Cantler Hospital in Savannah. Bud and Elayne Hearman were married May 31 and were on their way home from Florida when he was taken suddenly ill.

Jack O'Connell's lease of the Ohio Theatre, Toledo, which he has operated the past 17 years, expires July 1. Owner Edward Bialorucki will take over.

MGM notes: George Tarassoff, booker, is vacationing in New York. Nancy Milli, bookers' secretary, will marry Frank Girman in September. Bob Davis is the exchange's newest student booker; William Zoelner, in charge of re-prints and short subjects, was a local visitor on his tour of exchanges.

Variety Club golf tournament is set for July 21 at the Beechmont Country Club.

RKO Theatre Division Manager and Chief Barker of the Variety Club Harry Schreiber, has named M. B. Horwitz as chairman of the house committee; Emanual Stutz and Nate Schultz, co-chairman of the purchasing committee and Nat Barach, chairman of the entertainment committee.

August Ilg, pioneer exhibitor and owner of the Ohio Theatre, Lorain, has taken his wife and daughter to California on a vacation trip.



PRICES THEN AND NOW was a comparison stressed in this lobby display at St. George's Hall, Bradford, England, showing the slight advance between the 1902 and the 1947 prices. Designed to appeal to patrons in these days of economic struggle, the display also shows the progress made in the theatre's "45 years of pictures and still going strong," and in the type of posters used.

Republic District Manager Sam Sepowlin, held a meeting of the branch managers in his territory last Sunday at the Statler Hotel for a general industry discussion. Those present were: Norman Levin, Cleveland; George Kirby, Cincinnati; Ike Sweeney, Pittsburgh and Irwin H. Pollard, Detroit.

Harold Raives, Schine Ohio zone manager, has recovered sufficiently from his recent, long illness to spend part of each day at his office.

NEW HAVEN

Carl Halpin is the manager of the E. M. Loew Drive-In Theatre on the Boston Post Road between New Haven and Bridgeport.

Executives and employes of Paramount Pictures in New York descended on the new Longshore Country Club in Westport on June 25 for their annual outing.

Bob Kaufman, Connecticut exploiteer of 20th Century-Fox, was called to Detroit for several weeks to work on the world premiere of "I Wonder Who's Kissing Her Now."

Don Wallins of the Eagle-Lion exploitation department was here huddling with Manager Bill Brown of Loew Poli Bijou, New Haven, on "Corsican Brothers" and "South of Pago Pago."

Twentieth Century-Fox Branch Manager Ben Simon and Sam Germaine of the same group attended the New York testimonial dinner to Andy Smith, new general sales manager of company.

It's vacation time for Al Domian, manager of the Loew Poli Globe, Bridgeport; Bob Carney, manager of the Loew Poli Lyric, and Charles Gaudino, assistant manager of Loew's Poli. Pearl Rosen is filling the Gaudino spot.

Doug Beck, RKO exploiteer in New Haven, was called to Boston for conferences on world premiere of "The Long Night" early part of August.

Arthur McLeod is taking over for James Fensore, veteran projectionist at Loew's Poli, Bridgeport, while the latter takes a vacation. Fensore's son, Arthur, is graduating from Fordham University with B.S. degree.

Harry Kaplan, projectionist at the Community Theatre, Fairfield, and Mrs. Kaplan, celebrated their first wedding anniversary.

Visiting Bridgeport while on vacation was Harold Engel, assistant manager of Loew's Elsmere, the Bronx. He was formerly assistant at the Globe and Majestic.

William Schesky of the Loew Poli Globe, Bridgeport, stage crew, entered a hospital for an eye operation. His spot is being filled by Archie Swindon and Bill Beldon.

Film and Stage Actress Mary Boland has taken a home for the summer in Ridgefield, Conn.

Joe Boyle, manager of the Loew Poli Broadway, Norwich, is readying for a vacation. Bob Carney from the Lyric, Bridgeport, closed for the summer, will take over while Boyle is away.

RKO Branch Manager Barney Pitkin attended a New York home office meeting.

Shaftel Has New Song

Art Shaftel of the Warner contact department in Washington, D. C., has just put out a new song called There's That Lonely Feeling Again. He was co-author of Just a little Bit South of North Carolina.

MINNEAPOLIS

In a bulletin issued to members, North Central Allied warned that "the current drop in boxoffice receipts is a clear and definite warning" to exhibitors and pointed out that the exhibitor "must be more careful, more cautious in making film deals than ever before" as patrons in the territory "are shopping around for pictures." The bulletin urges resistance of advanced admission prices and the "abnormally high number of percentage deals."

A bandit took $60 from the cashier of the Park, a St. Paul neighborhod house. He made her pull the cash drawer out of a cash register so he could see that she had emptied it.

Over 500 Minot, N. D., children attended a free movie at the State Theatre last week as the final event in the clean-up and paint-up campaign held in that city for two weeks.

Ben Berger, president of Berger Amusement Co., has indicated that he will take at least one of the two ASCAP suits now pending in district court to the U. S. Supreme Court, regardless of the outcome. Berger said that North Central Allied was preparing to test the legality of the music tax collection in the high court.

Don Swartz, independent distributor, has contracted for distribution of Tele-Visual Productions' "Sports Scopes," series of six shorts

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New Ideal Theatre Chairs
JOE HORNSTEIN *has it!*

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(Continued from Page 29)

showing highlights of top football games.

Mary Ann French, daughter of Harry B. French, president of Minnesota Amusement Co., was married recently to George Barnard Clifford, III, son of a local cereal manufacturer.

Sid Lax has been promoted to northern Minnesota salesman at Columbia. Irving Marks will take on city sales along with his southern Minnesota territory. Bill Woods, former Paramount booker and exhibitor at Le Center, Minn., has been named new office manager at Columbia.

New city salesman at Universal-International is Pat Halloran while Charles Noodleman will cover northern Minnesota.

The Century Theatre, Leola, S. D., was destroyed by fire recently.

George Lindsley has purchased the Tripoli, Tripoli, Iowa, from Blanche Garland. Lindsley will take possession July 1. Patrick Reilly and Steve Ogburn are the new owners of the Winthrop, Winthrop, Iowa. L. E. Peterson is the owner of the Auditorium, Storden, Iowa.

Mrs. H. C. Van Sloun, wife of the late owner of the Waverly, Waverly, Minn., is managing the house for the new owner, C. Walstad.

DENVER

More than 40 played in the Calcutta golf tournament of the Rocky Mountain Screen Club, held at Lakewod Country Club. In top spots were Harry Ferguson with a net 66; James Micheletti, 70, while Henry Friedel and Jack Felix were tied with 74. Poorest score was 125 gross.

The Chautauqua Theatre, Boulder, Colo., which operates only about two months each year, while the Chautauqua is in session, has been modernized by F. A. Boggess, manager, with the installation of Simplex projectors, Simplex 4-Star sound, Peerless Magnarc lamphouses and Walker Plastic molded screen, purchased from the Denver branch of National Theatre Supply.

Selznick Releasing Organization District Manager John Howard was in town for a few days conferring with Charles Duer, local manager. Duer is now greeted by the title of *"Duer* in the Sun."

William Hastings, who has been named chairman for theatres here for the National Conference of Christians and Jews, has named Universal Branch Manager Mayer Monsky as co-chairman.

Milt Hossfeld, film buyer for Fox Intermountain Theatres, went to Los Angeles for a conference.

Ray Bartlett has started construction of a new 850-seat $150,000 theatre at Artesia, N. M., which he hopes to open sometime early in August.

Warner Bros. Auditor William Carr is spending some time checking accounts at the local exchange.

Paul Allmeyer, Paramount booker, who has been commuting to Idaho Springs, Colo., 40 miles, every day, has bought a home in Littleton, Colo., which is about 25 miles closer to his work.

Doyle Shelton, who is building a new 300-seat, to be named the Monarch, says he is about ready to open it.

Warner Bros. Branch Manager Earl Bell went to Los Angeles for a district meeting.

Herman Wobber, division manager; Charles Walker, district manager, and Alex Harrison, district booker, were visitors at the local 20th Century-Fox exchange.

Dave Davis, general manager for Atlas Theatres, went to Chicago on his vacation.

John Consentine, Film Classics auditor, was here a few days checking the local exchange.

Marvin Goldfarb, former RKO salesman, who left sometime ago to attend to his own businesses, is back in the film business at his old job.

Gulistan Wilton Theatre Carpet
JOE HORNSTEIN has it!

Penny-Wise Streeter

Confronted by present-day living conditions, with most people attempting to save wherever it is possible, Manager Reg Streeter of Warners' Mission Theatre, Santa Barbara, Calif., devised an eye-catching, yet inexpensive herald to advertise his slogan, "Lowest Prices in Santa Barbara."

Measuring 4x5 inches, the card-type herald carried this copy: "Today! when we must make every penny count, Warners' Mission Theatre announces 'Best Entertainment Values at Lowest Prices in Santa Barbara,' etc." In place of the word "penny," an actual one-cent coin was affixed to the card. It caught the eye of everyone, Streeter reports.

VANCOUVER

Arthur Brockman is the local 20th-Fox booker succeeding Ken McHale, resigned.

Canada's National Film Board will make several pictures in British Columbia in the next year, it was announced by Charles Marshall, NFB supervisor for British Columbia. Two producers will be in Vancouver soon to complete preliminary arrangements.

Pop Elliott, veteran British Columbia exhibitor now aged 74, is retiring and has sold his Rex Theatre at Quesnel, B. C., to his son-in-law, Paul Gauthier and partners.

Howard Boothe, Odeon district manager for British Columbia, gave a luncheon in honor of George Peters, vice-president of Odeon Theatres, and Alan Robinette, secretary of the circuit, here from Toronto on an inspection trip.

The Women's Committee of the Vancouver Symphony Orchestra will sponsor a showing of the J. Arthur Rank French-Canadian film, "The Whispering City," the first all-Canadian picture shot in the Dominion, at the Orpheum in August.

Frank Gow, British Columbia district manager for Famous Players, is away on a two week-trip of inspection.

Warner Bros. British Columbia Manager, Earl Dalgleish, will leave shortly for a trip through the British Columbia interior to introduce the new Warners' newsreel to be released in November in Canada.

Donald Crisp, noted character actor, after he completes his present picture in Hollywood will come to Vancouver to "enter a local hospital for minor surgery."

Two theatres which were proposed recently in the Vancouver district to be built this summer have been abandoned through construction-material-and financial difficulties. One was in Vancouver, the other at Port Coquitlam.

Henry Murat, 59, who operated the Donalda Theatre at Donalda, Alberta, for many years, died recently of heart failure.

RKO Manager Jimmy Davie walked away with the first prize in a local golf tournament held here last week.

General Films Limited, head office at Regina, Saskatchewan, entertained two visitors from the U. S. Sam Rose, president of the Victor Animatograph Corporation, and Victor Crowcock, general sales manager of Churchcraft Pictures of New York.

A National Film Board short subject in color shot in British Columbia showing the great salmon run on the Fraser River, titled "Red Runs the Fraser," will be released through Columbia Pictures shortly. It was originally shot in 16-mm. but will be released on 35-mm.

DES MOINES

Mr. and Mrs. Don Whitaker of Shell Rock, Ia., are remodeling a hatchery building into a modern motion picture house. The theatre is expected to be ready for operation by the middle of August.

The Strand Theatre at Jewell, Ia., has been completely remodeled and redecorated.

E. W. Kerr, owner of theatres in Missouri and Iowa, has moved from Des Moines to Denver and has divided his circuit of six houses into two districts. George D. Hart, manager of the Iowa Theatre at Winterset, will be district manager for the Iowa houses at Vinton, Bedford and Winterset while F. F. Chenoweth, city manager at Bethany, Mo., will be in charge of the three Missouri theatres, the Noll and Roxy in Bethany and the Rigney at Albany.

Maxine Bird of MGM will be married at her home town of Mount Ayr shortly, but will continue with her job on film row at Des Moines.

The Singer Waterloo Corp., an RKO subsidiary, has purchased the Orpheum theatre site and building at Waterloo, Ia., for a reported $85,000. The purchase was made from Homer H. Asquith, Mr. and Mrs. William Love and Mr. and Mrs. George Williams, owners of the property. Although there was no announcement of RKO's plans, it was believed the house will be remodeled. The Orpheum was built in 1914 and originally was called the Plaza and later the Iowa.

Albert Lewin, MGM in 3-Year Producer Pact

Albert Lewin has entered into a three-year producer-story executive contract with MGM, whereby he is permitted to take leave of absence next year to direct and produce his own screen story, "Pandora," in association with the Charles K. Feldman group.

Lewin made "The Picture of Dorian Gray" for MGM in 1944. With David Loew he produced "The Private Affairs of Bel Ami," which United Artists releases.

Parts of 'The Children' To Be Filmed in Germany

Principals and a technical crew will visit Germany this summer to film parts of "The Children," Milton Sperling's production of post-war conditions in Europe, using actual locales of DP camps, locations in Bavaria and the Tyrol.

Hans Habe, scripting the Peter Viertal original with Michael Blankfort for the United States Pictures production, will act as liaison in obtaining facilities.

HOLLYWOOD

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STUDIO ROUNDUP

Casts and Crews Head for Great Outdoors as Coast Studios Enter Latest and Most Widespread Cycle of Westerns; Hundreds of Extras Work in Warner Films

The western cycle is upon Hollywood again, with greater impact than ever. Virtually every studio in town is running to the great outdoors to film product about the "sterling hero" and the "villain." Columbia, of course, has its regular Starrett-Burnette series, but in addition is making its second Gene Autry. Warners have "Silver River" going, and Eagle-Lion recently completed "Texas Manhunt." Universal-International has a comic western, Abbott & Costello's "Wistful Widow of Wagon Gap," now being edited; and MGM even put Frank Sinatra on a horse in "The Kissing Bandit." Then there's United Artists' Hopalong Cassidy and PRC's Eddie Dean flicker, now going, plus Republic's usual output and RKO's "Return of the Badmen" and "Roughshod."

'Green Grass' Troupe Back

Twentieth Century-Fox contributes "Green Grass of Wyoming" to the outdoors trend. The company returned last week from Lancaster, Ohio, where harness-racing shots were obtained. It is now being filmed at the studio, with Peggy Cummins, Charles Coburn, Burl Ives and Lloyd Nolan emoting in Technicolor.

The "Gentlemen's Agreement" set has been closed to all inquiring eyes, including the press. This leads to considerable conjecture as to the picture's progress. Sam Jaffe has been added as "Professor Liberman" in a cast that already includes Gregory Peck, Dorothy McGuire, John Garfield, Anne Revere, Jane Wyatt and Celeste Holm. Dean Stockwell is cast as Peck's little son in the film, which Darryl F. Zanuck is personally producing.

Unbelievable but true is the fact that "Daisy Kenyon" used eight stages last week for its shooting. Otto Preminger, who is producing and directing the Joan Crawford-Dana Andrews-Henry Fonda starrer, was all over the lot trying to keep up with production.

Starrett-Burnette Film Begins

Columbia is helping along the western parade considerably. Charles Starrett and Smiley Burnette started another of their starrers, "Six-Gun Law," on June 24. Colbert Clark again produces, with Ray Nazarro directing. Gene Autry gained radio's Henry Aldrich for his "The Strawberry Roan," when Armand Schaefer, president of Autry Productions, announced that Dick Jones had been added to the cast. ""Roan" is in Cinecolor.

Vera Lewis, whose film career dates back to "Intolerance" and the D. W. Griffith stock company, was cast in a featured role in "It Had to Be You," which stars Ginger Rogers and Cornel Wilde. After being delayed a week while Glenn Ford recovered from swollen eyes irritated by fire scenes in "The Man from Colorado," "The Mating of Millie," started June 21. Title has been shortened from "The Mating of Millie McGonigle."

Producer Irving Cummings cabled Seymour Friedman at Lizard's Head, Cornwall, England, instructing him to make sound strips of Cornish folk songs, in addition to photographing background footage for "The Sign of the Ram." Cummings will make the film for Columbia release.

Extras Have Luck at WB

Extras were in luck at Warners last week, with 150 being called for street scenes in Milton Sperling's U. S. Pictures production, "Ever the Beginning." Then, 200 extras were called for a week's work—also in street scenes—for "Silver River." Earlier, more than 100 extra players who trouped into Warners one morning for work in the Errol Flynn-Ann Sheridan starrer departed that night with leaden feet. The cause was Director Raoul Walsh, who handed out picks and shovels and directions to make like miners!

John J. Scotto, travel-line expert, was set as technical advisor on shipboard sequences in "Romance in High C," Technicolor musical, and a Michael Curtiz Production. William Davidson was set as the president of a small-town junior college in "Mary Hagen," which Peter Godfrey is directing. Ronald Reagan, who co-stars with Shirley Temple in the film, was sent to the hospital with flu.

Film Gambling Sequence

Director Alfred E. Green started shooting gambling sequences of Producer Harry Sherman's "They Passed This Way" in the saloon set. This set was found in San Rafael, N. M., dismantled there, transported in sections via truck to Hollywood and reassembled on a sound stage. The saloon was a key stop in the historic chase involving Eugene Manlove Rhodes, author of "Paso Por Aqui," on which the western-type film is based.

William Boyd is now editing his "The Dead Don't Dream," which shot under the title of "Coward's Castle."

Two other United Artists producers are shooting: William Cagney Productions' "The Time of Your Life," and Triangle Productions' "Sleep, My Love."

Resort U-I Film Locale

Hotel La Fonda, famous winter resort at Santa Fe, N. M., is appearing as itself in "Ride the Pink Horse," Universal-International production with Robert Montgomery as director and star. The city of Santa Fe, however, will appear as the mythical town of San Pablo, in a southwestern state. The story concerns a lot of shady people and the studio took no chances of offending the city fathers!

"The Naked City" has started production at the studio, but three-fourths of the film will be shot in New York, where it started. Mark Hellinger is producing and Jules Dassin directing a cast headed by Barry Fitzgerald, Howard Duff, Dorothy Hart and Don Taylor. Jules Buck is associate producer.

Susan Hayward, Julie London, Boris Karloff and Director George Marshall, along with 30 other members of the Walter Wanger "Tap Roots" troupe, planed into Hollywood last week from Asheville, N. C. They had been locationing there for several weeks. Shooting resumed at U-I studios June 19.

Hale Back from Tour

Cowboy star Monte Hale returned to Republic following a six weeks' personal appearance tour of Texas and went right into "Under Colorado Skies," which started June 23, with R. G. Springsteen directing. Picture is being made in Trucolor.

Ken Murray's "Bill and Coo" finished a week of additional scenes for the Trucolor feature starring Burton's Birds. Roy Rogers goes from New York to Columbus, where he is to appear at Red Bird Stadium.

Female Gas Station Operator

Cathy O'Donnell spent three days working in a Hollywood gasoline station, learning the duties of a gas station operator, which she plays in "Your Red Wagon" for RKO Radio. Producer John Houseman set the start of the film back a week, after it was originally announced to begin June 23. However, Director Nicholas Ray sent second units to various California locations. Miss O'Donnell, Farley Granger, Howard da Silva and Helen Craig head the cast.

Shooting on "Roughshod" started June 23 on location in the Sonora Pass country in the High Sierras. Charles Sugarman, son of Columbus, Ohio exhibitor Al Sugarman, was added to the production staff. Advance group consisting of Director Mark Robson, Cameraman Joseph Biroc, Sound Engineer Grubb, Special Effects Man Lou Parkas and Unit Manager Sam Ruman left several days ahead of cast and crew. Jack J. Gross is executive producer and Richard H. Berger produces.

Buck and Bubbles, old-time vaudeville team, were set for Samuel Goldwyn's Technicolor "That's Life," being directed by Howard Hawks. Picture has an 81-day shooting schedule and is in its second week. Sonny Burke, musical arranger for the late Glenn Miller, was signed as technical advisor for all jazz and swing sequences.

'Blonde Savage' Starts at PRC

PRC's "Blonde Savage" finally got under way, despite advance labor squabbles between the IATSE and CSU, on June 20. It started at the Baldwin Ranch in Santa Anita, with Leif Erickson, Gale Sherwood and Veda Ann Borg heading the cast. Frank Jenks was handed a top comedy spot in Lionel Toll's first Ensign production for PRC release, and Matt Willis was assigned an important "heavy" role. S. K.

(Continued on Page 33)

HOLLYWOOD

4 New Scripts Ready for Filming, Roach Reveals

Executive Producer Hal Roach, Jr., has announced the completion of four new shooting scripts to go before the cameras within the next few weeks, representing a story cost of $580,000, a record high for the studio. All are to be filmed in Cinecolor.

"Mr. Wilmer," first of the quartet has been scripted by Harve Foster and Homer McCoy and will be directed by Foster and probably shot simultaneously with an untitled juvenile story developed by Bernard Carr and Ned Seabrook with direction by Carr.

Other stories are "Cradle N' All," written by Ned Seabrook and George Brown, to be produced and directed by Fred Guiol, and the fourth an untitled story with a European circus background, written by Edward Montaigne and Mickey Johnson to be directed by Oscar Boetticher. All four will be released by United Artists.

Rosenberg Joins Shaff In Production Capacity

Frank P. Rosenberg, who resigned last month as publicity director at the Columbia Pictures studio in order to enter production, has become associated with Monte Shaff in the production of "Man Eaters of Kumaon," which is to be reelased by Universal-International. Rosenberg has other plans for production to be announced later.

"Man Eaters of Kumaon" was a Book-of-the-Month Club selection and was also condensed in *Readers Digest* and published serially in *Field and Stream.* Production is slated to get under way shortly.

Ends Studio Conferences

James E. Perkins, managing director for Great Britain, completed studio conferences June 21 and left Hollywood for San Francisco accompanied by Fred E. Hutchinson, managing sales director for Britain. After a few days in San Francisco, Perkins and Hutchinson were to fly to New York.

'Thunderbolt' Release

National release of "Thunderbolt," Technicolor short subject filmed by William Wyler, when he was in the Army Air Force, has been set for August 1, which is Army Air Force day. Picture is being released by Monogram through arrangement with Carl Krueger Productions.

Sale Megs New Musical

Richard Sale will direct a new college musical for Republic, based on "Books are Lighter Than Rifles," from his own screenplay. Book title will be film's working title and probably will be changed. Miss Fanchon will produce.

Nebenzal-Montez Sign

Maria Montez has signed a new agreement with Producer Seymour Nebenzal for a three-year deal under which Miss Montez will make one picture a year.

Acquires Aviation Yarn

"Old Enough to Know Better," a postwar aviation story by Peter Milne, has been acquired by Warner Bros. and assigned to William Jacobs to produce.

New Light Filter Is Perfected at Warners

A 10x14-foot light filter, believed to be the largest ever made, has been perfected by Warner Bros.' prop shop and is being put into use for the first time by Cameraman Sid Hickox on "Silver River," Errol Flynn-Ann Sheridan starrer.

Designed to fulfill Hickox's request for a filter that would enable him to film a closeup of interior action simultaenously with outside action taking place in brilliant sunshine, the new accessory holds down the exterior light to one-twentieth (Hickox's estimate) of its intensity, thus allowing the actors to work without excessive fatigue, and to enable the cameraman to control photographic values. Hitherto it has been impractical to light an interior set to combine with an exterior in sunlight.

Through a special process developed in the prop shop, the filter was made of plastic instead of the gelatin commonly in use for filters today. Only seven-one thousandths of an inch in thickness, the plastic sheet has exceptional tensile strength and is rain-repellent.

To Film 'Rainbow Ridge' Entirely in Canada

Eagle-Lion's $2 million Cinecolor production, "Rainbow Ridge," will be filmed entirely in Alberta Province, Canada, with a majority of the scenes to be shot at the Duke of Windsor's famed E-P Ranch.

Canadian officials, in an all-out bid to enlarge their own motion picture industry and to attract American film companies and tourists, were instrumental in obtaining the Duke's permission to use his ranch and for his offer of all possible assistance, including use of the main ranch house for interiors.

Other locations for the picture will include Banff and Lake Louise.

"Rainbow Ridge" is the first American picture to be filmed in its entirety in Canada.

U. S. Chamber Executives Guests of Warner Studio

Principal officers and members of the board of directors of the United States Chamber of Commerce were guests Monday of Harry M. and Jack L. Warner at a studio luncheon followed by an inspection tour of the Burbank lot. The luncheon and tour climaxed the Chamber's four-day conference on the Pacific Coast.

Production methods and problems were explained to the visiting industrial and financial executives headed by E. O. Shreve, president of the U. S. Chamber of Commerce and vice-president of General Electric and Walter J. Braunschweiger, Chamber vice-president for the six western states, Alaska and Hawaii, and executive vice-president of Rank of America.

Allied Artists to Film 'The Little Shepherd'

Walter Mirisch has been assigned by Allied Artists President Steve Broidy to produce a new version of "The Little Shepherd of Kingdom Come" based on the John Fox, Jr., novel which was first published by Scribners in 1902 and has since sold more than 1,500,000 copies.

Gale Storm will do the role originally created by Mollie O'Day in 1928.

BOX-OFFICE SLANTS

The Upturned Glass

(*Continued from Page* 20)

film he has still to carry it out and suspense is built through unexpected hitches. Flaunting the happy ending, this is strong psychological fare and gives James Mason one of his best roles. He is rarely off the screen and the character has been made reasonably sympathetic with the sister-in-law being built as the "heavy." Pamela Kellino handles this part convincingly making the character unpleasant without being melodramatic. Rosamund John plays the mother with understanding while Ann Stephen is particularly effective as the child. Laurence Huntington has maintained the suspense well, though he has been inclined to underplay some of the more dramatic moments. It should be stressed that "Upturned Glass" is James Mason's latest picture and is not a relic which has merely been put out to cash in on his current popularity. It is unquestionably one of the best box-office bets from Britain.

Dancing With Crime

(Reviewed in London)

Paramount Drama 82 mins.

AUDIENCE SLANT: (Adult) Hard-hitting action picture with topical twist played against a London background.

BOX-OFFICE SLANT: Moderate second feature in most U. S. situations.

Cast: Richard Attenborough, Barry K. Barnes, Sheila Sim, Bill Rowbotham, John Ward, Garry Marsh, Barry Jones, Judy Kelly and others. **Credits:** Produced by James Carter. Director Paddy Carstairs.

Plot: On demobilization, Richard Attenborough becomes a taxi driver, bu this pal, Bill Rowbotham, chooses the easy way. Arguing with blackmarketeers over his cut, Rowbotham is murdered and his body dumped in Attenborough's cab. Although his girl friend Shiela Sim, begs Attenborough to leave the investigating to the police, he follows his own line of inquiries. The crooks try to pin the murder on him, but with Shiela's help he discovers their identity and the police round them up.

Comment: Director Paddy Carstairs has quite obviously been influenced by the recent run of semi-factual pictures from Hollywood and concentrates on telling of the postwar problems of the returning serviceman against a London background. He has set out to make an action picture and it rather appears that little else mattered so long as things were kept moving. Despite good production values and reasonable performances by such promising young players as Richard Attenborough, Sheila Sim and Bill Rowbotham, now under contract to Rank as William Owen, "Dancing with Crime" can only be considered as a second feature in the U. S. Indeed, it is hard to understand what prompts Paramount to release it outside the United Kingdom.

Studio Roundup

(*Continued from Page* 31)

Seeley is directing.

Also started at PRC was "Check Your Guns," an Eddie Dean musical western, with Roscoe Ates and Nancy Gates. Jerry Thomas again produces and Ray Taylor directs, assisted by Ira Webb.

Paramount's Brief Lull

For a few days Paramount had nothing going this week save for "So Evil My Love," now being made in London by Hal Wallis. "Whispering Smith" and "Dream Girl" both ended, with 48 of the 63 shooting days of the former being spent within the studio walls. This is believed to be a record for westerns, the majority of which are shot mainly on location. Before "Dream Girl" completed its camera work, Fujima Kansuma, 27-year-old Japanese who stood in for Sylvia Sidney back in 1932 in "Madame Butterfly," returned to the studio as technical advisor.

"The Night Has a Thousand Eyes" started June 17 with pre-production stuff. Picture marks Endre Bohem's first job as a producer, and is being directed by John Farrow. Edward G. Robinson stars, with John Lund. Joan Caulfield was originally announced by Paramount as the female lead, but at the last moment was withdrawn. Herman H. Larson, retired general superintendent of Union Pacific, was named technical advisor on railroad sequences. Actual shooting on the sound stages starts June 30. That same date is scheduled for the start of "My Own True Love," co-starring Phyllis Calvert and Melvyn Douglas.

'Portrait' Back in Work

Because of script difficulties, Selznick Releasing Organization's "Portrait of Jennie" was suspended. However, Paul Osborn, playwright, rewrote the script of the love story based on Robert Nathan's novel. Picture is now going at RKO Pathe Studios in New York.

'Louisiana' Being Scored

Monogram is not completely quiet these days, despite production stoppage. Scoring for "Louisiana," produced by Lindsley Parsons for the studio, got under way June 23 with a 75-piece orchestra under Edward J. Kay's direction. Parsons has obtained rights from Shapiro Bernstein & Company for Way Down Yonder in New Orleans, which he will use as background music for all New Orleans sequences.

'High Wall' Cast Augmented

Several castings were announced for Metro-Goldwyn-Mayer's "The High Wall," which is in its second week. John Ridgely, Herbert Marshall, Warner Anderson, Vince Barnett and Moroni Olsen were those added. Robert Lord is producing and Curtis Bernhardt directing the film, one of seven now rolling at MGM.

Betty Blythe, once-famous star of silent days, was handed a role in her return to the screen in "Cass Timberlane," which has been shooting at MGM longer than any other film on the lot. Robert Planck is photographing the picturization of Sinclair Lewis' best-seller.

Decca-Monogram Tieup

Monogram has set a deal with Decca Records for an album composed of songs featured in "Lousiana," which Lindsley Parsons produced with Jimmie Davis, governor of Louisiana, in the star role. The deal also calls for advertising tieups with music stores marketing Decca Records which will prominently mention the picture in which the songs are used.

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FEATURE Booking GUIDE

TITLE INDEX

Listed in the following index are titles of features (exclusive of western series releases) with name of the distributor following the title. For data as to running time, stars, etc., refer to title under distributor company listings.

A

Title	Company
Abie's Irish Rose	UA
A Boy, a Girl, and a Dog	FC
Accomplice	PRC
Adventure for Two	Misc.
Adventures of Don Coyotes	UA
Adventures of Casanova	EL
Adventuress, The	EL
Affairs of Geraldine	Rep.
A Guy Named Joe Palooka	Mono.
A Lady Surrenders	Univ.
Albuquerque	Para.
Alexander's Ragtime Band	20th-Fox
Alias A Gentleman	MGM
A Likely Story	RKO
Alias Mr. Twilight	Col.
A Miracle Can Happen	UA
Angel and the Badman	Rep.
Angel and Sinner	Misc.
Angel on My Shoulder	UA
Apache Rose	Rep.
Arch of Triumph	Ent.
Arnelo Affair	MGM
Assigned to Treasury	Col.
As You Desire Me	MGM
Atlantis	UA
A Yank in Rome	Misc.

B

Bachelor and the Bobby-Soxer	RKO
Bachelor's Daughters	UA
Backfire	Rep.
Backlash	20th-Fox
Banjo	RKO
Barber of Seville	Misc.
Battle for Music	Misc.
Beast With Five Fingers	WB
Beat the Band	RKO
Beauty and the Bandit	Mono.
Bedelia	EL
Before Him All Rome Trembled	Misc.
Beginning of the End	MGM
Bellman, The	Misc.
Bells of San Angelo	Rep.
Bells of San Fernando	SGP
Best Years of Our Lives	RKO
Betty Co-Ed	Col.
Beware	Astor
Beware of Pity	Misc.
Beyond Tomorrow	Astor
Big Clock, The	Para.
Big Town	Para.
Big Town After Dark	Para.
Big Town Scandal	Para.
Bill and Coo	Rep.
Birds and the Bees, The	MGM
Birth of a Star	Astor
Bishop's Wife, The	RKO
Black Angel	Univ.
Black Bart, Highwayman	Univ.
Black Beauty	20th-Fox
Black Gold	Allied
Blackmail	Rep.
Blaze of Noon	Para.
Blind Spot	Col.
Blonde Alibi	Univ.
Blonde Savage	PRC
Blondie Knows Best	Col.
Blonde for a Day	PRC
Blondie in the Dough	Col.
Blondie's Big Moment	Col.
Blondie's Holiday	Col.
Blue Skies	Para.
Bob, Son of Battle	20th-Fox
Body and Soul	UA
Bohemian Girl	FC
Boomerang	20th-Fox
Boston Blackie and the Law	Col.
Born to Kill	RKO
Born to Speed	PRC
Bowery, The	20th-Fox
Boys' Ranch	MGM
Brasher Doubloon	20th-Fox
Brief Encounter	Univ.
Bringing Up Father	Mono.
Broadway Limited	Favorite
Brute Force	Univ.
Brute Man	PRC
Buck Privates Come Home	Univ.
Buffalo Bill Rides Again	SGP
Bulldog Rrummond at Bay	Col.

Features and western series pictures are listed alphabetically by title under name of distributor. (Consult Title Index *for distributor of pictures known only by title.) Numerals at left of titles indicate* Production or Block Number, *(SP in this column indicates Special release sold separately), those at extreme right give publication date of Advance Data: a; or Box-Office Slant: b. Asterisk following title indicates color photography with adjoining letter giving name of type of color thus: *T: Technicolor, *C: Cinecolor, *M: Magnacolor, *U: Trucolor, *V: Vitacolor. Audience Classification is indicated by letters following titles: A—Adult; F—Family. Letters and combinations thereof in parenthesis indicate type of story in accordance with following key:*

(B) Biographical	(C) Comedy
(D) Drama	(Doc) Documentary
(G) Gangster	(M) Musical
(H) Horror	(W) Western
(My) Mystery	(Wa) War

ALLIED ARTISTS

Prod. No.			Run Time Mins.	Rel. Date	See Issue of
	CURRENT				
1	It Happened on Fifth Avenue (C)F	Gale Storm-Don DeFore	115	4/19/47	b2/8/47
	COMING				
	Black Gold	A. Quinn-K. deMille-E. Knox		8/1/47	
	Gangster, The	Belita-B. Sullivan-J. Lorring		9/1/47	
	Hunted, The	Belita-P. Foster			
	Song of My Heart	Frank Sundstrom-Audrey Long		Nov. '47	a4/26/47

ASTOR PICTURES

	Beware (M)F	Louis Jordan-Frank Wilson	55		b6/22/46
Sp.	Birth of a Star	Danny Kaye	38		New Release
Sp.	Caldonia	Louis Jordan & Band	28		New Release
	Flying Deuces, The	Stan Laurel-Oliver Hardy		10/10/46	Reissue
	Gentleman From Arizona	John King-Joan Barclay	70½		Reissue
	Her Enlisted Man (CD)	Barbara Stanwyck-Robt. Young	70		Reissued
	I Cover the Waterfront (D)	Claudette Colbert	80		Reissued
	Jimmy Steps Out	J. Stewart-P. Goddard	89		Release
	Let 'em Have It (G)	Bruce Cabot-Virginia Bruce	70		Reissued
	Little Men	Oakie-Francis-Bancroft	83		Release
	Second Chorus	Fred Astaire-Paulette Goddard		11/18/46	Re-release
	Silver Devil (D)F	H. Gibson-Stephin Fetchit	62		Remake
	Sky Devils (C-D)	Spencer Tracy	88		Reissued
	Thunder in the City	Edw. G. Robinson	81		Reissued

COLUMBIA

	CURRENT 1946-'47				
828	Alias Mr. Twilight (D)A	Michael Duane-Trudy Marshall	69	12/19/46	b12/28/46
824	Betty Co-Ed (C)F	J. Porter-W. Mason-S. Mills	71	11/28/46	b11/23/46
	Blind Spot (My)A	Chester Morris-Constance Dowling	73	2/6/47	a11/2/46
807	Blondie's Big Moment (C)F	P. Singleton-A. Lake-A. Louise	69	1/9/47	b12/14/46
	Blondie's Holiday (C)F	Arthur Lake-Penny Singleton	67	4/10/47	b3/1/47
806	Blondie Knows Best (C)F	Penny Singleton-Arthur Lake	70	10/17/46	b9/21/46
822	Boston Blackie and the Law (My)F	Chester Morris-Trudy Marshall	69	12/12/46	b11/16/46
	Bulldog Drummond at Bay (My)A	Ron Randell-Anita Louise	70	5/15/47	b4/19/47
	Cigarette Girl (C)A	L. Brooks-J. Lloyd-J. Barton	67	2/13/47	b2/15/47
	Corpse, Came C.O.D., The	G. Brent-J. Blondell-A. Jergens	68	5/31/47	
816	Crime Doctor's Man Hunt (My)F	Warner Baxter-Ellen Drew	60	10/24/46	b9/21/46
830	Dead Reckoning (D)A	Humphrey Bogart-Lizabeth Scott	99	Feb. '47	b1/4/47
	For the Love of Rusty	T. Donaldson-T. Powers-A. Doran	69	5/1/47	
	Framed (D)A	Glenn Ford-Janis Carter	82	April '47	b3/8/47
	Guilt of Janet Ames, The (D)A	Rosalind Russell-Melvyn Douglas	83	April '47	b3/8/47
	Johnny O'Clock (D)A	Dick Powell-Evelyn Keyes	86	Mar. '47	b1/4/47
	Jolson Story, The *T (D-M)F	L. Parks-E. Keyes-W. Demarest	128	Jan. '47	b9/21/46
	King of the Wild Horses (D)F	Preston Foster-Gail Patrick	79	3/27/47	b3/29/47
	Little Miss Broadway	Jean Porter-John Sheldon	69	6/19/47	
823	Lone Wolf in Mexico (My)A	Gerald Mohr-Eric Blore-Sheila Ryan	70	1/16/47	b12/28/46
	Millie's Daughter (D)F	Gladys George-Paul Campbell	71	3/20/47	b2/15/47
	Millerson Case, The (M)F	Warner Baxter-N. Saunders	72	5/29/47	a5/24/47
832	Mr. District Attorney (My)A	Dennis O'Keefe-M. Chapman	81	Feb. '47	b12/28/46
829	Return of Monte Cristo (D)F	L. Hayward-G. Macready-U. O'Connor	91	Dec. '46	b11/23/46
818	Secret of the Whistler (My)A	Richard Dix-Leslie Brooks	65	11/7/46	b11/2/46
804	Singin' in the Corn (C-M)F	Judy Canova-Allen Jenkins	66	12/26/46	b11/16/46
805	So Dark the Night (D)A	Stephen Geray-Micheline Cheirel	71	10/10/46	b9/14/46
	The Thirteenth Hour (My)A	Richard Dix-Karen Morley	65	3/6/47	b2/15/47
	COMING				
	Assigned to Treasury	Dick Powell-Maylia			
	Blondie in the Dough	P. Singleton-A. Lake-L. Simms			
	Bulldog Drummond Strikes Back	Ron Randell-Gloria Henry			
	Down to Earth *T	Rita Hayworth-Larry Parks			a7/13/46
	Girl from Shanghai, The	Rita Hayworth-Orson Welles			a4/12/47
	Gunfighters, The *C (W)F	Randolph Scott-Dorothy Hart	87		b6/14/47
	Her Husband's Affairs (C-D)	F. Tone-L. Ball-E. E. Horton			a5/24/47
	I Love Trouble	F. Tone-J. Blair-J. Carter			
	It Had to Be You	Ginger Rogers-Cornel Wilde			
	Keeper of the Bees (D)	Gloria Henry-Michael Duane		7/10/47	a6/7/47
	Key Witness	John Beal-Trudy Marshall			
	Lady from Shanghai, The	Rita Hayworth-Orson Welles			a4/12/47
	Last of the Redmen	J. Hall-M. O'Shea-E. Ankers			
	Lone Wolf in London	Gerald Mohr-Nancy Saunders			
	Man from Colorado, The (D)	Glen Ford-Ellen Drew-Wm. Holden			a5/24/47
	Mating of Millie, The	G. Ford-E. Keyes			
	Pacific Adventure	Ron Randell-Muriel Steinbeck	80	July '47	
	Prince of Thieves	Jon Hall-Patricia Morrison-A. Jergens			
	Relentless *T	R. Young-M. Chapman-W. Parker			a1/11/47
	Smoky River Serenade	P. Campbell-R. Terry-Hoosier Hot Shots			
	Son of Rusty	T. Donaldson-T. Powers-A. Doran			a6/21/47
	Strawberry Roan *C	Gene Autry-Gloria Henry			
	Sport of Kings	Gloria Henry-Paul Campbell	68	6/26/47	
	Sweet Genevieve	Jean Porter-Jimmy Lydon			
	Swordsman, The	Larry Parks-Ellen Drew-G. Macready			a1/4/47
	The Last Round-Up	Gene Autry-Jean Heather			
	Two Blondes and a Redhead (C-D)	Jean Porter-Jimmy Lloyd			a6/14/47
	When a Girl's Beautiful	A. Jergens-M. Platt-S. Dunne			

COLUMBIA (Continued)

Prod. No.			Run Time Mins.	Rel. Date	See Issue of
	Westerns (Current)				
863	Fighting Frontiersman (W-M)F	Charles Starrett-Smiley Burnette	61	12/19/46	b11/9/46
	Law of the Canyon	Charles Starrett-Smiley Burnette	55	4/24/47	
	Lone Hand Texan, The (W-M)F	Charles Starrett-Smiley Burnette	54	3/6/47	b3/1/47
854	Lone Star Moonlight	K. Curtis-J. Barton-G. Kibbee	67	12/12/46	
	Over the Sante Fe Trail (W-M)F	Ken Curtis-Jenifer Holt	63	2/13/47	b2/15/47
	Prairie Raiders	Charles Starrett-Smiley Burnette	54	5/29/47	
	South of the Chisholm Trail (W)F	Charles Starrett-Smiley Burnette	58	1/30/47	b2/1/47
	Swing the Western Way	J. Leonard-M. Dugan-Hoosier Hot Shots	66	6/26/47	
862	Terror Trail (W)F	Charles Starrett-Smiley Burnette	55	11/21/46	b11/2/46
	Westerns (Coming)				
	Buckaroo From Powder River	Charles Starrett-Smiley Burnette			
	Last Days of Boot Hill	Charles Starrett-Smiley Burnette			
	Riders of the Lone Star	Charles Starrett-Smiley Burnette			
	Six Gun Law (W)	C. Starrett-S. Burnette			
	Stranger From Ponca City	Charles Starrett-Smiley Burnette	56	7/3/47	

EAGLE-LION

	CURRENT				
	The Adventuress (Reviewed in London under title "I See A Dark Stranger")	Deborah Kerr-Trevor Howard	93	3/17/47	7/13/46
	It's a Joke, Son (C)F	Kenny Delmar-Una Merkel	62	1/25/47	b1/25/47
	Bedelia (D)A	Margaret Lockwood-Ian Hunter	90	2/1/47	b6/3/46
	Lost Honeymoon (C)A	Franchot Tone-A. Richards-T. Conway	71	3/29/47	b3/15/47
	COMING				
	Adventures of Casanova	A. deCordova-L. Bremer- T. Bey			
	Caravan	Stewart Granger-Jean Kent			
	Green for Danger My)A	Sally Gray-Trevor Howard	91	Rank	b12/14/46
	Love From a Stranger	J. Hodiak-S. Sidney-A. Richards			
	Out of the Blue	G. Brent-V. Mayo-T. Bey			
	Red Stallion	T. Donaldson-R. Paige-J. Dowell			
	Repeat Performance (D)A	Joan Leslie-L. Hayward-R. Basehart	93		b5/24/47
	Texas Manhunt	J. Johnston-J. Craid-L. Bari			

FAVORITE FILMS CORP.

	Broadway Limited	Dennis O'Keefe-V. McLaglen	74	1/1/47	Reissue
	Captain Caution (D)A	V. Mature-A. Ladd-L. Carrillo	86	8/1/46	Reissue
	Captain Fury (D)A	B. Aherne-V. McLaglen-P. Lukas	88	8/1/46	Reissue
	Daring Desperadoes	I. Lupino-L. Carrillo-N. Martini		May '47	Reissue
	Housekeeper's Daughter (C)A	J. Bennett-V. Mature-A. Menjou	79	10/1/46	Reissue
	Of Mice and Men (D)A	B. Meredith-Betty Field-L. Chaney, Jr.	105	12/1/46	Reissue
	One Million B. C. (D)A	V. Mature-C. Landis-L. Chaney, Jr.	79	10/1/46	Reissue
	Road Show	C. Landis-J. Hubbard-A. Menjou	86	Mar. '47	Reissue
	Sea Bandits	D. Morgan-Steffi Duna		May '47	Reissue
	There Goes My Heart	Frederic March-Virginia Bruce	82	Mar. '47	Reissue
	Topper Takes Trip	C. Bennett-R. Young-A. Mowbray	79	Feb. '47	Reissue
	Topper Returns	O'Keefe-Landis-Blondell-Young	87	Feb. '47	Reissue

FILM CLASSICS

	CURRENT				
	A Boy, a Girl, and a Dog (D)F	Jerry Hunter-Sharyn Moffett	88		b8/3/46
	Devil to Pay	R. Colman-L. Young-M. Loy	74		
	Dodsworth (D)A	Walter Huston-Hary Astor	101	8/1/46	
	North Star	Anne Baxter-Dana Andrews	109		
	Palmy Days	Eddie Cantor-George Raft	80		
	Return of the Scarlet Pimpernel	B. Barnes-J. Mason-S. Stewart	81		
	Scarlet Pimpernel, The	Merle Oberon-Leslie Howard	98		
	Stella Dallas	J. Boles-R. Stanwyck-A. Shirley	107		
	The Patient Vanishes (My)A	James Mason-Mary Clark-M. Vyner	78		b5/31/47
	The Thief of Bagdad	Sabu-Conrad Veidt-June Duprez	109		
	Unholy Garden	R. Colman-Fay Wray	77		
	Westerner, The	G. Cooper-D. Davenport-W. Brennan	102		
	Woman Chases Man	Miriam Hopkins-Joel McCrea	70		

METRO-GOLDWYN-MAYER

Group No.					
	CURRENT				
	Beginning Or the End, The (D)F	B. Donlevy-R. Walker-G. Tearle	112	Mar. '47	b2/22/47
	Gallant Bess *C (D)F	Marshall Thompson-Jim Davis	99	Jan. '47	b9/7/46
	Great Waltz, The (M)F	L. Rainer-F. Gravet-M. Korjus	110	May	Reissue
	Holiday in Mexico *T (M)F	W. Pidgeon-I. Massey-J. Powell	127	Sept.	b7/27/46
	It Happened at the Inn	Fernand Ledoux-Maurice Rollin	103	April '47	b9/21/46
	Lady in the Lake (My)A	Robert Montgomery-Audrey Totter	103	Jan. '47	b11/30/46
	Little Mister Jim (C)F	James Craig-Frances Gifford	92	April '47	b6/8/46
	Love Laughs at Andy Hardy (C)F	M. Rooney-B. Granville-D. Ford	93	Feb.	b12/7/46
	Mighty McGurk, The (C)F	Wallace Beery-Aline McMahon	85	Jan. '47	b11/23/46
	My Brother Talks to Horses (C-D)F	Butch Jenkins-Peter Lawford	93	Jan. '47	b11/30/46
	No Leave, No Love (CM)F	V. Johnson-P Kirkwood-K. Wynn	119	Oct.	b8/31/46
	Rage in Heaven	Ingrid Bergman-Robert Montgomery	84	Oct.	Reissue
	Sea of Grass (D)A	K. Hepburn-S. Tracy-M. Douglas	131	April	b2/15/47
	Secret Heart, The (D)A	C. Colbert-W. Pidgeon-J. Allyson	97	Dec.	b11/30/46
	Show-Off, The (C)F	R. Skelton-Marilyn Maxwell	83	Dec.	b8/17/46
	Till the Clouds Roll By *T (M)F	J. Garland-R. Walker-F. Sinatra	135	Jan. '47	b11/15/46
	Undercover Maisie (C)A	Ann Sothern-Barry Nelson	90	May	b3/8/47
	Undercurrent (D)A	K. Hepburn-A. Taylor	115	Nov.	b10/5/46
	Yearling, The *T (D)F	G. Peck-J. Wyman-C. Jarman	128	May	b11/30/46
	COMING				
	Alias A Gentleman	Wallace Beery-Gladys George			
	As You Desire Me	G. Garson-Richard Hart			a9/7/46
	Arnelo Affair, The (D)A	John Hodiak-Frances Gifford	87		b2/15/47
	Birds and the Bees, The *T	J. MacDonald-J. Iturbi-J. Powell			a3/1/47
	Captains Courageous	Spencer Tracy-Mickey Rooney			Reissue
	Cass Timberlane	Spencer Tracy-Lana Turner			
	Cynthia (C-D)F	E. Taylor-G. Murphy-M. Astor	98	July '47	b5/17/47
	Dark Delusion (D)F	L. Barrymore-J. Craig-L. Bremer	90	June '47	b4/12/47
	Fiesta *T (D-M)F	Esther Williams-John Carroll	101	July '47	m6/14/47
	Good News	J. Allyson-P. Lawford-J. McCracken			
	Green Dolphin Street	Lana Turner-Van Heflin			a2/1/47
	High Barbaree (D)F	Van Johnson-June Allyson	91		b3/15/47
	High Wall, The	R. Taylor-A. Totter-H. Marshall			
	Hucksters, The	C. Gable-D. Kerr-A. Menjou		Aug. '47	
	If Winter Comes	W. Pidgeon-D. Kerr-A. Lansbury			
	It Happened in Brooklyn (C-M)F	F. Sinatra-K. Grayson	103		a9/21/46

Title	*Company*
Bulldog Drummond Strikes Back	Col.
Burning Cross, The	SGP
Bury Me, Dead	PRC
Bush Pilot	SGP

C

Calcutta	Para.
Caldonia	Astor
Calendar Girl	Rep.
California	Para.
Canyon Passage	Univ.
Captain from Castile	20th-Fox
Captain Caution	Favorite
Captain Fury	Favorite
Captains Courageous	MGM
Captive Heart	Univ.
Caravan	EL
Carmen	Misc.
Carnegie Hall	UA
Carnival	Misc.
Carnival in Costa Rica	20th-Fox
Case of the Baby Sitter	SGP
Cass Timberlane	MGM
Cat Creeps	Univ.
Centennial Summer	20th-Fox
Chase, The	UA
Cheyenne	WB
Child of Divorce	RKO
Cigarette Girl	Col.
Clandestine	Misc.
Claudia and David	20th-Fox
Cockeyed Miracle	MGM
Code of the West	RKO
Copacabana	UA
Corpse Came C. O. D., The	Col.
Corsican Brothers	PRC
Courage of Lassie	MGM
Courtneys of Curzon Street	Misc.
Crack Up	RKO
Crime Doctor's Man Hunt	Col.
Criminal Court	RKO
Crimson Key, The	20th-Fox
Crossfire	RKO
Cross My Heart	Para.
Cry Wolf	WB
Cuban Pete	Univ.
Curly	UA
Cynthia	MGM

D

Daisy Kenyon	20th-Fox
Danger Street	Para.
Danger Woman	Univ.
Dangerous Millions	20th-Fox
Dangerous Money	Mono.
Dangerous Venture	UA
Dark Delusion	MGM
Dark Horse	Univ.
Dark Mirror	Univ.
Dark Passage	WB
Daring Desperadoes	Favorite
Dead Don't Dream, The	UA
Dead Reckoning	Col.
Dear Ruth	Para.
Deception	WB
Deep Valley	WB
Desert Fury	Para.
Destry Rides Again	Univ.
Desperate	RKO
Devil's Hand	Misc.
Devil on Wheels	PRC
Devils Playground	UA
Devil Thumbs a Ride	RKO
Devil to Pay	FC
Dick Tracy's Dilemma	RKO
Dick Tracy vs. the Gruesome Gang	RKO
Dick Tracy Versus Cueball	RKO
Dillinger	Mono.
Dishonored Lady	UA
Dodsworth	FC
Don Ricardo Returns	PRC
Down Missouri Way	PRC
Down to Earth	Col.
Dragnet	SG
Dream Girl	Para.
Driftwood	Rep.
Duel in the Sun	Selznick

E

Easy Come, Easy Go	Para.
Easy to Wed	MGM
Egg and I	Univ.
Emperor Waltz, The	Para.
Escape Me Never	WB
Ever the Beginning	WB
Exile, The	Univ.
Exposed	Rep.

F

Fabulous Dorseys	UA
Fabulous Joe	UA
Fabulous Suzanne	Rep.
Fabulous Texan, The	Rep.
Faithful in My Fashion	MGM
Falcon's Adventure	RKO
Fall Guy	Mono.
Fangs of the Wild	Astor
Fanny By Gaslight	UA
Farmer's Daughter	RKO
Fear in the Night	Para.
Fiesta	MGM
Fighting Father Dunne	RKO
Flame, The	Rep.
Flying Dueces	Astor
Fool's Gold	UA
For the Love of Mary	U-I
For the Love of Rusty	Col.
Forever Amber	20th-Fox
Foxes of Harrow, The	20th-Fox

Title	Company
Framed	Col.
From This Day Forward	RKO
Front Page Scandal	Mono.
Fun and Fancy Free	RKO
Fun on a Weekend	UA
Fugitive	RKO
G	
Gallant Bess	MGM
Gangster, The	Allied
Gas House Kids	PRC
Gas House Kids in Hollywood	PRC
Gas House Kids Go West	PRC
Genius at Work	RKO
Gentleman from Arizona	Astor
Gentlemen's Agreement	20th-Fox
Ghost and Mrs. Muir	20th-Fox
Ghost Goes Wild	Rep.
Ginger	Mono.
God's Country	SGP
Golden Earrings	Para.
Good News	MGM
Great Expectations	Univ.
Great Waltz	MGM
Green Dolphin Street	MGM
Green Fingers	Misc.
Green for Danger	E-L
Green Grass of Wyoming	20th-Fox
Green Years	MGM
Guilt of Janet Ames	Col.
Guilty	Mono.
Gunfighters	Col.
H	
Hard Boiled Mahoney	Mono.
Hat Box Mystery	SG
Heartaches	PRC
Heart of Arizona	SGP
Heaven Only Knows	UA
Heldorado	Rep.
Henry the Fifth	UA
Her Adventurous Night	Univ.
Her Enlisted Man	Astor
Her Husband's Affairs	Col.
Her Sister's Secret	PRC
Here Comes Trouble	UA
High Barbaree	MGM
High Conquest	Mono.
High School Hero	Mono.
High Tide	Mono.
High Wall, The	MGM
Hit Parade of 1947	Rep.
Holiday in Mexico	MGM
Hollywood Barn Dance	SG
Home in Oklahoma	Rep.
Homestretch	20th-Fox
Home Sweet Homicide	20th-Fox
Honeymoon	RKO
Hoppy's Holiday	UA
Housekeeper's Daughter	Favorite
How Dear to My Heart	RKO
Hucksters, The	MGM
Hue and Cry	Misc.
Humoresque	WB
Hungry Hill	Misc.
Hunted, The	Allied
I	
I Cover Big Town	Para.
I Cover the Waterfront	Astor
If I'm Lucky	20th-Fox
If Winter Comes	MGM
If You Knew Susie	RKO
I Know Where I'm Going	Univ.
I Love Trouble	Col.
Imagination	Univ.
Imperfect Lady	Para.
In Old Sacramento	Rep.
Indian Summer	RKO
International Lady	PRC
Intrigue	UA
Invisible Wall, The	20th-Fox
I Remember Mama	RKO
I Stole a Million	Univ.
It Had to Be You	Col.
It Happened at the Inn	MGM
It Happened in Brooklyn	MGM
It Happened on Fifth Avenue	Allied
It's a Joke, Son	EL
It's a Wonderful Life	RKO
I'll Be Yours	Univ.
Ivan the Terrible	Misc.
I've Always Loved You	Rep.
Ivy	Univ.
I Walk Alone	Para.
I Wonder Who's Kissing Her Now	20th-Fox
J	
Jewels of Brandenburg	20th-Fox
Jimmy Steps Out	Astor
Johnny Frenchman	Univ.
Johnny O'Clock	Col.
Jolson Story	Col.
Journey Together	Misc.
Jungle Flight	Para.
Jungle Princess	Para.
K	
Keeper of the Bees	Col.
Key Witness	Col.
Kid Millions	FC
Killer at Large	PRC
Killer-Dill	SGP
Killer McCoy	MGM
Kilroy Was Here	Mono.
King of the Wild Horses	Col.
Kings Row	WB
Kit Carson	PRC

METRO-GOLDWYN-MAYER (Continued)

Prod. No.			Run Time Mins.	Rel. Date	See Issue of
	COMING				
	Killer McCoy	M. Rooney-E. Taylor-B. Donlevy			
	Living in a Big Way (C-D)F	Gene Kelly-Marie MacDonald	104	June '47	b5/31/47
	Merton of the Movies	Red Skelton-Virginia O'Brien			a9/21/46
	On an Island With You *T	E. Williams-P. Lawford			
	Piccadilly Incident (D)A	Anne Neagle-Michael Wilding	100		b8/31/46
	Pirate, The *T	J. Garland-G. Kelly-W. Slezak			
	Romance of Rosy Ridge, The	V. Johnson-T. Mitchell-J. Leigh	105	Aug. '47	a9/21/46
	Song of Love	K. Hepburn-P. Henreid-R. Walker			a2/1/47
	Song of the Thin Man	William Powell-Myrna Loy			
	Summer Holiday *T	Mickey Rooney-Gloria DeHaven			a9/7/46
	Tenth Avenue Angel	M. O'Brien-G. Murphy-P. Thaxter			a9/21/46
	The Kissing Bandit *T	Frank Sinatra-Kathryn Grayson			
	This Time For Keeps *T	E. Williams-L. Melchior			a9/7/46
	Unfinished Dance, The *T	Cyd Charisse-Margaret O'Brien			a9/7/46
	Virtuous	V. Johnson-J. Allyson			

MONOGRAM

	CURRENT 1945-1946				
531	Beauty and the Bandit (A-D)F	Gilbert Roland-Ramsay Ames	71	11/9/46	b1/18/47
517	High School Hero (C)F	F. Stewart-June Preisser	69	9/7/46	b8/24/46
	CURRENT 1946-'47				
604	Bringing Up Father (C)F	Joe Yule-Renie Riano	68	11/23/46	b10/19/46
603	Dangerous Money (My)F	Sidney Toler-Victor Sen Yung	66	10/12/46	b10/12/46
613	Fall Guy (My)A	Cliff Penn-Teala Loring	64	3/15/47	b3/8/47
609	Ginger	Frank Albertson-Barbara Reed	67	1/4/47	a9/28/46
614	Guilty, The (My)A	Bonita Granville-Don Castle	71	3/22/47	b3/22/47
616	Hard Boiled Mahoney	L. Gorcey-Bowery Boys	63	5/10/47	a3/22/47
620	High Conquest (D)A	A. Lee-G. Roland-W. Douglas	83	6/21/47	b3/15/47
608	Mr. Hex (CD)F	L. Gorcey-H. Hall	63	12/7/46	b12/14/46
610	Riding the California Trail	Gilbert Roland-Teala Loring	61	1/11/47	a10/26/46
618	Sarge Goes to College (C)F	A. Hale, Jr.-F. Stewart-J. Preisser	63	5/17/47	b5/10/47
699	Suspense (D)A	Belita-Barry Sullivan-E. Pallette	101	6/5/46	b3/20/46
606	Sweetheart of Sigma Chi (M)F	Elyse Knox-P. Regan-P. Brito	75	12/21/46	b11/30/46
607	Trap, The (My)F	Sidney Toler-Victor Sen Yung	69	11/30/46	b1/11/47
611	Vacation Days (D-M)F	F. Stewart-J. Preisser	66	1/25/47	b4/5/47
615	Violence (D)A	Nancy Coleman-M. O'Shea	72	4/12/47	b4/12/47
	COMING				
	A Guy Named Joe Palooka	Joe Kirkwood, Jr.-Elyse Knox		8/16/47	
	Dillinger	Lawrence Tierney-Anne Jeffreys			Reissue
	High Tide	Lee Tracy-D. Castle-A. Shaw			a5/31/47
621	Kilroy Was Here	J. Cooper-J. Coogan-W. McKay	68	7/15/47	a5/31/47
	Louisiana	Jimmie Davis-Margaret Lindsay			a5/31/47
	Mutiny in the Big House	Charles Bickford-Barton McLane			Reissue
622	News Hounds (C)F	L. Gorcey-H. Hall-B. Jordan	68	7/12/47	b6/21/47
617	Queen of the Yukon	Charles Bickford-Irene Rich		5/31/47	Reissue
	Robin Hood of Monterey	Gilbert Roland-Evelyn Brent		7/26/47	
619	Wolf Call	John Carroll-Movita	62	6/7/47	Reissue
	Westerns (Current)				
671	Land of the Lawless (W)F	J. M. Brown-R. Hatton-J. Harrison	59	4/15/47	b5/31/47
564	Raiders of the South (W-M)F	J. H. Brown-Raymond Hatton	85	1/18/47	b2/22/47
683	Rainbow Over the Rockies (W-M)F	J. Wakely-"Lasses" White	56	2/6/47	b3/1/47
612	Silver Stallion	David Sharpe-Leroy Mason	59	12/14/46	Reissue
684	Six Gun Serenade	Jimmy Wakely-"Lasses" White	55	4/5/47	
681	Song of the Sierras (M-W)F	J. Wakely-"Lasses" White	56	12/28/46	b1/25/47
676	Trailing Danger	J. M. Brown-R. Hatton	58	3/29/47	
675	Valley of Fear (W)F	J. M. Brown-R. Hatton	57	2/15/47	b4/19/47
	Westerns (Coming)				
677	Code of the Saddle	J. M. Brown-R. Hatton	53	6/25/47	
	Flashing Guns	J. Brown-R. Hatton			
672	Law Comes to Gunsight, The	J. M. Brown-R. Hatton	56	5/24/47	
682	Song of the Wasteland	J. Wakely-"Lasses" White	58	6/31/47	

PARAMOUNT

Block No.					
	Current 1945-46				
	Jungle Princess, The	Dorothy Lamour-Ray Milland	84	9/1/46	Reissue
	Plainsman, The	Gary Cooper-Jean Arthur	113	9/1/46	Reissue
6	Searching Wind, The (D)A	R. Young-A. Richards-S. Sidney	105	8/9/46	b5/11/46
6	Strange Love of Martha Ivers, The (D)A	B. Stanwyck-V. Heflin-L. Scott	116	9/13/46	b3/16/46
6	Swamp Fire (D)A	Johnny Weissmuller-Viriginia Grey	69	9/6/46	b5/11/46
	CURRENT 1946-'47				
	Blaze of Noon (D)A	A. Baxter-W. Holden-S. Tufts	90	5/2/47	b3/8/47
	Blue Skies *T (M)F	Bing Crosby-F. Astaire	104	12/27/46	b9/23/46
	Calcutta (My)A	A. Ladd-G. Russell-W. Bendix	83	5/10/47	b3/19/47
	California *T (WD)	Ray Milliland-B. Stanwyck	93	2/21/47	b12/21/47
	Cross My Heart (C-M)F	Betty Hutton-Sonny Tufts	83	1/10/47	b11/23/46
	Dear Ruth (C)A	J. Caulfield-W. Holden-E. Arnold	95	7/18/47	b5/31/47
	Easy Come, Easy Go (C)F	D. Lynn-S. Tufts-Virginia Field	78	3/7/47	b2/8/47
	Fear in The Night (D)A	DeForest Kelley-Kay Scott	72	4/18/47	b2/22/47
	Imperfect Lady (D)A	R. Milland-T. Wright-V. Field	97	4/25/47	b3/15/47
	Ladies Man (C-M)F	Eddie Bracken-Virginia Field	90	2/7/47	b1/11/47
	My Favorite Brunette	Bop Hope-Dorothy Lamour	87	4/4/47	a8/24/46
	Pefect Marriage, The (C-D)A	L. Young-D. Niven-V. Field	87	1/24/47	b11/23/46
	Seven Were Saved	Richard Denning-Catharine Craig	73	3/28/47	a5/25/46
	Suddenly It's Spring (C)A	F. MacMurray-P. Goddard	87	3/21/47	b2/15/47
	Two Years Before the Mast (D)A	Donlevy-Ladd-Bendix	98	11/22/46	b8/24/46
	COMING				
	Albuquerque	Randolph Scott-Barbara Britton			a3/15/47
	Big Clock, The (M)	R. Milland-M. O'Sullivan-C. Laughton			a5/17/47
	Big Town	Philip Reed-Hillary Brooke	60	5/23/47	a2/9/47
	Big Town After Dark	Philip Reed-Hillary Brooke			
	Big Town Scandal	Phillip Reed-Hillary Brooke			
	Danger Street (My)A	J. Withers-R. Lowery	66	6/20/47	b3/1/47

PARAMOUNT (Continued)

COMING		Run Time Mins.	Rel. Date	See Issue of
Desert Fury *T	Lizabeth Scott-John Hodiak	95	8/15/47	
Dream Girl (C-D)	B. Hutton-M. Carey-V. Field			a6/7/47
Emperor Waltz, The *T	Bing Crosby-Joan Fontaine			a7/13/46
Golden Earrings	Marlene Dietrich-Ray Milland			a9/28/46
I Cover Big Town (My)A	Philip Reed-Hilary Brooke	63		b3/1/47
I Walk Alone	B. Lancaster-Kirk Douglas			a3/1/47
Jungle Flight (D)F	Robert Lowery-Ann Savage	60		b3/1/47
My Own True Love	Phyllis Calvert-M. Douglas			
Night Has a Thousand Eyes, The	E. G. Robinson-J. Lund			
Perils of Pauline *T (CS)F	B. Hutton-J. Lund	92	7/4/47	b5/31/47
Road to Rio	B. Crosby-B. Hope-D. Lamour			a2/1/47
Saigon	Alan Ladd-Veronica Lake-Douglas Dick			a1/4/47
Shaggy *C	B. Joyce-G. Nokes-R. Shayne			
Trouble With Women, The (C)A	T. Wright-B. Donlevy-R. Milland	80	6/27/47	b5/24/47
Unconquered *T	Gary Cooper-Paulette Goddard			a9/28/46
Variety Girl	Mary Hatcher-DeForest Kelley	93	8/29/47	a11/23/46
Welcome Stranger (CD)F	B. Crosby-B. Fitzgerald	106		b5/3/47
Where There's Life	B. Hope-S. Hasso-W. Bendix			a5/25/46
Whispering Smith *T	A. Ladd-R. Preston-B. Marshall			a6/14/47
Wild Harvest	A. Ladd-D. Lamour-R. Preston			a11/2/46

PRC

CURRENT 1945-1946

Accomplice (My)A	Richard Arlen-Veda Ann Borg	68	9/29/46	b9/28/46
Big Fix, The (D)A	Noreen Nash-Shelia Ryan	61	4/19/47	b5/10/47
Blonde for a Day (C)F	H. Beaumont-Kathryn Adams	67	8/29/46	b8/3/46
Born to Speed (D)F	Johnny Sands-Terry Austin	65	1/12/47	b1/25/47
Down Missouri Way (M)F	Martha O'Driscoll-William Wright	74	8/15/46	b7/13/46
Her Sister's Secret (D)A	N. Coleman-P. Reed-M. Lindsay	83	9/23/46	b9/14/46
Secrets of a Sorority Girl (D)A	Mary Ware-Rick Vallin	58	8/1/46	b8/24/46
Strange Holiday (D)F	Claude Rains-Martin Kosleck	57	9/2/46	b10/27/45

CURRENT 1946-'47

Brute Man, The (H)A	Tom Neal-Jane Adams	58	10/1/46	b10/26/46
Devil on Wheels, The (D)F	D. Hickman-J. Ford-J. Cardwell	67	3/2/47	b1/25/46
Don Ricardo Returns	Isabelita-Fred Coby		11/5/46	a9/21/46
Gas House Kids Go West	C. Williams-J. Shelton-A. Switzer		7/12/47	
Kit Carson	D. Andrews-L. Bari-J. Hall	97	3/22/47	
Lady Chaser	Ann Savage-Robert Lowery	60	11/25/46	
Last of the Mohicans	R. Scott-B. Barnes-H. Wilcoxen	94	3/22/47	Reissue
Lighthouse	J. Lang-D. Castle-J. Litel	64	1/10/47	a10/19/46
Philo Vance Returns (My)F	W. Wright-R. Ames-I. Adrian	64	6/14/47	b4/26/47
Philo Vance's Gamble (My)A	Alan Curtis-Frank Jenks-Terry Austin	60	4/12/47	b4/26/47
Philo Vance Secret Mission	Alan Curtis-Sheila Ryan		3/20/47	
Return of Rin-Tin-Tin *V	D. Woods-B. Blake-C. Drake		2/20/47	
Three on a Ticket (My)F	Hugh Beaumont-Cheryl Walker	64	4/5/47	b4/5/47
Untamed Fury (D)A	Mikel Conrad-Gaylord Pendleton	61	3/22/47	b3/29/47
Wild West *C (W)F	Eddie Dean-Roscoe Ates	73	12/1/46	b11/30/46

COMING

Blonde Savage	L. Erickson-G. Sherwood			
Bury Me Dead (My)	M. Daniels-G. McClure-C. O'Donnell			a6/7/47
Corsican Brothers	D. Fairbanks Jr.-Tamiroff-Warrick	111	5/24/47	Reissue
Gas House Kids in Hollywood	Alfalfa Switzer-Gas House Kids			
Heartaches	H. Ryan-C. Wills		6/28/47	
International Lady	G. Brent-I. Massey-B. Rathbone	102	5/24/47	Reissue
Killer at Large (My)A	Anabel Shaw-Robert Lowery	63	5/31/47	b6/14/47
Man Wanted	Anabel Shaw-Robert Lowery			
Philo Vance's Peril	W. Wright-L. Balasco-R. Ames			b1/25/47
Silent Voice	Sheila Ryan-Edward Norris			a4/26/47
Stepchild (D)A	B. Joyce-D. Woods	70	6/7/47	b6/14/47
Tomorrow You Die	J. Ireland-S. Ryan-H. Beaumont			a6/21/47
Too Many Winners (M-My)	H. Beaumont-T. Marshall-R. Dunn	60		b6/7/47

Westerns (Current)

Code of the Plains	Buster Crabbe-Al St. John	36	4/26/47	Reissue
Frontier Fighters	B. Crabbe-Al St. John-M. Manners	41	4/26/47	Reissue
Law of the Lash (W)F	Al LaRue-Al St. John	53	2/28/47	b3/1/47
Panhandle Trail	Buster Crabbe-Al St. John	40	4/26/47	Reissue
Prairie Rustlers (W)F	Buster Crabbe-Al St. John	54	11/7/45	b8/10/46
Raiders of Red Rock	B. Crabbe-Al St. John	38	4/26/47	
Range Beyond the Blue (W-M)F	Eddie Dean	53	3/17/47	
Shootin' Irons	Jim Newhill-Tex O'Brien	40	4/26/47	Reissue
Thundergap Outlaws	Tex O'Brien-Jim Newhill	38	4/26/47	Reissue
Wild Country (W)F	Eddie Dean	55	1/17/47	b2/1/47
Wild West	E. Dean-A. Ates	59	12/1/46	

Westerns (Coming)

Black Hills	Eddie Dean-Roscoe Ates			
Border Feud (W)F	Lash LaRue-Al St. John	53	5/10/47	b5/24/47
Check Your Guns	E. Dean-R. Ates-N. Gates			
Ghost Town Renegades	Lash LaRue-Fuzzy St. John-J. Holt			
Gun Fighter	Lash LaRue-Al St. John-Mary Scott			a12/18/46
Pioneer Justice	Lash LaRue-Fuzzy St. John-J. Holt	56	6/28/47	
Return of the Lash	Lash LaRue-Al St. John			
Shadow Valley	Eddie Dean-Roscoe Ates			

RKO-RADIO

Block No.	CURRENT 1946-'47		Trade Shown	
5	A Likely Story (C)F	Bill Williams-Barbara Hale	88 May	b4/19/47
5	Banjo (C-D)F	S. Moffet-J. White-W. Reed	67 May	b4/19/47
4	Beat the Band (M)F	Frances Langford-Gene Krupa	67 Feb.	b3/1/47
Sp.	Best Years of Our Lives, The (D)A	D. Andrews-M. Loy-F. March	172 Dec.	b11/23/46
5	Born to Kill (D)A	C. Trevor-L. Tierney-W. Slezak	91 April	b4/19/47
2	Child of Divorce (D)A	Sharyn Moffett-Regis Toomey	62 Oct.	b10/19/46
4	Code of the West	James Warren-John Laurenz	57 Feb.	a8/10/46
3	Crack-Up (D)A	P. O'Brien-C. Trevor-H. Marshall	93 June	b6/15/46
2	Criminal Court (My)A	Tom Conway-M. O'Driscoll	62 Aug.	b8/10/46
6	Desperate (G)A	Steve Brodie-Audrey Long	73	b5/17/47

Title	Company
L	
Ladies Man	Para.
Lady from Shanghai, The	Col.
Lady in the Lake	MGM
Lady Chaser	PRC
Last of the Mohicans	PRC
Last of the Redmen	Col.
Late George Apley	20th-Fox
Laughing Lady	Misc.
Let 'Em Have It	Astor
Les Miserables	20th-Fox
Life With Father	WB
Lighthouse	PRC
Little Iodine	UA
Little Men	Astor
Little Miss Broadway	Col.
Little Mister Jim	MGM
Living in a Big Way	MGM
Locket, The	RKO
Lone Wolf in London	Col.
Lone Wolf in Mexico	Col.
Long Night	RKO
Lost Honeymoon	EL
Lost Moment's, The	Univ.
Louisiana	Mono.
Love and Learn	WB
Love at First Sight	WB
Love from a Stranger	EL
Love Laughs at Andy Hardy	MGM
Love on the Dole	Misc.
Lured	UA
M	
Macbeth	Rep.
Macomber Affair	UA
Magic Bow	Univ.
Magic Town	RKO
Magnificent Doll	Univ.
Magnificent Obsession	Univ.
Magnificent Rogue	Rep.
Man About Town	RKO
Man from Colorado, The	Col.
Man Wanted	PRC
Man Within, The	Misc.
Marauders, The	UA
Margie	20th-Fox
Mary Hagen	WB
Mating of Millie	Col.
Meet Me at Dawn	20th-Fox
Memory of Love	RKO
Men of Two Worlds	Misc.
Merton of the Movies	MGM
Michigan Kid	Univ.
Mighty McGurk, The	MGM
Millerson Case, The	Col.
Millie's Daughter	Col.
Miracle on 34th St.	20th-Fox
Mr. Ace	UA
Mr. District Attorney	Col.
Mr. Hex	Mono.
Monsieur Verdoux	UA
Moss Rose	20th-Fox
Mourning Becomes Electra	RKO
Mother Wore Tights	20th-Fox
Mutiny in the Big House	Mono.
My Brother Talks to Horses	MGM
My Dog Shep	SGP
My Darling Clementine	20th-Fox
My Favorite Brunette	Para.
My Heart Goes Crazy	Univ.
My Own True Love	Para.
My Wild Irish Rose	WB
N	
Naked City	Univ.
Never Say Goodbye	WB
New Orleans	UA
Newshounds	Mono.
Nicholas Nickelby	Misc.
Nightmare Alley	20th-Fox
Night Has a Thousand Eyes	Para.
Night Unto Night	WB
Nobody Lives Forever	WB
Nocturne	RKO
No Leave, No Love	MGM
Nora Prentiss	WB
North Star	FC
Northwest Outpost	Rep.
Notorious Gentleman	Univ.
Notorious Lone Wolf	Col.
O	
Odd Man Out	Univ.
Of Mice and Men	Favorite
Off to Buffalo	20th-Fox
Oh Say Can You Sing	Univ.
On an Island With You	MGM
One Hundred Men And A Girl	Univ.
One Million B.C.	Favorite
One Romantic Night	Astor
On the Old Spanish Trail	Rep.
Other Love	UA
Out California Way	Rep.
Out of the Blue	EL
Out of the Past	RKO
P	
Pacific Adventure	Colo.
Palmy Days	FC
Paradine Case	Selznick
Perfect Marriage	Para.
Perils of Pauline	Para.
Philo Vance's Gamble	PRC
Philo Vance Returns	PRC

Title	Company
Philo Vance's Peril	PRC
Philo Vance's Secret Mission	PRC
Piccadilly Incident	MGM
Pilgrim Lady	Rep.
Pirates, The	MGM
Pirates of Monterey	Univ.
Plainsman	Para.
Plainsman and the Lady	Rep.
Portrait of Jennie	SRO
Possessed	WB
Prince of Thieves	Col.
Prison Story	RKO
Private Affairs of Bel Ami	UA
Pursued	WB

Q

Queen of the Amazons	SGP
Queen of the Yukon	Mono.

R

Rage in Heaven	MGM
Ramrod	UA
Razor's Edge	20th-Fox
Red House	UA
Red Pony, The	Rep.
Red Stallion	EL
Relentless	Col.
Renegade Girl	SGP
Repeat Performance	EL
Resistance	Misc.
Return of Monte Cristo	Col.
Return of Rin-Tin-Tin	PRC
Return of the Badmen	RKO
Return of the Scarlet Pimpernel	FC
Ride the Pink Horse	Univ.
Riding the California Trail	Mono.
Riff-Raff	RKO
Road to Rio	Para.
Road Show	Favorite
Robin Hood of Monterey	Mono.
Roll on Texas Moon	Rep.
Romance in High C	WB
Romance of Rosy Ridge, The	MGM
Root of All Evil	Misc.
Roses Are Red	20th-Fox
Roughshod	RKO
Rupert of Hentzau	SRO
Runaround	Univ.

S

Saigon	Para.
San Demetrio, London	2th-Fox
San Quentin	RKO
St. Francis of Assisi	Misc.
Sarge Goes to College	Mono.
Scared to Death	SGP
Scarface	Astor
Scarlet Pimpernel, The	FC
School for Danger	Misc.
School for Secrets	Misc.
Scudda Hoo, Scudda Hay	20th-Fox
Sea Bandits	Favorite
Sea Hawk, The	WB
Sea of Grass	MGM
Sea Wolf, The	WB
Searching Wind	Para.
Second Chance	20th-Fox
Second Chorus	Astor
Secret Beyond the Door, The	U-I
Secret Heart, The	MGM
Secret Life of Walter Mitty	RKO
Secrets of Sorority Girl	PRC
Secrets of the Whistler	Col.
Senator Was Indiscreet	U-I
Seven Keys to Baldpate	RKO
Seven Were Saved	Para.
Shadow of a Woman	WB
Shadows Over Chinatown	Mono.
Shaggy	Para.
Shocking Miss Pilgrim	20th-Fox
Show-Off	MGM
Shoot to Kill	Screen Guild
Silent Voice	PRC
Silver Devil	Astor
Silver River	WB
Sinbad the Sailor	RKO
Singapore	Univ.
Singin' In the Corn	Col.
Sin of Harold Diddlebock	UA
Sky Devils	Astor
Slave Girl	Univ.
Sleep, My Love	UA
Smash-Up	Univ.
So Dark the Night	Col.
So in Love	SRO
Something in the Wind	Univ.
Son of Rusty	Col.
Song of Love	MGM
Song of My Heart	Allied
Song of Scheherazade	Univ.
Song of the South	RKO
Song of the Thin Man	MGM
So Well Remembered	RKO
Spoilers of the North	Rep.
Sport of Kings	Col.
Springtime in the Sierras	Rep.
Stairway to Heaven	Univ.
Stallion Road	WB
Stampede	UA
Stella Dallas	FC
Step-Child	PRC
Stork Bites Man	UA
Strange Holiday	PRC
Strange Journey	20th-Fox
Strange Love of Martha Ivers	Para.
Strange Woman	UA
Stranger, The	RKO
Strawberry Roan	Col.
Suddenly It's Spring	Para.

RKO-RADIO (Continued)

Block No.			Run Time Mins.	Trade Shown	See Issue of
	CURRENT 1946-'47				
4	Devil Thumbs a Ride, The (D)A	Lawrence Tierney-N. Leslie	62	Feb.	b3/1/47
6	Dick Tracy's Dilemma (M)A	Ralph Byrd-Kay Christopher	60	June	b5/17/47
3	Dick Tracy vs. Cueball (D)F	Morgan Conway-Anne Jeffreys	62	Dec.	b11/9/46
3	Falcon's Adventure (D)F	Tom Conway-Madge Meredith	61	Dec.	b12/14/46
4	Farmer's Daughter, The (C-D)A	L. Young-J. Cotten-E. Barrymore	97	Feb.	b2/22/47
4	From This Day Forward (D)A	J. Fontaine-M. Stevens-A. Judge	95	Mar.	b3/2/46
2	Genius at Work (C)F	A. Carney-W. Brown-A. Jeffreys	61	July	b8/3/46
5	Honeymoon (C)F	S. Temple-F. Tone-G. Madison	74	June	b5/19/47
Sp.	It's a Wonderful Life (D)	J. Stewart-D. Reed-L. Barrymore	128	Dec.	b12/21/46
3	Locket, The (D)	Laraine Day-B. Aherne	86	Dec.	b12/21/46
Sp.	Long Night, The (D)A	Henry Fonda-Barbara Bel Geddes	96	May	b5/31/47
2	Nocturne (D)A	George Raft-Lynn Bari	85	Oct.	b10/19/46
Sp.	Notorious (My-D)A	Cary Grant-Ingrid Bergman	101	July	b7/27/46
3	San Quentin (D)A	L. Tierney-M. Carr-B. MacLane	66	Dec.	b12/7/46
Sp.	Sinbad the Sailor T (F)F	D. Fairbanks. Jr.-M. O'Hara	117	Jan.	b1/18/47
Sp.	Song of the South *T (D-M)F	Luana Patten-Bobby Driscoll	95	Nov.	b11/2/47
5	Tarzan and the Huntress (D)F	J. Weissmuller-B. Joyce	70	April	a3/22/47
6	They Won't Believe Me (D)A	Robert Young-Susan Hayward	95		b5/17/47
6	Thunder Mountain (W)F	T. Holt-R. Martin-M. Hyer	60		b5/17/47
4	Trail Street (W)F	R. Scott-R. Ryan-A. Jeffreys	83	Mar.	a3/1/47
3	Vacation in eRno (C)F	Jack Haley-Anne Jeffreys	60	Oct.	b10/12/46
6	Woman on the Beach, The (D)A	J. Bennett-R. Ryan-C. Bickford	71		m5/17/47
	COMING				
	Bachelor and the Bobby-Soxer (C)F	G. Grant-M. Ley-S. Temple	95		b6/7/47
Sp.	Bishop's Wife, The	G. Grant-T. Wright-D. Niven			
	Crossfire	R. Young-R. Mitchum-G. Grahame			
	Dick Tracy vs. the Gruesome Gang	R. Byrd-B. Karloff-A. Gwynne			
	Fighting Father Dunne	P. O'Brien-M. Dell-D. Hickman			
Sp.	Fun and Fancy Free	E. Bergen-D. Shore			
	Fugitive, The	Henry Fonda-Dolores Del Rio			
	How Dear to My Heart *T	Luana Patten-Bobby Driscoll			
	If You Knew Susie	E. Cantor-J. Davis-A. Joslyn			
	Indian Summer	A. Knox-A. Sothern-G. Tobias			
	I Remember Mama	I. Dunne-B. Bel Geddes-O. Homolka			
Sp.	Magic Town	James Stewart-Jane Wyman			
	Man About Town	Maurice Chevalier			
	Memory of Love	D. Andrews-M. Oberon-E. Barrymore			
Sp.	Mourning Becomes Electra	R. Russell-K. Paxinou-R. Massey			
	Out of the Past	Robert Mitchum-Jane Greer			a2/1/47
	Return of the Badmen	Randolph Scott-Jacqueline White			
	Riff-Raff (My)A	Pat O'Brien-Anne Jeffries	80		b6/7/47
	Roughshod	R. Sterling-C. Jarman-G. Grahame			
	That's Life *T	D. Kaye-V. Mayo			
	Secret Life of Walter Mitty, The *T	D. Kaye-V. Mayo-F. Bainter			a9/7/46
	Seven Keys to Baldpate (M)A	Phillip Terry-Jacqueline White	68		b6/7/47
	So Well Remembered	M. Scott-J. Mills			
	Tycoon *T	John Wayne-Laraine Day			
	Under the Tonto Rim (W)F	T. Holt-N. Leslie-R. Martin	61		b6/7/47

REPUBLIC

Prod. No.			Run Time Mins.	Trade Shown	See Issue of
	Current 1945-46				
543	Heldorado (WM)F	Roy Rogers-Dale Evans-"Gabby" Hayes.	70	12/15/46	b12/23/46
5542	Home in Oklahoma (W-M)F	R. Rogers-G. Hayes-D. Evans	72	11/8/46	b11/2/46
5503	Out California Way *U (WM)F	Monte Hale-Adrian Booth	67	12/5/46	b12/14/46
532	Plainsman and the Lady (W)F	W. Elliott-V. Ralston-G. Patrick	82	11/15/46	b11/9/46
542	Roll on Texas Moon (W-M)F	R. Rogers-G. Hayes-Dale Evans	68	9/12/46	b9/14/46
533	That Brennan Girl (D)A	James Dunn-Mona Freeman	95	12/23/46	b11/16/46
	CURRENT 1946-'47				
603	Affairs of Geraldine (C-D)F	Jane Withers-Jimmy Lydon	68	11/18/46	b10/26/46
608	Angel and the Badman (W)F	J. Wayne-G. Russell-I. Rich	100	2/15/46	b2/15/46
641	Apache Rose *U (W-M)F	Roy Rogers-Dale Evans	75	2/15/46	b3/22/47
642	Belles of San Angelo *U (W)	R. Rogers-D. Evans	71	5/15/47	b5/24/47
607	Calendar Girl (M)F	J. Frazee-W. Marshall	88	1/31/47	b2/8/47
604	Fabulous Suzanne (C)	Barbara Britto-Rudy Vallee	71	12/15/46	b12/21/46
605	Ghost Goes Wild, The (C)F	James Ellison-Anne Gwynne	66	3/8/47	b4/5/47
610	Hit Parade of 1947 (M)	E. Albert-C. Moore-J. Edwards	90	3/22/47	b5/3/47
601	I've Always Loved You *T (DM)F	Catherine McLeod-Philip Dorn	117	12/2/46	b8/31/46
606	Magnificent Rogue, The (C-D)A	L. Robert-W. Douglas	74	2/15/47	b11/23/46
602	Pilgrim Lady, The (C-D)A	Warren Douglas-Lynne Roberts	67	1/22/46	b1/25/47
612	Spoilers of the North (D)A	Paul Kelly-Evelyn Ankers	66	4/24/47	b5/10/47
616	Web of Danger (D)F	A. Mara-B. Kennedy	58	6/10/47	b6/21/47
611	Yankee Fakir (C)F	D. Frawley-J. Woodbury-C. Bevans	71	4/1/47	b4/12/47
	COMING				
	Backfire	A. Dekker-L. Stirling-C. Drake			
	Bill and Coo	George Burton's Birds			
	Blackmail	W. Marshall-A. Mara-S. Bachelor			
	Driftwood	Wood-Brennan-Warrick-Jagger			
	Exposed	Adele Mara-Robert Scott			
	Flame, The	John Carroll-Vera Ralston			
	Macbeth	Orson Welles-J. Nolan			
615	Northwest Outpost (O)F	Nelson Eddy-Ilona Massey	91	6/25/47	b5/10/47
	On the Old Spanish Trail *U	R. Rogers-T. Guizar-J. Frazee			
	Red Pony, The *T	M. Loy-R. Mitchum-L. Calhern			
	Fabulous Texan, The	W. Elliott-J. Carroll-C. McLeod			
646	Springtime in the Sierras *U	A. Rogers-J. Frazee-A. Devine	75	7/15/47	
609	That's My Gal *U (M)A	L. Roberts-D. Barry	66	5/15/47	b5/31/47
613	That's My Man (D)A	D. Ameche-C. McLeod	99	6/1/47	b5/12/47
619	The Trespasser (D)	J. Martin-W. Douglas	71	7/3/47	a5/24/47
614	Winter Wonderland (C-R)A	L. Roberts-C. Drake	71	5/17/47	b5/31/47
	Wyoming	B. Elliott-V. Ralston			a3/8/47
	Westerns (Current)				
553	Cherokee Flash (W)F	Sunset Carson-Linda Stirling	55	12/13/46	a3/2/46
664	Homesteaders of Paradise Valley (W)F	Allan Lane-Bobby Blake	58	4/1/47	b4/12/47
5504	Last Frontier Uprising *U (W-M)F	Monte Hale-Adrian Booth	65	2/1/47	b4/12/47
558	Rio Grande Raiders	Sunset Carson-Linda Stirling	56	9/9/46	
684	Saddle Pals (W)F	G. Autry-L. Roberts	72	6/15/47	b6/21/47
661	Santa Fe Uprising (W)F	Allan Lane-Bobby Blake	57	11/15/46	b4/25/47

REPUBLIC (Continued)

Prod. No.			Run Time Mins.	Rel. Date	See Issue of
	COMING				
681	Sioux City Sue (W)F	Gene Autry-Lynne Roberts	69	11/21/46	b11/30/46
662	Stagecoach to Denver (W)F	Allan Lane-Bobby Blake	56	12/23/46	b1/4/47
682	Trail to San Antone (W)F	Gene Autry-Peggy Stewart	57	4/1/47	b4/18/47
683	Twilight on the Rio Grande (W)F	G. Autry-S. Holloway-Cass County Boys	71	4/1/47	b4/19/47
663	Vigilantes of Boomtown (W)F	Allan Lane-Bobby Blake	56	2/15/47	m2/15/47
	Westerns (Coming)				
	Along the Oregon Trail *U	Monte Hale-Adrian Booth			
	Marshall of Cripple Creek	Allan Lane-Bobby Blake			
	Oregon Trail Scouts (W)F	Allan Lane-Bobby Blake	58	5/15/47	b5/24/47
	Robin Hood of Texas	Gene Autry-Lynn Roberts-Adele Mara			
666	Rustlers of Devil's Canyon	Allan Lane-Bobby Blake	58	7/1/47	
684	Saddle Pals	G. Autry-L. Roberts	72	6/15/47	
	Under Colorado Skies *U	M. Hale-A. Booth			
	Wild Frontier, The	Allan Lane-Jack Holt			

SCREEN GUILD PRODUCTIONS

	CURRENT				
HC12	Bar 20 Justice	Wm. Boyd-R. Hayden-G. Hayes	65	7/19/47	Reissue
4614	Bells of San Fernando (D)F	Donald Woods-Gloria Warren	69	4/5/47	b4/5/47
4613	Buffalo Bill Rides Again (W)F	Richard Arlen-Jennifer Holt	66	4/19/47	b4/5/47
4616	Bush Pilot	R. Hudson-J. LaRue-A. Willis	60	6/7/47	
HC10	Cassidy of Bar 20	Wm. Boyd-H. Clark-R. Hayden	59	5/10/47	Reissue
HC11	Heart of Arizona	Wm. Boyd-G. Hayes-R. Hayden	68	6/14/47	Reissue
4609	My Dog Shep	Flame (dog)-Tom Neal	60	12/1/46	
4610	North of the Border	R. Hayden-I. Cooper	46	10/1/46	a8/24/46
HC09	Partners of the Plains	Wm. Boyd-H. Clark-R. Hayden	71	4/26/47	Reissue
4611	Queen of the Amazons (D)A	Patricia Morison-Robert Lowery	62	1/15/47	b3/29/47
4612	Renegade Girl (D)F	Alan Curtis-Ann Savage-Jack Holt	65	12/25/46	b3/29/47
HC07	Rustlers Valley	Wm. Boyd-G. Hayes-R. Hayden	60	3/15/47	Reissue
4608	Scared to Death *C	B. Lugosi-J. Compton	65	5/3/47	
4615	Shoot to Kill (D)A	R. Wade-E. MacDonald-S. Walters	60	5/17/47	b4/12/47
HC08	Texas Trail	Wm. Boyd-R. Hayden-G. Hayes	59	4/12/47	Reissue
	COMING				
	Burning Cross, The	Hank Daniels-Virginia Patton			
	Case of the Baby Sitter, The	Tom Neal-A. Jenkins-P. Blake	40	7/26/47	
4621	Dragnet	M. Brian-H. Wilcoxon	71	8/16/47	
	Hat Box Mystery	T. Neale-A. Jenkins-V. Sale	40	7/12/47	
	Hollywood Barn Dance (C-D)F	E. Tubb-L. Talbott-H. Boyce	72	6/21/47	b6/7/47
	Killer Dill (CD)A	Anne Gwynne-Frank Albertson	71	8/2/47	b5/17/47

SELZNICK RELEASING ORGANIZATION

	CURRENT				
	Duel in the Sun *T (WD)A	J. Jones-G. Peck-J. Cotten	138	4/17/47	b1/4/47
	COMING				
	Paradine Case, The	G. Peck-A. Todd-C. Laughton			
	Portrait of Jennie	J. Jones-J. Cotten			
	Rupert of Hentzau	Louis Jourdan-Valli			
	So in Love	Shirley Temple			

20TH-FOX

	CURRENT 1946-'47				
620	Behind Green Lights (D)A	Carole Landis-William Gargan	67	Feb.	b1/19/46
642	Bowery, The	Wallace Beery-Jackie Cooper	84	Oct.	Re-release
648	Dangerous Millions (D)F	Kent Taylor-Dona Drake	69	Dec.	b12/7/46
640	Home Sweet Homicide (MyC)F	P. Ann Garner-R. Scott	90	Oct.	b7/20/46
646	Margie *T (C-D)F	Jeanne Crain-Alan Young	93	Nov.	b10/19/46
645	My Darling Clementine (W-D)F	H. Fonda-L. Darnell-V. Mature	97	Nov.	b10/12/46
641	Sun Valley Serenade	Sonja Henie-John Payne	86	Sept.	Re-release
639	Three Little Girls in Blue *T (M)F	Hayer-Blaine-G. Montgomery	90	Oct.	b9/7/46
649	Wake Up and Dream *T (M)F	John Payne-June Haver	92	Dec.	b11/30/46
644	Wanted for Murder (D)A	Eric Portman-Dulcie Gray	91	Nov.	b4/13/46
	CURRENT 1947-'48				
709	Alexander's Ragtime Band	T. Power-A. Faye-D. Ameche	106	Mar.	Re-release
711	Backlash (My)A	R. Travis-J. Rogers-L. Blake	66	Mar.	b3/22/47
706	Boomerang (D)A	Dana Andrews-Jane Wyatt	88	Feb.	b1/25/47
707	Brasher Doubloon, The (My)A	G. Montgomery-Nancy Guild	72	Feb.	b2/8/47
710	Carnival in Costa Rica *T (M)F	D. Haymes-C. Holm-C. Romero	96	April	b3/29/47
715	Ghost and Mrs. Muir, The (D)A	G. Tierney-R. Harrison-G. Sanders	104	May	b5/24/47
713	Homestretch, The *T (D)A	Maureen O'Hara-Cornel Wilde	99	May	b4/26/47
716	Jewels of Brandenburg (D)A	Richard Travis-Micheline Cheirel	64	May	b4/12/47
712	Late George Apley, The (D)A	Ronald Colman-Peggy Cummins	98	April	b2/3/47
704	Les Miserables	Fredric March-Chas. Laughton	109	Jan.	Re-release
718	Miracle on 34th St. (C)F	J. Payne-M. O'Hara	96	June	b5/10/47
701	Razor's Edge, The (D)A	T. Power-G. Tierney-J. Payne	146	Jan.	b11/23/46
714	San Demetrio, London (D)A	W. Fitzgerald-A. Young-R. Michael	76	April	b4/4/47
703	Shocking Miss Pilgrim *T	Betty Grable-Dick Haymes	85	Jan.	b1/4/47
705	Stanley & Livingstone	Spencer Tracy-Richard Green	101	Jan.	Re-release
708	Strange Journey (D)F	Paul Kelly-Osa Massen	67	Feb.	b9/14/46
702	13 Rue Madeleine (D)	James Cagney-Annabella	95	Jan.	b12/21/46
	COMING				
720	Bob, Son of Battle *T (D)F	P. A. Garner-L. McCallister	103	July	b6/7/47
	Captain from Castile *T	T. Power-J. Peters-C. Romero			
722	Crimson Key, The	Kent Taylor-Doris Dowling	76	July	
	Daisy Kenyon	J. Crawford-D. Andrews-H. Fonda			
	Forever Amber *T	L. Darnell-C. Wilde-G. Sanders			
	Foxes of Harrow, The	R. Harrison-M. O'Hara-R. Haydn			
	Gentlemen's Agreement	G. Peck-D. McGuire-J. Garfield			
	Green Grass of Wyoming *T	P. Cummins-R. Arthur-C. Coburn			
	Invisible Wall, The	Don Castle-Virginia Christine			
	I Wonder Who's Kissing Her Now *T (M)F	June Haver-Mark Stevens	104		b6/14/47
721	Meet Me At Dawn (C-D)F	William Eythe-Hazel Court	99	July	
717	Moss Rose (M-D)A	V. Mature-P. Cummings-E. Barrymore	82	June	b5/24/47
	Mother Wore Tights *T	B. Grable-D. Dailey-P. A. Garner			a11/16/46
	Nightmare Alley	T. Power-J. Blondell-Helen Walker			
	Off to Buffalo *T	N. Guild-D. Daily-C. Winninger			a6/14/47
	Roses Are Red	Don Castle-Peggy Knudsen			
	Scudda Hoo, Scudda Hay *T	J. Haver-L. McCallister-A. Revere			
	Second Chance	K. Taylor-Louise Currie-D. Hoey			a5/17/47
719	Western Union	Robert Young-Randolph Scott	95	June	Re-release

Susie Steps Out	UA
Summer Holiday	MGM
Sun Valley Serenade	20th-Fox
Suspense	Mono.
Swell Guy	Univ.
Sweet Genevieve	Col.
Sweetheart of Sigma Chi	Mono.
Swiss Family Robinson	Astor
Swordsman	Col.

T

Tap Roots	Univ.
Tarzan and the Huntress	RKO
Temptation	Univ.
Temptation Harbour	Misc.
Tenth Avenue Angel	MGM
Texas Manhunt	E-L
Texas Trail	SGP
That Brennan Girl	Rep.
That's Life	RKO
That's My Gal	Rep.
That's My Man	Rep.
That Way with Women	WB
The Kissing Bandit	MGM
The Man I Love	WB
There Goes My Heart	Favorite
The Last Round-Up	Col.
The Patient Vanishes	FC
The Time, the Place & the Girl	WB
They Made Me a Killer	Para.
They Passed This Way	UA
They Won't Believe Me	RKO
Thief of Bagdad	FC
Thieves' Holiday	UA
13 Rue Madeleine	20th-Fox
Thirteenth Hour	Col.
This Happy Breed	Univ.
This Time for Keeps	MGM
Three Little Girls in Blue	20th-Fox
Three on a Ticket	PRC
Thunder in the City	Astor
Thunder Mountain	RKO
Till the Clouds Roll By	MGM
Time of Your Life	UA
Time Out of Mind	Univ.
Tom Brown's Schooldays	Astor
Tomorrow You Die	PRC
Too Many Winners	PRC
Topper Returns	Favorite
Topper Takes a Trip	Favorite
Torment	Misc.
Trail Street	RKO
Trap, The	Mono.
Treasure of the Sierra Madre	WB
Trespasser, The	Rep.
Trouble With Women	Para.
Two Blondes and a Redhead	Col.
Two Guys From Texas	WB
Two Mrs. Carrols	WB
Two Years Before the Mast	Para.
Tycoon	RKO

U

Unconquered	Para.
Undercover Maisie	MGM
Undercurrent	MGM
Under the Tonto Rim	RKO
Unexpected Guest	UA
Un faithful	WB
Unfinished Dance	MGM
Unholy Garden	FC
Unsuspected, The	Warner Bros.
Untamed Fury	PRC

V

Vacation Days	Mono.
Vacation in Reno	RKO
Variety Girl	Para.
Vendetta	UA
Verdict	WB
Vigiliantes Return	Univ.
Violence	Mono.
Virtuous	MGM
Voice of the Turtle	WB

W

Wake Up and Dream	20th-Fox
Wallflower	Warner Bros.
Wanted for Murder	20th-Fox
Web, The	Univ.
Web of Danger	Rep.
Welcome Stranger	Para.
Welldigger's Daughter	Misc.
Westerner, The	FC
Western Union	20th-Fox
When a Girl's Beautiful	Col.
Where There's Life	Para.
While the Sun Shines	Misc.
Whiplash	WB
Whispering Smith	Para.
White Cradle Inn	Misc.
Who Killed Doc Robin	UA
Wicked Lady	Univ.
Wild Bill Hickok Rides	WB
Wild Harvest	Para.
Wild West	PRC
Winter Wonderland	Rep.
Wistful Widow of Wagon Gap	U-I
Wolf Call	Mono.
Woman Chases Man	FC
Woman in White	WB
Woman on the Beach	RKO
Wyoming	Rep.

Y

Yankee Fakir	Rep.
Yearling, The	MGM
Years Between	Univ.
You Can't Cheat an Honest Man	Univ.

TITLE CHANGES

"The Mating of Millie McGonigle" (Col.) now
THE MATING OF MILLIE

"Coward's Castle" (UA) now
THE DEAD DON'T DREAM

NEW PICTURES STARTED LAST WEEK

COLUMBIA

Strawberry Roan (Cinecolor)—Principals: Gene Autry, Gloria Henry, Jack Holt. Director, John English.

Six Gun Law—Principals: Charles Starrett, Smiley Burnette. Director, Ray Nazarro.

METRO-GOLDWYN-MAYER

The High Wall—Principals: Robert Taylor, Audrey Totter, Herbert Marshall. Director, Curtis Bernhardt.

PARAMOUNT

My Own True Love—Principals: Phyllis Calvert, Melvyn Douglas. Director, Compton Bennett.

The Night Has a Thousand Eyes—Principals: Edward G. Robinson, John Lund. Director, John Farrow.

PRC

Check Your Guns—Principals: Eddie Dean, Roscoe Ates, Nancy Gates. Director, Ray Taylor.

Blonde Savage—Principals: Leif Erickson, Gale Sherwood, Veda Ann Borg. Director, S. K. Seeley.

RKO

Roughshod—Principals: Robert Sterling, Claude Jarman, Jr., Gloria Grahame. Director, Mark Robson.

REPUBLIC

Macbeth — Principals: Orson Welles, Janet Nolan, Edgar Barrier. Director, Orson Welles.

Under Colorado Skies—(Trucolor)—Principals: Monte Hale, Adrian Booth. Director, R. G. Springsteen.

UNIVERSAL-INTERNATIONAL

The Naked City—Principals: Barry Fitzgerald, Howard Duff, Dorothy Hart. Director, Jules Dassin.

ADVANCE DATA
On Forthcoming Product

THE EXILE (U-I) *Drama. Principals*: Douglas Fairbanks, Jr., Paule Croset, Maria Montez. *Director*, Max Ophuls. *Plot*: This story takes place during the Cromwell Regime in England, when King Charles II and his faithful followers were exiled to Holland. The King is in disguise as a farmhand when he is found by one of the Roundheads, commissioned to prevent his return to England. The two engage in a duel which ends with the death of the Roundhead. Then comes news that Charles has been recalled to the throne, and he says a fond goodbye to the farm maiden who had so faithfully aided him.

SONG OF THE THIN MAN (MGM) *Comedy-Mystery. Principals*: William Powell, Myrna Loy, Keenan Wynn. *Director*, Edward Buzzell. *Plot*: Detective Nick Charles and his wife are brought out of retirement to solve the murder of a bandleader aboard a gambling ship. The band's clarinetist is missing, and they find him in a rest home where he confesses the killing, but Nick still isn't satisfied. So to trap the killer, Nick stages a re-opening of the gambling ship. All the suspects are present and Nick reveals the murderer.

UNITED ARTISTS

Prod. No.	CURRENT 1946-'47		Run Time Mins.	Rel. Date	See Issue of
	Abie's Irish Rose (C)F	Joanne Dru-Michael Chekhov	96	12/27/46	b11/30/46
	Adventures of Don Coyote *C (W)F	F. Rafferty-M. Cramer	66	5/9/47	m5/3/47
	Carnegie Hall (D-M)A	M. Hunt-W. Prince-M. O'Driscoll	134		b3/1/47
	Chase, The (D)A	Robert Cummings-Michele Morgan	85	11/22/46	b10/19/46
	Devil's Playground, The (W)F	William Boyd-Andy Clyde	65	11/15/46	b9/21/46
	Fabulous Dorseys, The (M)F	T. Dorsey-J. Dorsey-J. Blair	87	2/21/47	b3/1/47
	Fool's Gold (W)F	William Boyd-Andy Clyde	65	1/31/47	b10/12/46
	Little Iodine (C)F	J. Ann Marlowe-Marc Cramer	57	10/11/46	b9/14/46
	Macomber Affair, The (D)A	Gregory Peck-Joan Bennett	90	3/21/47	b1/25/47
	New Orleans (D-M)A	A. deCordova-D. Patrick	90	4/16/47	b5/3/47
	Private Affairs of Bel Ami, The (D)A	George Sanders-Angela Lansbury	115	3/7/47	b3/1/47
	Ramrod (W-D)A	J. McCrea-V. Lake-D. DeFore	94	5/2/47	b3/1/47
	Red House, The (My)A	Ed. G. Robinson-L. McCallister	98	2/7/47	b2/8/47
	Sin of Harold Diddlebock, The	H. Lloyd-R. Washburn-J. Conlin	89	4/4/47	a2/9/46
	Strange Woman, The (D)A	H. Lamarr-G. Sanders-L. Hayward	100	10/25/46	b11/2/46
	Susie Steps Out (C-D)F	David Bruce-Cleatus Caldwell	65	12/13/46	b11/23/46
	Unexpected Guest, The (W)F	Wm. Boyd-Andy Clyde	60	3/28/47	b12/14/46

COMING

	Atlantis	Maria Montez-Jean Pierre Aumont			a4/5/47
	A Miracle Can Happen	James Stewart-Henry Fonda			
	Arch of Triumph (D)	I. Bergman-C. Boyer			a5/3/47
	Body and Soul	John Garfield-Lillie Palmer			
	Christmas Eve	G. Raft-G. Brent-R. Scott-J. Blondell			a3/29/47
	Copacabana (M-C)F	C. Miranda-A. Russell-G. Marx	92	5/30/47	b5/24/47
	Curly *C	Frances Rafferty-Larry Olsen			a5/25/46
	Dangerous Venture (W)F	A. Clyde-W. Boyd-B. Alexander	59	5/23/47	a2/22/47
	Dead Don't Dream, The (W)	W. Boyd-A. Clyde			
	Dishonored Lady (D)A	H. Lamarr-D. O'Keefe-J. Loder	89	5/19/47	b4/26/47
	Fabulous Joe	Walter Abel-Margot Grahame			
	Fanny By Gaslight	James Mason-Phyllis Calvert			
	Fun on a Weekend (C)A	Priscilla Lane-Eddie Bracken	93	5/15/47	b4/12/47
	Heaven Only Knows	Robert Cummings-Brian Donlevy			a1/4/47
	Henry the Fifth (D)F *T	L. Olivier-R. Asherson	134		b4/27/46
	Here Comes Trouble	William Tracy-Patti Morgan			a3/24/46
	Hoppy's Holiday (W)F	W. Boyd-Mary Ware	60	7/18/47	a5/10/47
	Intrigue	G. Raft-J. Havoc-D. Seymour			
	Lured (D)	G. Saunders-L. Ball	96	7/25/47	a5/10/47
	Marauders, The	W. Boyd-R. Brooks-A. Clyde			
	Monsieur Verdoux (C-D)A	Charles Chaplin-Martha Raye	123		b4/19/47
	Other Love, The (D)A	B. Stanwyck-David Nivin	96	7/11/47	b4/5/47
	Sleep, My Love	C. Colbert-R. Cummings-D. Ameche			
	Stampede	John Wayne-Walter Brennan			
	Stork Bites Man	Jackie Cooper-Gene Roberts	74	6/21/47	a2/15/47
	Time of Your Life	J. Cagney-Wm. Bendix-J. Cagney			
	Vendetta (D)	Hillary Brooke-Faith Domergue			a5/10/47
	Without Honor	William Boyd-Andy Clyde			
	Who Killed Doc Robin?	E. Janssen-L. Olsen-D. Belding			a5/31/47

UNIVERSAL

	Brief Encounter (D)A	Celia Johnson-Trevor Howard	86		b5/3/47
612	Buck Privates Come Home (C)F	Bud Abbott-Lou Costello	77	April	b3/15/47
	Captive Heart, The (D)A	Michael Redgrave-Mervyn Johns	87		b4/13/47
601	Dark Mirror, The (My)A	O. DeHavilland-Lew Ayres	85	Oct.	b10/15/46
2791	Destry Rides Again	M. Dietrich-J. Stewart	94	Mar.	Reissue
613	Egg and I, The (C)F	Claudette Colbert-Fred MacMurray	108		b3/23/47
	Great Expectations (D)	John Mills-Valerie Hobson	116		b12/21/46
607	I'll Be Yours (C-M)F	D. Durbin-T. Drake-W. Bendix	93	Jan.	b1/25/47
2794	I Stole a Million	G. Raft-C. Trevor-D. Foran	78	April	Reissue
	Johnny Frenchman	Francoise Rosay-Patricia Roc	104		
602	Magnificent Doll (D)F	G. Rogers-D. Niven-B. Meredith	94	Nov.	b11/23/46
2795	Magnificent Obsession	Irene Dunne-Robert Taylor	101	May	Reissue
610	Michigan Kid *C (W)F	John Hall-Rita Johnson	69	Mar.	b2/15/47
1066	Notorious Gentleman, The (D)A	Rex Harrison-Lilli Palmer	106	Nov.	b2/16/46
617	Odd Man Out (D)A	James Mason-Robert Newton	116	June	b2/14/47
2796	One Hundred Men and a Girl	Deanna Durbin-L. Stokowski	84	May	Reissue
608	Song of Scheherazade *T (M)F	Y. DeCarlo-B. Donlevy-J. P. Aumont	106	Mar.	b2/1/47
609	Smash-Up, The Story of a Woman (D)A	S. Hayward-L. Bowman-E. Albert	102	Mar.	b2/8/47
611	Stairway to Heaven *T (D)A	David Niven-R. Massey	103	Mar.	b11/16/46
606	Swell Guy (D)A	Sonny Tufts-Ann Blyth	86	Jan.	b12/14/46
604	Temptation (D)A	M. Oberon-G. Brent-C. Korvin	98	Dec.	b12/14/46
	This Happy Breed *T (D)A	Robert Newton-Celia Johnson	110		b4/19/47
614	Time Out of Mind (D)A	P. Calvert-R. Hutton-E. Raines	88	May	b3/22/47
2793	You Can't Cheat an Honest Man	W. C. Fields-Edgar Bergen	73	April	Reissue
618	Vigilantes Return *C	Jon Hall-Margaret Lindsay	67	July	a7/13/46
615	Web, The (M)	V. Prince-E. Raines	87	June	b5/24/47
2792	When the Daltons Rode	R. Scott-K. Francis-B. Donlevy	81	Mar.	Reissue
605	Wicked Lady, The (D)A	M. Lockwood-J. Mason-P. Roc	98	Jan.	b1/12/47

COMING

	Black Bart, Highwayman *T	Y. De Carlo-D. Duryea			
	A Lady Surrenders (D)A	Margaret Lockwood-Stewart Granger	113		b10/12/46
	Black Narcissus *T (D)F	D. Kerr-Sabu	100		b5/3/47
	Brute Force (D)A	B. Lancaster-H. Cronyn-C. Bickford	98		b6/21/47
	Exile, The	D. Fairbanks, Jr.-M. Montez-P. Croset			
	For the Love of Mary	D. Durbin-J. Dall-D. O'Connor			a4/19/47
	I Know Where I'm Going (D)F	W. Hiller-R. Livesy-P. Brown	91		b1/5/46
	Imagination	Ronald Colman-Signe Hasso			
616	Ivy (D)A	Joan Fontaine-Patric Knowles	99	June	b6/14/47
	Lost Moment, The	S. Hayward-R. Cummings-J. Loring			
	Magic Bow, The (D-M)F	Stewart Granger-Phyllis Calvert	106		b9/28/46
	My Heart Goes Crazy *T (M)F	Sid Field-Greta Gynt	120		b9/7/46
	Naked City, The (D)	B. Fitzgerald-D. Hart			
	Oh Say Can You Sing	Sheila Ryan-Fred Brady			a5/25/46
	Pirates of Monterey *T	Maria Montez-Rod Cameron-P. Reed			a5/25/46
	Ride the Pink Horse	R. Montgomery-W. Hendrix			
	Secret Beyond the Door (D)	J. Bennett-M. Redgrave-A. Revere			a5/17/47
	Senator Was Indiscreet, The	W. Powell-E. Raines			
	Singapore (D)	F. MacMurray-A. Gardner-P. Dorn			a6/7/47

UNIVERSAL (Continued)

Prod. No.		COMING	Run Time Mins.	Rel. Date	See Issue of
	Slave Girl *T	Yvonne deCarlo-George Brent			a8/17/46
	Something in the Wind	D. Burbin-J. Hall-D. O'Connor			
	Tap Roots	Van Heflin-Susan Hayward			
	Wistful Widow of Wagon Gap	B. Abbott-L. Costello-M. Main			
	Years Between, The	M. Redgrave-V. Hobson-F. Robson			

WARNER BROS.

CURRENT 1946-'47

613	The Beast With Five Fingers (H)	Robert Alda-Andrea King	88	2/8/47	b12/21/46
605	Deception (D)A	B. Davis-P. Henreid-C. Rains	112	10/26/46	b10/19/46
612	Humoresque (D)A	J. Crawford-J. Garfield-O. Levant	126	1/25/47	b12/23/46
608	Kings Row	A. Sheridan-R. Cummings-R. Reagan	127	12/7/46	Reissue
620	Love and Learn (C-M)A	J. Carson-R. Hutton-M. Vickers-J. Paige	83	5/3/47	b3/29/47
606	Never Say Goodbye (C)F	Errol Flynn-Eleanor Parker	96	11/9/46	b10/26/46
614	Nora Prentiss (D)A	A. Sheridan-K. Smith-R. Alda	113	2/22/47	b2/8/47
604	Nobody Lives Forever (D)A	J. Garfield-G. Fitzgerald	100	10/12/46	b9/28/46
624	Possessed (D)A	J. Crawford-Van Heflin-R. Massey	108	7/28/47	b5/31/47
615	Pursued	Teresa Wright-Robert Mitchum	101	3/2/47	
616	The Sea Hawk	Errol Flynn-Claude Rains	109	4/26/47	Reissue
619	The Sea Wolf	E. G. Robinson-I. Lupino-J. Garfield	87	4/25/47	Reissue
602	Shadow of a Woman (D)A	Andrea King-Helmut Dantine	78	9/14/46	b8/17/46
617	Stallion Road (D)A	R. Reagan-A. Smith-Z. Scott	97	4/12/47	b3/2/47
616	That Way With Women (C)F	S. Greenstreet-M. Vickers-D. Clark	85	3/29/47	b2/15/47
611	The Man I Love (D)A	Ida Lupino-Robert Alda	97	1/11/47	b12/28/46
610	The Time, the Place and the Girl *T (CM)F	D. Morgan-J. Carson-J. Wyman	108	12/28/46	b12/14/46
621	Two Mrs. Carrolls, The (D)A	H. Bogart-B. Stanwyck-A. Smith	99	5/24/47	b4/5/47
607	Verdict, The (D)A	S. Greenstreet-P. Lorre-J. Lorring	86	11/23/46	b11/9/46
609	Wild Bill Hickok Rides	C. Bennett-B. Cabot-W. William	72	12/7/46	Reissue

COMING

622	Cheyenne (W-D)F	Dennis Morgan-Jane Wyman	100	6/14/47	b4/26/47
624	Cry Wolf	Errol Flynn-Barbara Stanwyck	108	7/26/47	a9/7/46
	Dark Passage (D)	H. Bogart-L. Bacall-B. Bennett			a5/17/47
	Deep Valley	Dane Clark-Ida Lupino-Wayne Morris			a4/5/47
	Escape Me Never	E. Flynn-I. Lupino-G. Young			a3/8/46
	Ever the Beginning	L. Palmer-S. Wanamaker-A. Tamiroff			
	Life with Father *T	I. Dunne-W. Powell-E. Taylor			a9/14/46
	Love at First Sight	Joyce Reynolds-Robert Hutton			
	Mary Hagen	S. Temple-R. Reagan-R. Calhoun			
	My Wild Irish Rose *T	D. Morgan-A. King-A. Dahl			
	Night Unto Night (D)	Ronald Reagan-Viveca Lindfors			a5/10/47
	Romance in High C *T	Jack Carson-Doris Day-Janis Paige			
	Silver River	E. Flynn-A. Sheridan-T. Mitchell			
	Treasure of the Sierra Madre	H. Bogart-W. Huston-T. Holt			
	Two Guys From Texas *T	J. Carson-D. Morgan-D. Malone			
623	Unfaithful, The (D)A	A. Sheridan-Z. Scott-L. Ayers	110	7/5/47	b5/31/47
	Unsuspected, The (D)	C. Rains-J. Caulfield-A. Totter			a6/14/47
	Voice of the Turtle	R. Reagan-E. Parker-E. Arden			
	Wallflower	Robert Hutton- Joyce Reynolds			
	Whiplash	D. Clark-A. Smith-S. Z. Sakall			
	Woman in White, The	A. Smith-E. Parker-S. Greenstreet			a4/26/47

BRITISH PRODUCT (U. S. Distribution Not Set)

	Beware of Pity (D)A	Lilli Palmer-Albert Lieven	105	Rank	b6/29/46
	Carnival (D)A	Sally Gray-Michael Wilding	93	Rank	b10/26/46
	Courtneys of Curzon St. (D-M)	Anna Neagle-Michael Wilding	120	London	b4/19/47
	Dear Murderer (D)A	E. Portman-G. Gynt-D. Price	94	Rank	b6/7/47
	Green Fingers (D)A	Robert Beaty-Carol Raye	85	ABPC	b10/26/46
	Hue and Cry (D)F	Alastair Sim-Valerie White	82	Rank	b2/22/47
	Hungry Hill (D)A	Margaret Lockwood-Dennis Price	109	Rank	b1/18/47
	Laughing Lady *T (M)F	Anne Zeigler-Webster Booth	90	ABPC	b10/26/46
	Loves of Joanna Godden, The (D)A	G. Withers-J. Macallum	85		b6/21/47
	The Man Within *T (D)A	Michael Redgrave-Jean Kent	85	Rank	b4/12/47
	Men of Two Worlds *T (D)A	Phyllis Calvert-Eric Portman	109	Rank	b7/27/46
	Nicholas Nickelby (D)F	Cedric Hardwicke-Sally Howes	105	Rank	b3/22/47
	Root of All Evil (D)A	Phyllis Calvert-Michael Rennie	110	Rank	b2/22/47
	School for Secrets (D)F	Ralph Richardson-Pamela Matthews	108	Rank	b11/16/46
	Take My Life (D)F	Hugh Williams-Greta Gynt	79	Rank	b5/17/47
	Temptation Harbour (D)A	Robert Newton-Simone Simon	110	ABPC	b3/29/47
	The Brothers (D)A	Patricia Roc-Will Fyffe-M. Reed	98	Rank	b5/24/47
	While the Sun Shines (C)A	Barbara White-Ronald Howard	89	ABPC	b2/8/47
	White Cradle Inn (D)F	M. Carroll-I. Hunter-M. Rennie	83	London	b3/29/47

MISCELLANEOUS

	A Dairy for Timothy (Doc)F	Documentary	40	Eng. Films	b12/28/46
	Angel and Sinner (D)A	Micheline Preslie-Louis Salou	86	A.F.E.	b3/1/47
	A Yank in Rome (D)F	Valentina Cortese-Leo Dale	97	Film Rights	b3/22/47
	Barber of Seville (Opera)	F. Tagliavini-T. Gobbi	110	Excelsior	b4/19/47
	Before Him All Rome Trembled (D-M)A	Anna Magnani-Gina Sinimberghi	105	Superfilm	b3/1/47
	Bellman, The (D)A	Lucien Coedel-Fernand Ledoux	95	Mage	b4/5/47
	Carmen (D)A	Viviane Romance-Jean Marais	101	Superfilm	b12/7/46
	Citizen Saint (B)F	J. Prouty-L. MacMartin	65	Elliott	b5/3/47
	Clandestine (D)A	Constant Remy-Suzy Carrier	89	W. Hem.	b1/18/47
	Colonel Chabert (D)A	Raimu-M. Bell	93	Siritzky	b6/21/47
	Devil's Hand, The (D)A	Pierre Fresnay-Josseline Gael	80		b11/16/46
	Francis the First (C)A	Ferandel-Mona Goya	90	Vog Films	b1/25/47
	Girl and the Devil, The (D)A	Gunn Wallgren-Strig Jarrell	87	Scandia	b5/17/27
	Ivan the Terrible (D)A	N. Cherkassov-L. Tselikovskaya	96	Artkino	b3/15/47
	King's Jester, The (D-M)A	M. Simon-R. Brazzi	94	Superfilm	b6/21/47
	Laugh, Pagliacci (D-M)F	Alida Valli-Beniamino Gigli	82	Continental	b5/10/47
	Miracle of Monte Cassino (R-B)F	Fosco Giachetti-Nino Pavese	90	Simpex	b5/31/47
	Queen for a Night (O)A	Gurlie Lemon Bernhard-G. Bjoerling	89	Saga Films	b1/4/47
	Queen's Necklace, The (D)A	Viviane Romance-Marion Dorian	105	Siritzky	b5/10/47
	St. Francis of Assisi (D)F	Jose Luis Jimenez-Alicia DePhillips	119	Simpex	b4/5/47
	School for Danger (Doc)F	Capt. H. Ree-J. Nearne	60	Eng. Films	b2/22/47
	Shop Girls of Paris (D)A	M. Simon-A. Prejean	90	Mage	b6/21/47
	Swing, Cowboy, Swing (W-M)F	C. Shrun-D. Weston-A. Lee	57	Westernair	b9/7/46
	Thunder in the Hills (D)A	J. Prucha-J. Kacer-V. Nasova	78	Gen. Film	b5/10/47
	Torment (D)A	Alf Kjellin-Mai Jetterling	95	Oxford	b4/19/47
	Two Anonymous Letters (D)A	C. Calamai-A. Checchi	83	Film Rights	b5/3/47
	Vow, The (D)A	M. Gelovani	103	Artkino	b6/21/47
	Welldigger's Daughter, The (C)A	Raimu-Fernandel	122	Siritzky	b10/5/46

ADVANCE DATA

(Continued from Preceding Page)

KEY WITNESS (Col.) *Mystery. Principals:* John Beal, Trudy Marshall, Jimmy Lloyd, Barbara Reed. *Director,* D. Ross Lederman. *Plot:* An architect, innocent party to a murder, flees from the scene in fear. He becomes a tramp and when he stumbles over the body of a man on a railroad track, he trades identity with the dead man. This, however, brings complications and publicity. But all ends well.

NATIONAL REVIEWING COMMITTEES' CLASSIFICATIONS

DESPERATE (RKO)
MATURE—National Board of Review.
CLASS A—SEC. II—National Legion of Decency.

GHOST AND MRS. MUIR, THE (20th-Fox)
FAMILY—National Board of Review.
CLASS B—National Legion of Decency.
(Objection: Suggestive Situation)
MATURE FAMILY—General Federation of Women's Clubs.

FIESTA (MGM)
FAMILY—National Board of Review.
CLASS A—SEC. I—National Legion of Decency.

LOST HONEYMOON (E-L)
MATURE—National Board of Review.
CLASS B—National Legion of Decency.

OTHER LOVE, THE (UA)
MATURE—National Board of Review.
CLASS A—SEC. II—National Legion of Decency.
ADULT—General Federation of Women's Clubs.

TROUBLE WITH WOMEN (Para.)
FAMILY—National Board of Review.
CLASS B—National Legion of Decency.

WELCOME STRANGER (Para.)
FAMILY (8-14)—National Board of Review.
CLASS A—SEC. I—National Legion of Decency.
FAMILY—General Federation of Women's Clubs.

The authorities quoted in this column are as follows:

GENERAL FEDERATION OF WOMEN'S CLUBS. The motion picture committee is headed by Mrs. Arretus F. Burt, chairman, of St. Louis. Two reviewing committees are maintained—Mrs. Mary Lilly, New York, Eastern Committee chairman; Mrs. John Sterns Thayer, Los Angeles, Western Committee chairman. Designations used: FAMILY—8 years and up; MATURE FAMILY—14 years and up; ADULTS—Senior High School Students and Adult; **—indicates picture is rated as "Exceptional."

NATIONAL BOARD OF REVIEW: Founded in 1909 "to represent the interest of the motion picture public." The reviewing committee consists of some 300 men and women of all ages, "representing a cross-section of public taste." Designations used: FAMILY—14 years of age and up (recommendations for age groups under 14 are by Schools M. P. Committee of the National Board); MATURE—18 years old up; *—indicates picture "especially worth seeing."

NATIONAL LEGION OF DECENCY: Committee of International Federation of Catholic Alumnae reviews pictures and publishes its classifications for guidance of members of the Legion—composed of those members of the Catholic Church who join the Legion. Designations used: Class A—Section I—Unobjectionable for General Patronage; Class A—Section II—Unobjectionable for Adults; Class B—Objectionable in Part; Class C—Condemned.

SHORT Booking GUIDE

Short subjects are listed by series under headings of companies distributing them. Numerals in parenthesis following series title indicate number of releases in that group announced for, or sold for, the season. Numerals at left of titles is production or release number. Films reviewed are indicated by reviewers' ratings following titles. Third column gives running time of the subject and final column refers to date on which review of the subject was published.

COLUMBIA 1946-'47

ALL-STAR COMEDIES (10)

8431 Society Mugs .....Fair ..... 16 ..12/28/46
8432 So's Your Antenna.....Juvenile ..... 17 ..11/18/46
8433 Slappily Married .....Nonsense ..... 16½..12/ 7/46
8434 Moron Than Off.....Fair ..... 18 .. 2/ 8/47
8435 Andy Plays Hookey....Fair ..... 18 .. 3/15/47
8436 Meet Mr. Mischief.....Good ..... 17½.. 5/10/47
8437 Scooper Dooper .....Funny ..... 18 .. 5/10/47
8438 The Good Bad Egg..... 17 .....
8439 Bride and Gloom..... 16 .....
8440 Two Jills and a Jack..... 18 .....

ASSORTED 2-REEL COMEDIES (6)

8421 Pardon My Terror..... 16½.....
8422 Honeymoon Blues .....Dull ..... 17 ..11/16/46
8423 Rene-vated ..... 17 .....
8424 Hot Heir .....Funny ..... 18 .. 4/ 5/47
8425 Cupid Goes Nuts.....
8426 Nervous Shakedown ..... 15½.....

THREE STOOGES COMEDIES (10)

8491 G. I. Wanna Home..... 15½.....
8402 Rhythm and Weep.....Fair ..... 17½..11/ 2/46
8403 Three Little Pirates....Funny ..... 18 ..3/15/47
8404 Half-Wit's Holiday ....Funny ..... 17½.. 3/29/47
8405 Fright Night .....Funny ..... 17 .. 5/10/47
8406 Out West .....Funny ..... 17½.. 5/10/47
8407 Hold That Lion..... 16½.....

COLOR RHAPSODIES—Technicolor (10)

8501 Loco Lobo .....Cute ..... 6 ..12/ 7/46
8502 Cockatoos for Two..... 6 .....
8503 Big House Blues..... 7 .....
8504 Mother Huba-Huba-Hubbard ..... 6 .....
8505 Up'n Atom ..... 6 .....

COLOR PHANTASIES (12)

8701 Fowl Brawl .....Funny ..... 6 .. 4/ 5/47
8702 The Uncultured Vulture..Funny ..... 5½.. 5/10/47
8703 Wacky Quacky ..... 6 .....
8704 Leave Us Chase It..... 6½.....
8705 Tooth or Consequences..... 6½.....

COMMUNITY SINGS (10)

8651 No. 1 (Leibert) The Gypsy ..... 9½.....
8652 No. 2 (Bakers) It's a Pity to Say Goodnight..Entertaining .. 10 ..11/ 2/46
8653 No. 3 (Leibert) Surrender .....Good ..... 9½..11/16/46
8654 No. 4 (Baker) Pretending ..... 9½.....
8655 No. 5 (Liebert) Rumors Are Flying .....Singable ..... 10 .. 3/15/47
8656 No. 6 (Baker) Ole Buttermilk Sky .....Good ..... 10 .. 5/10/47
8657 No. 7 (Leibert) The Coffee Song & Open the Door Richard .....Good ..... 9½.. 5/10/47
8658 No. 8 (Baker) I'll Close My Eyes ..... 10½.....
8659 No. 9 (Leibert) For Sentimental Reasons ..... 10½.....
8660 No. 10 Managua, Nicaragua .....

THRILLS OF MUSIC (8)

8951 Jerry Wald & Orch..... 10 .....
8952 Machito & Orch.....Good ..... 10½..11/16/46
8953 Les Elgart & Orch.....Fair ..... 10 .. 1/25/47
8954 Ray McKinley & Orch..... 9½.....
8955 Shorty Sherock & Orch...Good ..... 8½.. 5/ 3/47
8956 Buddy Morrow & Orch..... 9½.....
8957 George Towne & Orch..... 10 .....
8958 Ray Anthony & Orch..... 10½.....

SCREEN SNAPSHOTS (12)

8851 No. 1 (Radio Characters)..... 10 .....
8852 No. 2 (Looking Down on Hollywood .....Good ..... 10 ..11/16/46
8853 No. 3 (Rodeo) .....Very Good .... 10 .. 2/ 8/47
8854 No. 4 (Skolsky Party)..... 9½.....
8855 No. 5 (Movie Columnists) .....Interesting .... 9 .. 3/15/47
8856 No. 6 (Behind the Mike) .....Fair ..... 9 .. 3/29/47
8857 No. 7 (Holiday in Las Vegas) ..... 10 .....
8858 No. 8 My Pal Ringeye (Smiley Burnette) ..... 10 .....

SCREEN SNAPSHOTS (Series 26) 1 Reel

8859 Famous Hollywood Mothers ..... 10 .....
8860 So This Is 'Ollywood..... 9 .....

SPORTS REELS (12)

8801 Army Football Champions.Excellent ..... 11 ..11/ 2/46
8802 Ten Pin Magic .....Fair ..... 10 ..11/16/46
8803 Hi-Li .....Interesting ..... 9½..12/28/46
8804 Best In Show (Dogs)..... 9 .....

COLUMBIA (Continued)

8805 Polo .....Interesting .... 9 .. 5/10/47
8806 Cue Tricks ..... 9 .....
8807 Tennis Wizards ..... 9 .....
8808 Goffy Golf ..... 8 .....
8809 Grappling Groaners .... 9 .....
8810 Badminton .....

SERIALS

8120 Son of the Guardsmen.....15 Chaps. 26 .10/26/46
8140 Jack Armstrong .....15 Chap. 20-25.. 3/ 1/47
8160 The Vigilante .....15 Chaps. .....

METRO-GOLDWYN-MAYER 1946-'47

MGM TECHNICOLOR CARTOONS (16)

W-831 Henpecked Hoboes .....
W-834 Hound Hunters ..... 7 .....
W-836 Red Hot Rangers..... 8 .. 5/31/47

TOM & JERRY (Technicolor) CARTOONS

W-832 Cat Fishin' ..... 8 .....
W-833 Part Time Pal..... 8 .....
W-835 Cat Concerto .....Excellent ..... 7 .. 5/10/47

PETE SMITH SPECIALTIES (10)

S-851 Football Thrills of 1945..... 10 .....
S-852 Sure Cures .....Excellent ..... 10 ..10/ 5/46
S-853 I Love My Husband But.....
S-854 Playing By Ear.....
S-855 Athletiquiz .....
S-856 Diamond Demon .....Amazing ..... 10 .. 3/ 1/46
S-857 Early Sports Quiz..... 9 .....
S-858 I Love My Wife But..... 9 .....
S-859 Neighbor Pests .....

TWO REEL SPECIALS (4)

A-801 Luckiest Guy in the World .....

PASSING PARADE (6)

K-871 A Really Important Person .....

TRAVELTALKS

T-811 Glimpses of California.....
T-812 Calling on Costa Rica..... 10 .....
T-813 Around the World in California ..... 9 .....5/17/47

MGM SPECIALS

A-802 Give Us The Earth..... .....6/21/47

PARAMOUNT 1946-'47

NOVELTOONS—Technicolor (65)

P6-1 Spree for All .....Good Start .... 7 ..10/26/46
P6-2 The Stupidstitious Cat....Funny ..... 7 .. 5/10/47
P6-3 The Enchanted Square...Very Good .... 10 .. 5/10/47
P6-4 Madhattan Island .....
P6-5 Much Ado About Mutton.....
P6-6 The Wee Men.....
P6-7 The Mild West.....
P6-8 Naughty But Mice.....

PACEMAKERS (6)

K6-1 Brooklyn I Love You....Superb ..... 10 ..10/26/46
K6-2 Love in Tune.....Different ..... 9½..11/16/46
K6-3 Radio, Take It Away....Swell Satire ... 11 .. 3/ 1/47
K6-4 Try and Catch Me..... 9 .....
K6-5 Brains Can Be Beautiful..... 10 .....
K6-6 Everybody Talks About It.....

POPULAR SCIENCE—Magnacolor (6)

J6-1 No. 1 .....Average ..... 11 ..11/16/46
J6-2 The Sponge Divers.....Fair ..... 11 .. 1/25/46
J6-3 Air-Borne Pastures .....Good ..... 11 .. 2/ 8/47
J6-4 Marine Miracles .....Fascinating ... 10 .. 5/ 3/47
J6-5 Moon Rockets ..... 10 .....
J6-6 20th Century Vikings.....

SPORTLIGHTS (10)

R6-1 Race Horses Are Born...Good ..... 9 ..10/26/46
R6-2 Dive-Hi Champs .....Good ..... 10 ..11/16/46
R6-3 Queen of the Court.....Very Good .... 10 .. 1/25/46
R6-4 Like Father—Like Son...Interesting .... 10 .. 1/25/46
R6-5 Jumping Jacks .....Excellent ..... 9½.. 3/15/47
R6-6 Selling the Sun.....Excellent ..... 10 .. 2/ 8/47
R6-7 Under White Sails..... 9 .....
R6-8 Iced Lightning .....Good ..... 10 .. 5/10/47
R6-9 Making the Varsity.....
R6-10 Running the Hounds.....
R6-3 Queens of the Courts.....Very Good .... 10 .. 1/25/46
R6-9 Making the Varsity..... 10 .....

UNUSUAL OCCUPATIONS—Magnacolor (6)

L6-1 No. 1 .....Average ..... 10 ..11/16/46
L6-2 Swedish Glass Makers....Interesting .... 10 .. 2/ 5/47
L6-3 G.I. Hobbies ..... 11 .....
L6-4 The Stunt Girl..... 11 .....
L6-5 Artic Artisan .....

PARAMOUNT (Continued)

SPEAKING OF ANIMALS (6)

Y6-1 Stork Crazy .....Very Good .... 10 .. 1/25/47
Y6-2 Pooch Parade .....Good ..... 10 .. 1/25/47
Y6-3 Country Life ..... 9 .....
Y6-4 They're Not So Dumb..... 8 .....
Y6-5 In Love ..... 10 .....
Y6-6 As Our Friends.....

MUSICAL PARADES (6)

FF6-1 Sweet and Low..... 19 .....
FF6-2 Champaigne for Two..... 20 .....
FF6-3 Smooth Sailing .....
FF6-4 Paris in the Spring.....

GEORGE PAL PUPPETOONS—Technicolor (6)

U6-1 Wilbur the Lion.....Excellent ..... 10 .. 5/ 3/47
U6-2 Tubby the Tuba..... 10 .....

POPEYE (6)

E6-1 Abusement Park ..... 7 .....
E6-2 I'll Be Ski-ing Ya..... 8 .....
E6-3 Popeye and the Pirates.....
E6-4 Royal Four Flusher.....

TWO REEL SPECIAL

37 Two Decades of History..... 22½.....

LITTLE LULU

D6-1 Loose in the Caboose.....Funny ..... 8 .. 5/10/47
D6-2 Cad and Caddie.....
D6-3 A Bout With a Trout.....

RKO RADIO 1946-'47

EDGAR KENNEDY (6)

73401 I'll Build It Myself.....Hilarious ..... 15 ..10/26/46
73402 Do Or Diet.....Good ..... 18 .. 3/15/47
73403 Social Terrors ..... 18 .....

FLICKER FLASHBACKS (8)

74201 No. 1 .....Excellent ..... 9 ..10/25/46
74202 No. 2 .....Good ..... 9 ..11/16/46
74203 No. 3 ..... 8 .....
74204 No. 4 ..... 10 .....
74205 No. 5 .....Good ..... 8 .. 5/10/47
74206 No. 6 ..... 9 .....

RAY WHITLEY MUSICALS (4)

73501 Bar Buckaree ..... 10 .....
73502 Cupid Rides the Range..... 18 .....
73503 Bandits and Ballads..... 17 .....
73504 A Buckaree Broadcast..... 18 .....

SPORTSCOPES (13)

74301 Skating Lady .....Smooth ..... 8 ..10/25/46
74302 Hail Notre Dame..... 9 .....
74303 Bowling Fever .....Fair ..... 8 ..12/26/46
74304 Kentucky Basketeers ....Excellent ..... 8 .. 1/25/46
74305 College Climbers ..... 8 .....
74306 Ski Champion .....Excellent ..... 8 .. 3/15/47
74307 Ice Skippers ..... 8 .....
74308 Wild Turkey ..... 8 .....
74309 Racing Sleuth ..... 8 .....

THIS IS AMERICA (13)

73101 Beauty for Sale.....Interesting .... 17 ..12/ 7/46
73102 Germany Today .....Informative ... 16 .. 1/25/46
73103 A Nation Is Born..... 20 .....
73104 Campus Boom .....Timely ..... 16 .. 3/15/47
73105 San Francisco—Pacific Gateway .....Excellent ..... 16 .. 3/22/47
73106 Forgotten Island ..... 18 .....
73107 Big Party ..... 17 .....

MUSICAL FEATURETTES (4)

73201 Melody Time .....Very Good .... 18 .. 1/25/47
73202 Follow That Music..... 18 .....
73203 Let's Make Rhythm..... 20 .....

SPECIAL

73901 Football Highlights of 1946 ..... 20 .....

LEON ERROL

73701 Borrowed Blonde .....Fair ..... 15 .. 3/29/47
73702 Wife Tames Wolf.....Fair ..... 17 .. 5/10/47
73703 In Room 303..... 17 .....
73704 Hired Husband ..... 19 .....

WALT DISNEY

64116 Rescue Dog .....Hilarious ..... 7 .. 5/10/47
64117 Straight Shooters ..... 6 .....
64117 Straight Shooters ..... 7 .....
64118 Sleepy Time Donald..... 7 .....

20th CENTURY-FOX 1946-'47

MOVIETONE ADVENTURES (12)

7201 Fantasy of Siam .....Excellent ..... 8 .. 2/ 8/47
7202 Royalty of the Range....Interesting .... 9 .. 3/29/47
7203 Harvest of the Sea.....Interesting .... 9 .. 3/29/47

(Color)

7251 Sons of Courage..... 8 .....
7252 Jamaica .....Excellent ..... 8 ..10/26/46

20th CENTURY-FOX (Continued)

7253	Historic Capetown	Excellent	8	9/21/46
7254	Girls and Gags		8	
7255	The Cape of Good Hope	Interesting	8	5/10/47
7256	Zululand	Interesting	8	3/29/47
7257	Gardens of the Sea			
7258	Romance of the Fjords			
7259	Sweden			

SPORTS REVIEWS—Technicolor (6)

7301	Football Fanfare	Good	11	3/14/46
7302	Style of the Stars	Good	10	3/29/47
7303	Tanbark Champion (Technicolor)			
7351	Winter Holiday	Good	8	9/21/46
7352	Summer Trails	Beautiful	8	1/25/46
7353	Playtime's Journey		8	

TERRYTOONS—Technicolor (20)

7501	Winning the West	Good	7	9/14/46
7502	The Tortoise Wins Again	Good	7	8/17/46
7503	The Elktronic Mouse Trap	Very Good	7	2/ 8/47
7504	The Jail Break	Fine	7	10/ 5/46
7505	The Snow Man		7	
7506	The Housing Problem	Funny	7	9/21/46
7507	The Crockpot King	Wonderful	7	1/25/46
7508	The Uninvited Pests		7	
7509	Mighty Mouse and the Hep Cat	Very Good	7	1/25/47
7510	Beanstalk Jack		7	
7511	Crying Wolf		7	
7512	McDougal's Rest Farm	Very Funny	7	3/28/47
7513	Dead End Cats		7	
7514	Happy Go Lucky		7	
7515	Mexican Baseball		7	
7516	Aladdin's Lamp		7	
7517	Cat Trouble		7	
7518	Sky Is Falling		7	
7519	The Intruder		7	
7520	Mighty Mouse Meets Deadeye Dick		7	

MARCH OF TIME (13)

1	Is Everybody Happy		18	
2	World Food Problem	Excellent	17	10/ 5/44
3	The Soviets' Neighbor	Revealing	18	11/ 2/46
4	The American Cop	Good	18	12/8/46
5	Nobody's Children	Excellent	17	12/28/46
6	Germany—Handle With Care	Excellent	19	2/ 8/47
7	Fashion Means Business	Excelent	17½	3/ 1/47
8	The Teachers' Crisis			
9	Storm Over Britain			
10	The Russians Nobody Knows			

DRIBBLE PUSS PARADE

7901	Monkey-Tone News	Amusing	9	2/ 8/47
7951	Fisherman's Nightmare	Entertaining	8	3/15/47

UNITED ARTISTS
1946-'47

DAFFY DITTIES

	Choo Choo Amigo	Excellent	8	8/ 7/46
	The Lady Said No		8	
	Pepito's Serenade		7½	

MUSICOLORS (7)

	Toccata and Fugue	Intriguing	10	10/28/46

WORLD TODAY

	Wonder Eye		10	

UNIVERSAL-INTERNATIONAL
1946-'47

NAME BAND MUSICALS (13)

2301	Frontier Frolic	Good	15	12/28/46
2302	Champaigne Music	Good	15	1/25/47
2303	Tumbleweed Tempos	Very Good	15	12/28/47
2304	Moonlight Melodies	Excellent	15	12/28/46
2305	Tex Beneke & the Glenn Miller Orch.		15	
2306	Melody Maestro		15	
2307	Tommy Tucker Orch.		15	
2308	Charlie Barnet Orch.		15	
2309	Charlie Spivac Orch.		15	
2310	Jitterumba		15	
2311	Record Party			7/2/47

SING AND BE HAPPY (8)

2381	A Bit of Blarney	Good	11	10/12/46
2382	The Singing Barbers		10	
2383	Let's Sing a College Song		10	
2384	Let's Sing a Western Song		10	

TECHNICOLOR CARTUNES (13)

2321	Fair Weather Fiends	Funny	7	12/28/46
2322	The Wacky Weed	Good	7	12/28/46
2323	Musical Moments		7	
2324	Smoked Hams	Good	7	5/10/47
2325	Coo-Coo Bird		7	
2326	Overture to William Tell		7	

UNIVERSAL-INTERNATIONAL (Cont.)

THE ANSWER MAN (8)

2391	No. 1	Interesting	10	10 26/46
2392	Nature's Atom Bomb	Interesting	10	12 28/46
2393	The Jungle Gangster	Good	9	5/10/47
2394	Red Fury	Interesting	8	5 10 47

VARIETY VIEWS (8)

2341	Bear Facts		9	
2342	Pelican Pranks			
2343	Wild West Chimp	Funny	9	5 10 47
2344	Rhumba Holiday	Good	9	5 10 47
2345	Patio Museum			6/23/47
2346	Bronco Babes			6/23/47

JUVENILE JURY SERIES (8)

2361	Juvenile Jury No. 1		10	
2362	Juvenile Jury No. 2	Poor	10	5 10/47
2363	Juvenile Jury No. 3			5/26/47
2364	Juvenile Jury No. 4			6/2/47

SERIALS (1)

	Mysterious Mr. M			

VITAPHONE-WARNER BROS.
1946-'47

BLUE RIBBON CARTOONS—Technicolor (18)

3301	Fox Pop		7	
3302	Wacky Worm		7	
3303	You're an Education		7	
3304	Have You Got Any Castles		7	
3305	Pigs is Pigs		7	
3306	Cat's Tale		7	
3307	Goofy Groceries		7	
3308	Doggone Modern		7	
3309	Sneezing Weasel		7	

FEATURETTES (6)

3102	Minstrel Days		20	
3103	Alice in Movieland		20	
3104	Dog in the Orchard		20	
3105	Keystone Hotel		18	
3106	Remember When		20	

MELODY MASTERS (6)

3601	Desi Arnaz & Orch.		18	
3602	Melody of Youth	Very Good	10	3/ 1/47
3603	Big Time Review	Fair	10	3/29/47
3604	Stan Kenton & Orch.	Fair	10	4/ 5/47
3605	Vaudeville Revue		10	
3606	Zero Girl		10	

MERRIE MELODIES—Technicolor (20)

2701	Kitty Kornered	All Right	7	7/28/46
2702	Hollywood Daffy	Very Good	7	8/ 3/46
2703	Eager Beaver	Very Good	7	8/14/46
2704	Great Piggy Bank Robbery	Good	7	9/14/46
2705	Bacall to Arms	Novel	7	9/14/46
2706	Of Thee I Sting	Very Good	7	9/ 7/46
2707	Walky Talky Hawky	Excellent	7	9/ 7/46
2708	Fair and Wormer	Fast	7	10/12/46
2709	Mousemerized Cat	Fair	7	11/18/46
2710	Mouse Menace	Good	7	12/28/46
2711	Roughly Squeaking		7	
2712	One Meat Brawl	Funny	7	5/ 3/47
2713	Goofy Gophers	Very Funny	7	5/10/47
2714	Gay Anties	Good	7	5/10/47
2715	Scent-imental Over You		7	
2716	Birth of a Notion		7	
2717	Tweetie Pie		7	
2718	Rabbit Transit		7	
2719	Hobo Bobo		7	
2720	Along Came Daffy		7	
3701	Inki at the Circus		7	
3702	Growing Pains		7	

BUGS BUNNY SPECIALS—Technicolor

2721	Hair Raising Hare		7	
2722	Acrobatty Bunny		7	
2723	Rackateer Bunny		7	
2724	Big Snooze		7	
2725	Rhapsody Rabbit		7	
2726	Hare Grows in Manhattan		7	
3719	Easter Yeggs		7	

SPORTS PARADE—Technicolor (13)

3501	King of the Everglades		10	
3502	Lazy Hunter	Good	10	11/16/46
3503	Battle of Champs	Excellent	10	5/ 3/47
3504	American Sports Album	Interesting	10	4/ 5/47
3505	Let's Go Swimming	Good	10	3/ 1/47
3506	Arrow Magic		10	
3507	Harness Racing		10	
3508	Flying Sportsman in Jamaica		10	
3509	A Day at Hollywood Park		10	
3510	Tennis Town		10	
3511	Sportsman's Playground		10	

TECHNICOLOR ADVENTURES (6)

3801	Star Spangled City	Excellent	10	11/16/46
3802	Rubber River	Fair	10	12/28/46
3803	Kingdom of the Wild		10	
3804	Circus Horse		10	

TECHNICOLOR SPECIALS (8)

3001	Cinderella's Feller		20	
3002	The Last Bomb	Tremendous	20	9/21/46
3003	A Boy and His Dog		20	
3004	Saddle Up		16	
3005	Song of a Nation		20	

VITAPHONE VARIETIES (6)

3401	So You Want to Keep Your Hair	Fair	10	12/28/46
3402	So You Want to Play the Horses	Funny	10	11/ 2/46
3403	So You Think You're a Nervous Wreck	Fair	10	3/29/47
3404	So You're Going to be a Father		10	
3405	So You Want to Be in Pictures		10	
3406	So You're Going on Vacation		10	

NEWSREEL SYNOPSES

(Released Wednesday, June 25)

PARAMOUNT (No. 86)—Ancient fete inaugurates film festival in Brussels; Capital hears Henry Wallace; Japanese wrestling; Princeton honors 36 at bicentennial; Mrs. Zaharias wows Scotland.

NEWS OF THE DAY (Vol. 18, No. 283)—Universal service urged by Truman; Interview with Henry Wallace on political plans for 1948; Yanks' overseas sweethearts arrive; Meet this year's Miss California; Fastest thing afloat; Pedal pushers in Vienna marathon; Japanese wrestling match.

RKO PATHE (Vol. 18, No. 88)—Nagy asks U. S. to aid Hungary; Princeton honors American leaders; Mrs. Zaharias wins British golf title; High School students build own cyclotron; Katayama is Japan's first Christian Premier; Radar meter traps speeders; Fifty-mile bike race in Vienna.

MOVIETONE (Vol. 29, No. 85)—Truman honored at bicentennial of Princeton University; European girls arrive to wed ex-servicemen; Salinas girl wins Miss California beauty title; Skiing enthusiasts meet on Mt. Hood; Sir Malcolm Campbell tries out jet-propelled speedboat; Fifty-mile bicycle race in Vienna; American, cradle of liberty, hails Independence Day.

UNIVERSAL (Vol. 20, No. 49)—Military training urged by Truman; Global airflights begin; New fall hats take bow; Miss California chosen; One-man tennis tried at Forest Hills, L. I.; Jap wrestlers battle in Tokyo; Spills mar bike race.

ALL AMERICAN (Vol. 5, No. 244)—Devil Dogs train; School days for teacher; Chicago Tribune centennial; St. Louis woman surgeon; Art from the Congo; Australian aborigines; Missouri pastor honored.

TELENEWS (Vol. 1, No. 8)—Tension mounts in Near East as Palestine issue stirs Arab nations; World's highest cable, French engineers' feat; St. George battles the dragon again in Belgium; Austrian festival brings out Tyrolean costumes; Child painters exhibit work in Paris; French rugby cup final.

(Released Saturday, June 28)

MOVIETONE (Vol. 29, No. 86)—Congress passes labor bill over President's veto; Los Angeles harbor rocked by explosion as gas tanker burns; General MacArthur attends Tokyo party; General Mark W. Clark, home, heads Sixth Army; Governor Green of Illinois presents first veterans' bonus checks; Jet-propelled airplane flies 623.8 miles per hour; Assault victory in Brooklyn Handicap brings earnings to $576,670; Poughkeepsie regatta won by the Navy; Cowboys bite dust at Salinas rodeo.

NEWS OF DAY (Vol. 18, No. 284)—Complete film story of Capital battle over labor bill; U. S. jet plane sets new speed mark; Preview of a new kind of auto; The Lauritz Melchiors take oath of allegiance; Spotlight on General MacArthur; $10,000,000 Los Angeles blaze wrecks ship and port area; Gov. Green presents bonus checks; Navy wins rowing classic; Top money-maker of the turf.

UNIVERSAL (Vol. 20, No. 50)—Labor bill made law as Senate overrides Presidential veto; Death and destruction stalk waterfront as oil tanker blows up in Wilmington, Calif. harbor; P-80 sets new air speed record at Muroc, Calif.; Navy demonstrates amazing new aircraft at Stratford, Conn.; Navy wins Poughkeepsie regatta, defeating 10 rivals; Assault, top money horse—his earnings at $576,670.

RKO PATHE (Vol. 18, No. 88)—Tanker afire at Los Angeles; Tucker car unveiled; Labor bill becomes law; Navy wins Poughkeepsie race; P-80 jet plane sets record; Veterans' bonus in Chicago.

PARAMOUNT (No. 87)—Navy unveils world's weirdest airplane; General MacArthur coming home?; Navy wins Poughkeepsie regatta; Veto battle makes labor history; Port blast rocks Los Angeles.

First of New Shorts Series Features Canine

"My Pal," first of a new RKO Radio short subject series featuring Flame, the Wonder Dog, has been in production at the Corrigan Ranch in the Santa Susanna mountains, with Lew Landers directing and George Bilson producing. Ted Donaldson, star of Columbia's Rusty series, and Sharyn Moffett, star of RKO's "My Pal Wolf" and "Child of Divorce," have the top roles.

WB Short Subject Drive Set for July 5-Sept. 27

Warners' 16th Annual Bookers Drive, in which the activity is focused on short subjects, has been set for July 5-September 27, according to Norman H. Moray, short subject sales manager.

The first three weeks of the shorts campaign will run concurrently with the Warner Anniversary Drive, April 27-July 26.

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